

Urban identity and tourism: different People, different looks, one single place

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engaging communities and
citizens for sustainable
development

Joana Almeida Instituto Superior Técnico, Universidade de Lisboa
Fátima Bernardo Universidade de Évora, Cesur-Ceris- IST-UL
Catarina Faria Instituto Superior Técnico, Universidade de Lisboa

12th International Symposium on Urban Planning and Environment
1th UPE Lusophone Symposium



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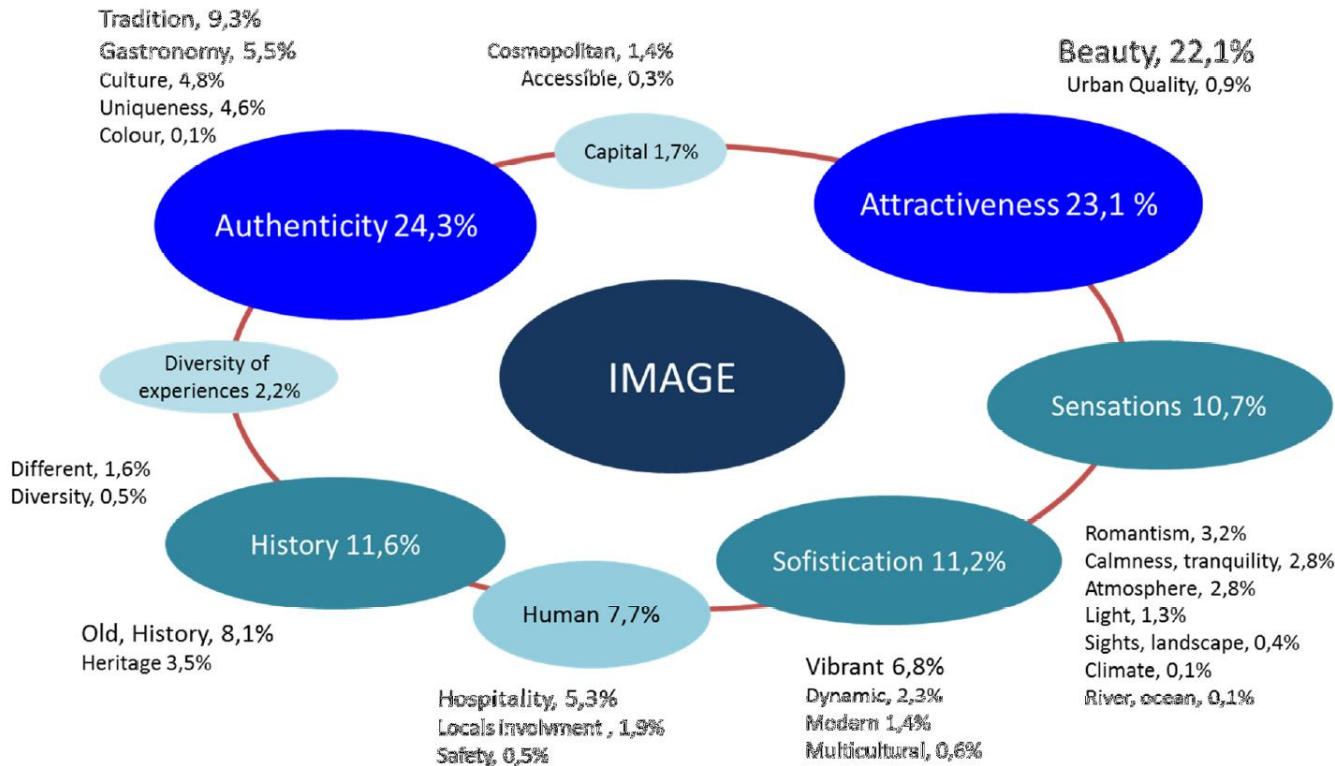
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Urban identity

is about authenticity, uniqueness

THE STRONGEST IMAGE OF LISBON

2014 Lisbon's strongest image?

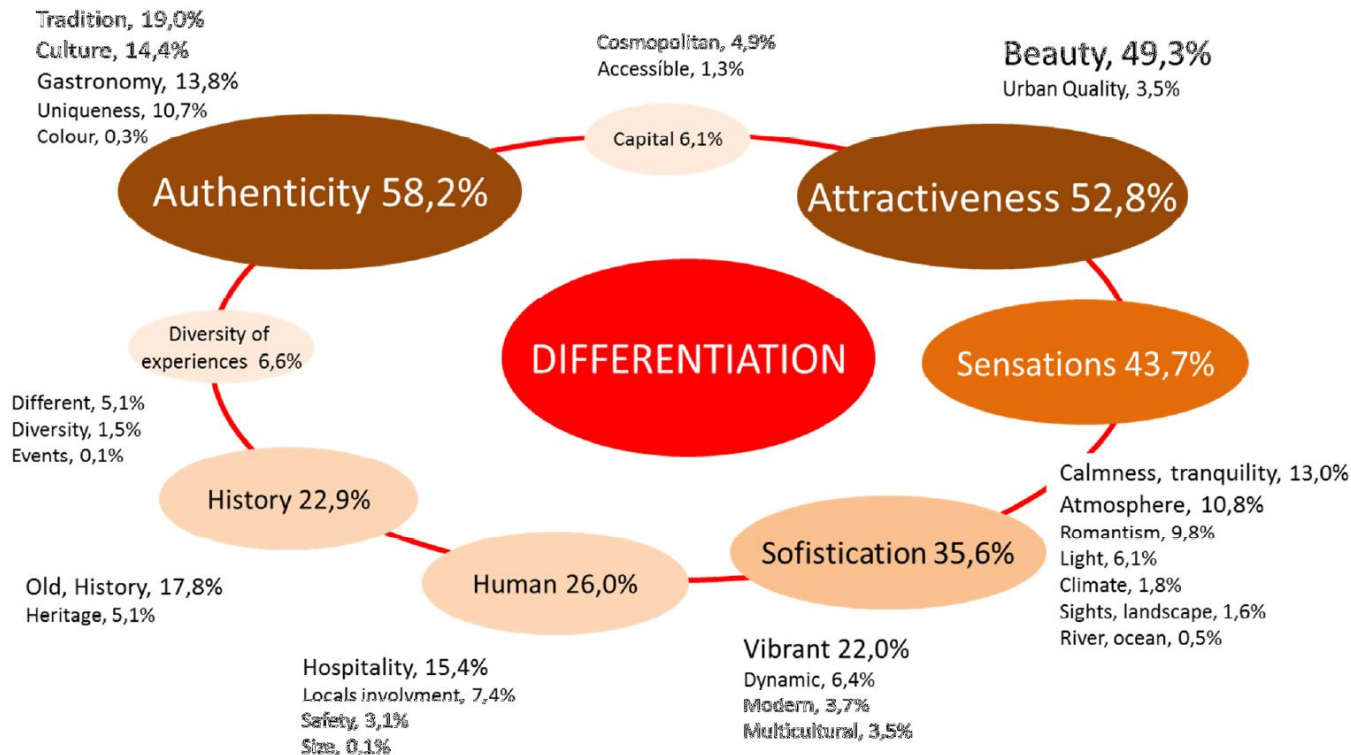


Urban identity

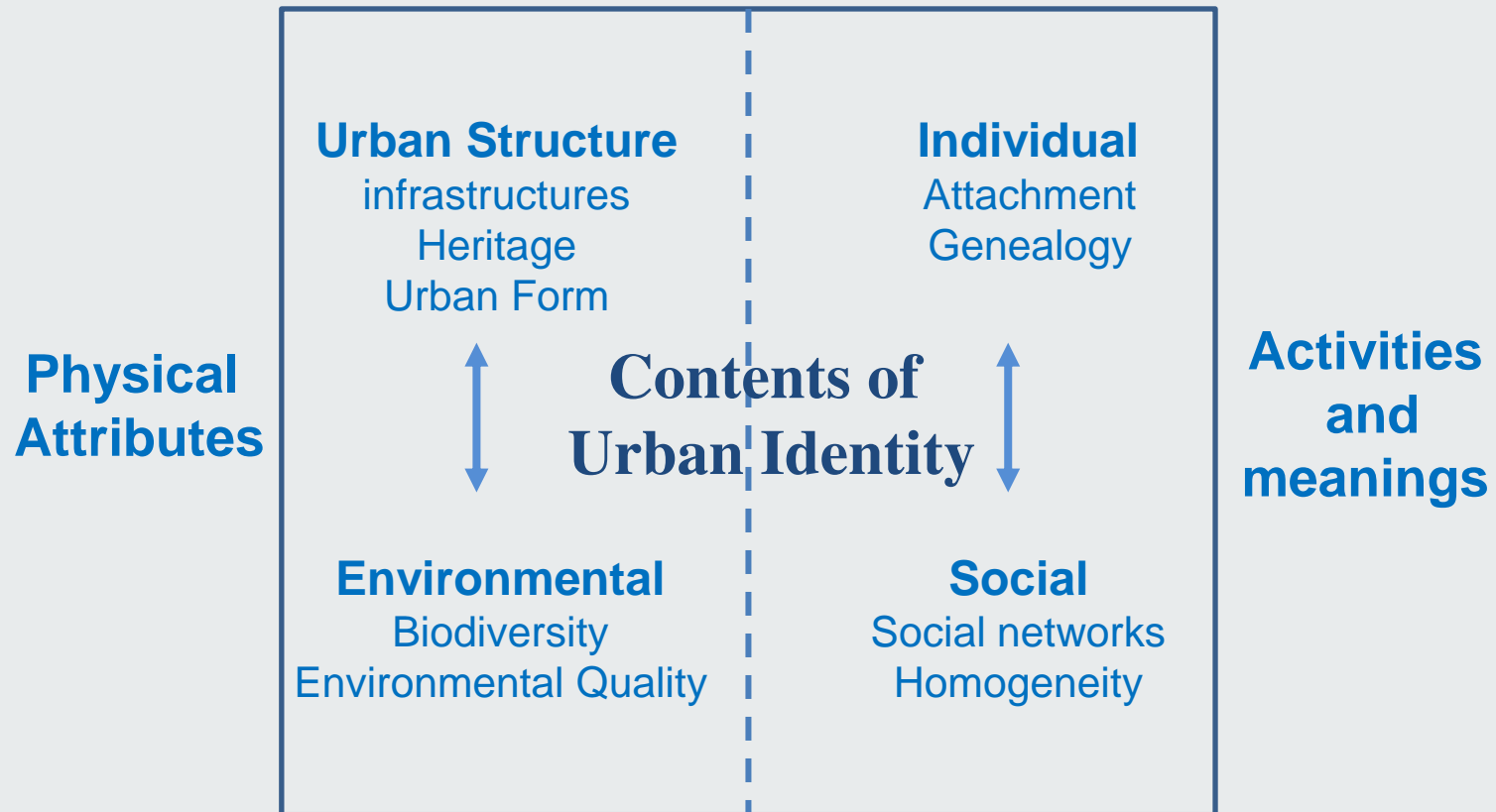
is about authenticity, uniqueness

THE DIFFERENTIATING IMAGE OF LISBON

2014 In what is Lisbon different?

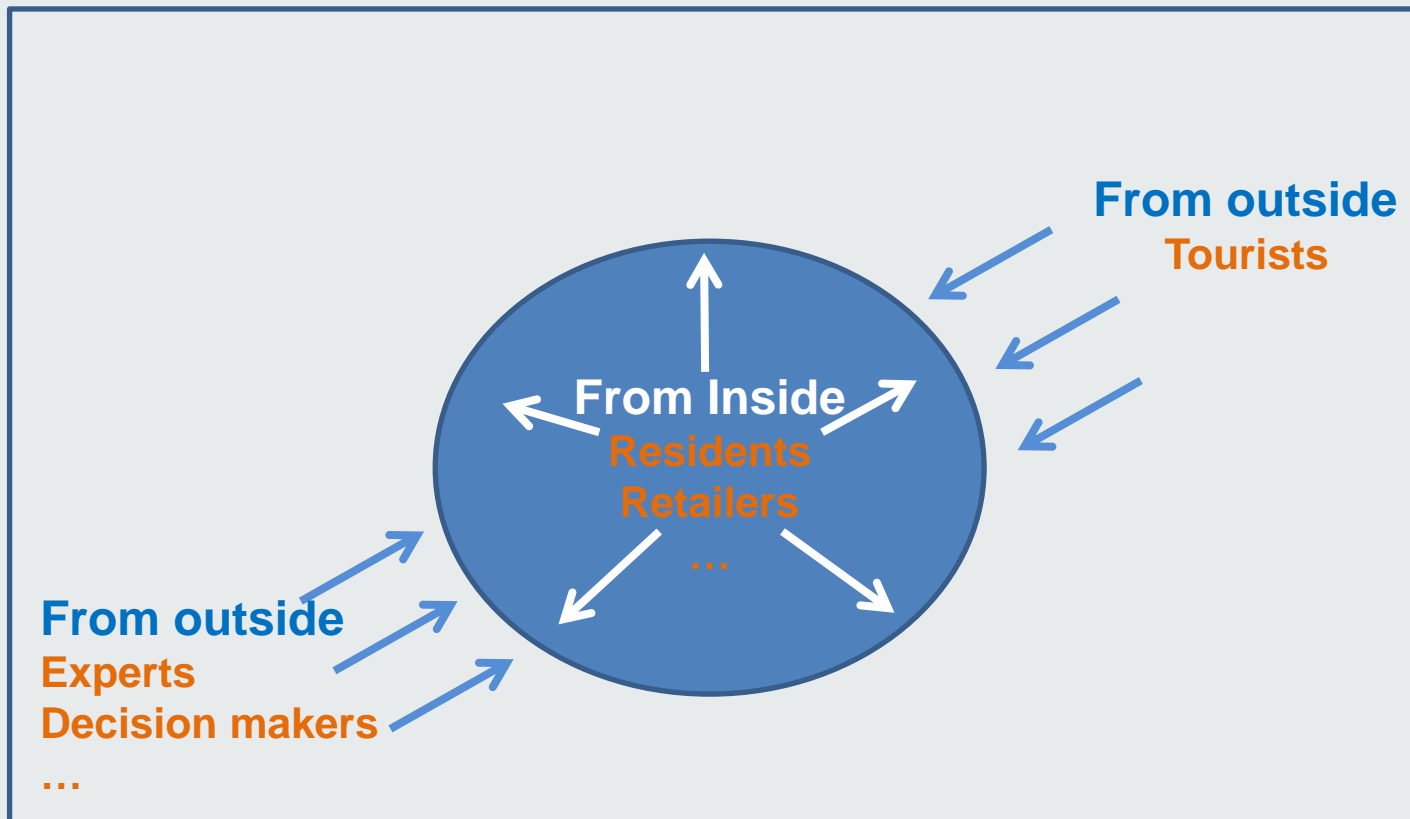


Urban identity capture its contents



Urban identity

different people, different identities



Urban identity and tourism



- **What are the contents that shape peoples' place identity as well as the identity of the place?**
- **How do these multiple identities converge and diverge in terms of place identity contents?**
- **What are the main conflicts between tourism development and urban identity preservation?**



Method

Where?

Alfama Neighbourhood

- 6500 inhabitants
- 3600 families
- 5400 dwellings



Method

Where?

Alfama dwellings

- **Small size, often degraded, little space and poorly illuminated**
- **T0 - 5.7%; T1 - 33.2%; T2 - 30.6%; T3 - 15.6%; T4 - 7.2%; T5 - 7.7%**
- **Plot \approx 20 sqm**



Method

Where?

**Alfama
identity**

Urban pattern: Muslim period



Method

Where?

Alfama
identity



Pathways
and stairs



Method

Where?

**Alfama
identity**



**Typical retail shopping and
restaurants**





Method

Where?

**Alfama
identity**

**Tiles
Art (Vhils)**



Method

Where?

**Alfama
identity**

Clothes drying rack

Popular Saints



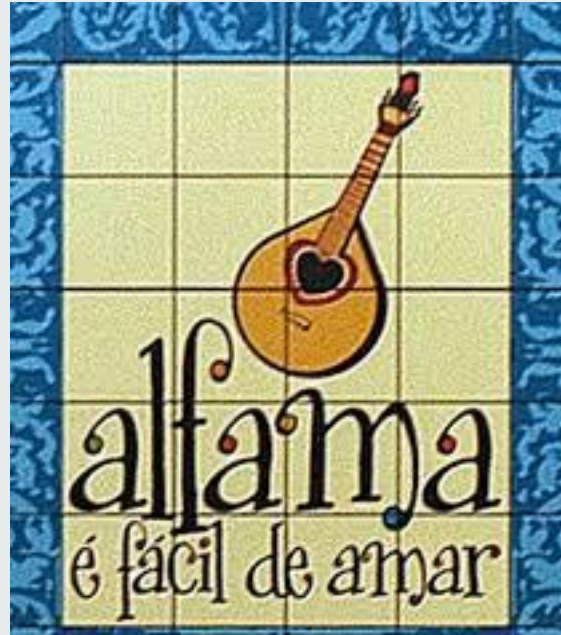


Method

Where?

**Alfama
identity**

Fado singing



Method

How?

Interviews



- What are the elements of Alfama's identity?
- What are the main problems related to Alfama's tourism growth?

Method

How?

Interviews



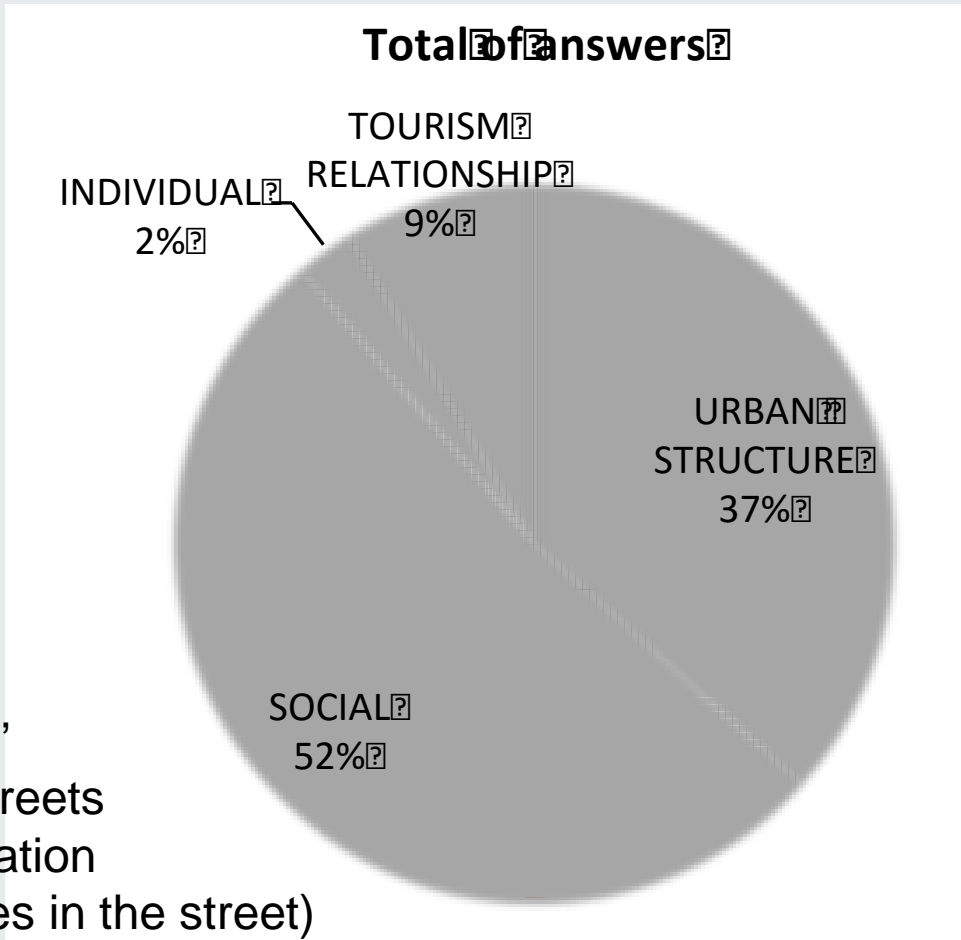
- 6 public authorities
- 125 interviews in main streets: 52 residents, 34 retail / hotel industry, 39 tourists
- 60% women
- 70% residents over 55 years old
- 80% long-term residents
- Tourists: Belgium, Brazil, France, Germany, Ireland, Italy, Norway, Poland, Portugal, Scotland, Spain, Switzerland, USA

Elements of Alfama identity

- Touristic place (easy coexistence)
- Friendly with tourists

- 'Place of birth'

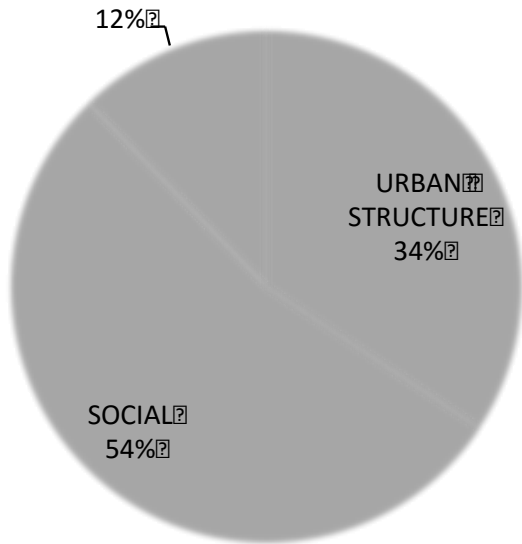
- 'Ways of life'
life on the streets
street decoration
drying clothes in the street)



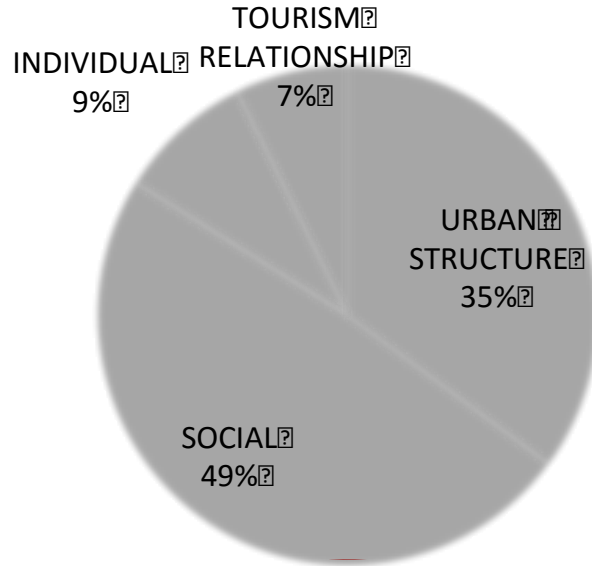
- Urban form
- Urban scale
- Antique/old
- Authenticity
- Heritage (tiles, 'the birth of Lisbon', monuments)
- Infrastructures (traditional commerce)

- People (solidarity, familiarity, friendly)
- Security perception
- Social authenticity
- Festivities
- Fado taverns

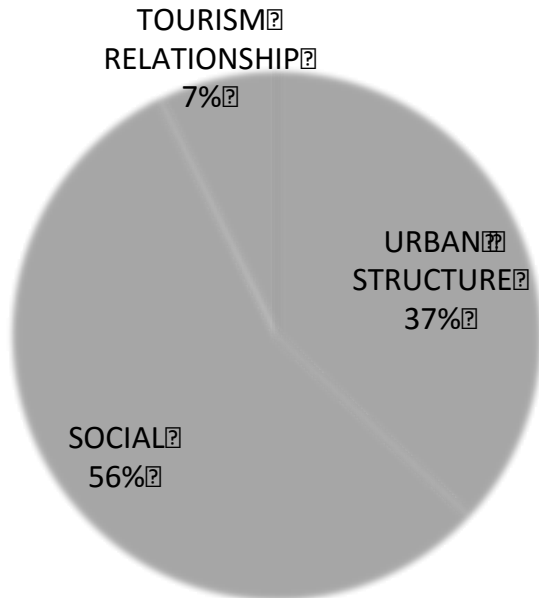
Residents
TOURISM RELATIONSHIP



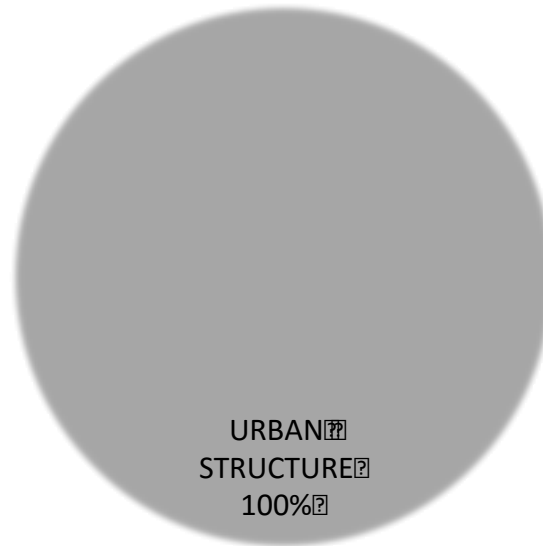
Retailers and hotel industry
TOURISM



Tourists
TOURISM RELATIONSHIP



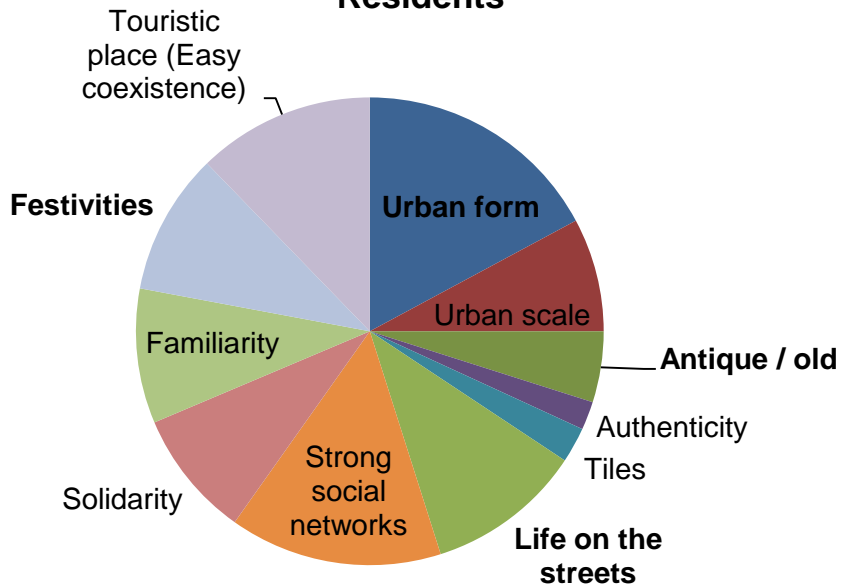
Decision-makers



Results

Elements of Alfama identity

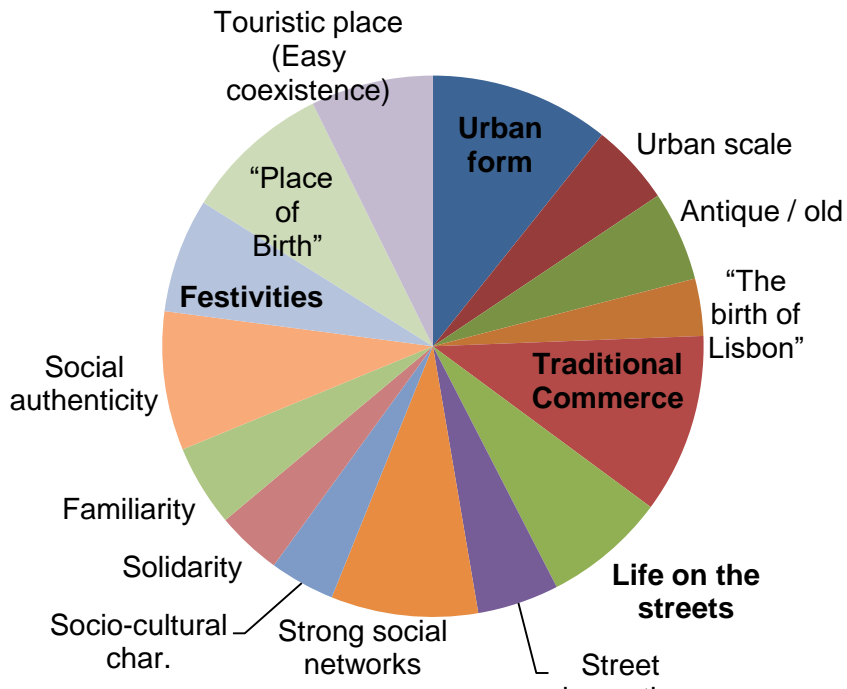
Residents



Tourists



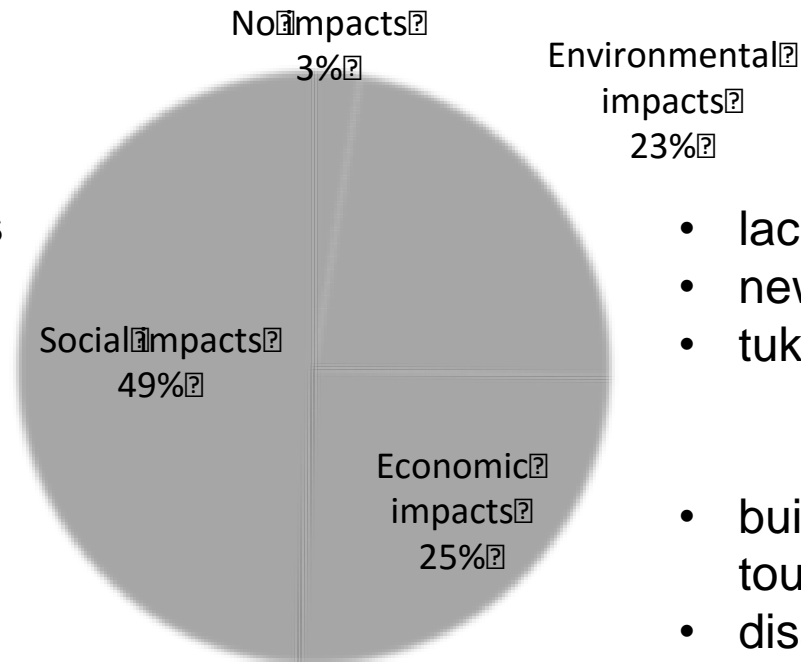
Retailers and hotel industry



Decision makers



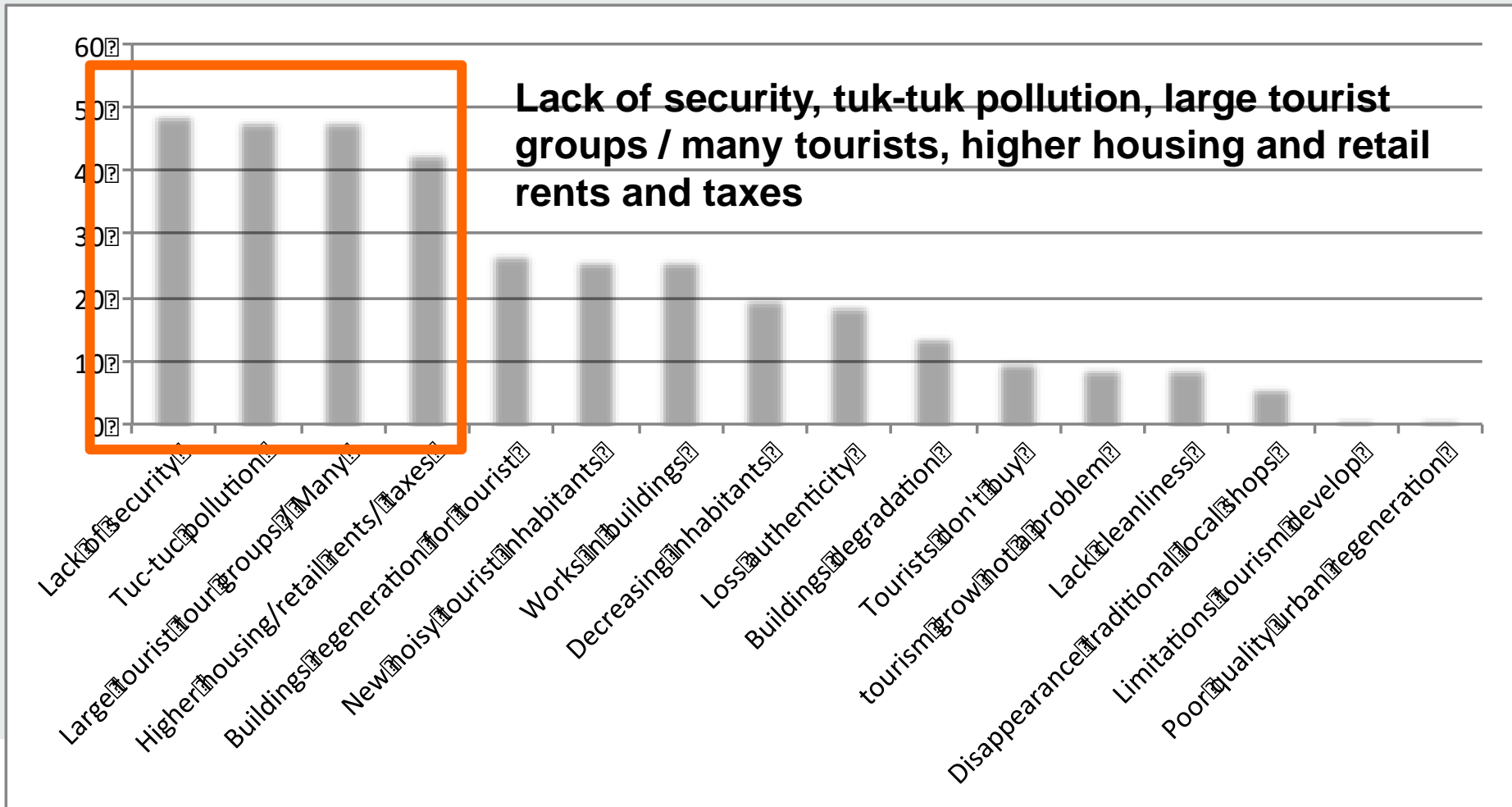
Main problems related to tourism growth?



- buildings degradation
- decreasing inhabitants
- lack of security
- large tourist tour groups/many tourists
- loss of authenticity
- works in buildings
- poor quality of urban regeneration

- lack of cleanliness
- new noisy tourist inhabitants
- tuk-tuk pollution
- buildings regeneration for tourist accommodation
- disappearance of traditional local shops
- higher housing and retail rents and taxes limitations to tourism development
- tourists do not buy

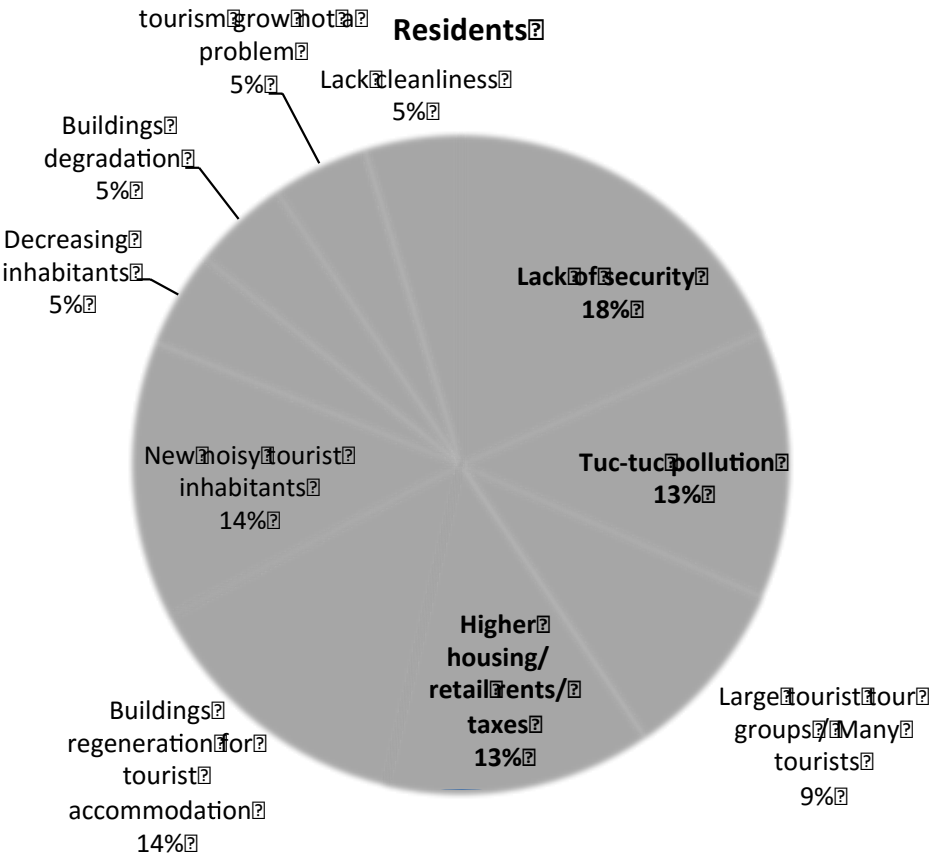
problems related to tourism growth



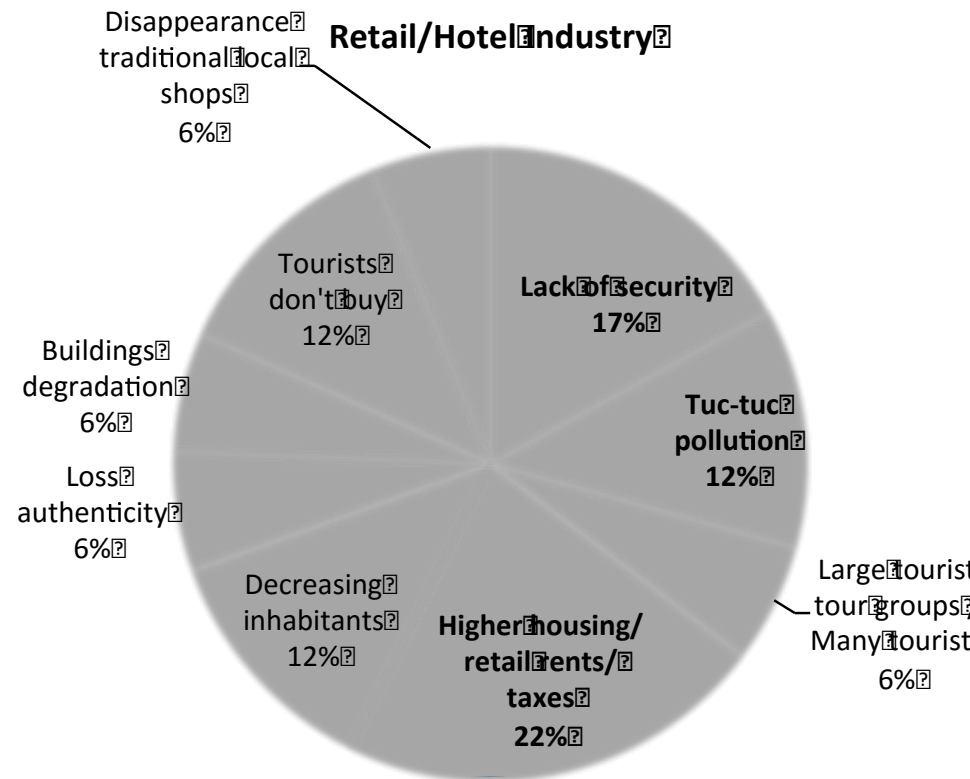
Results

problems related to tourism growth

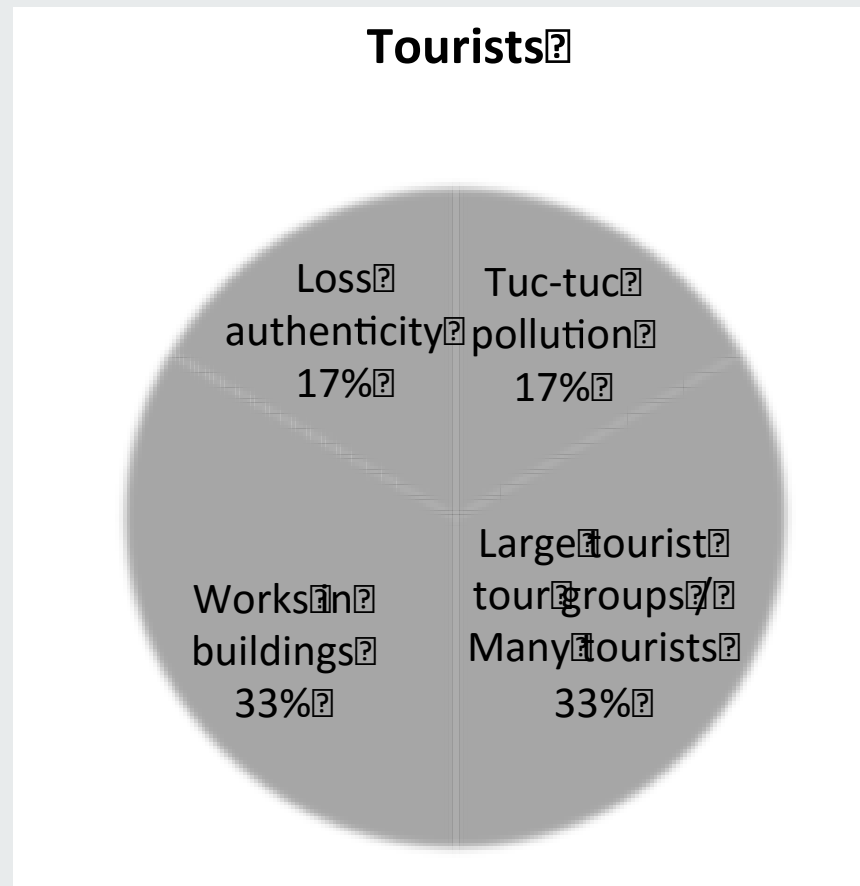
Residents



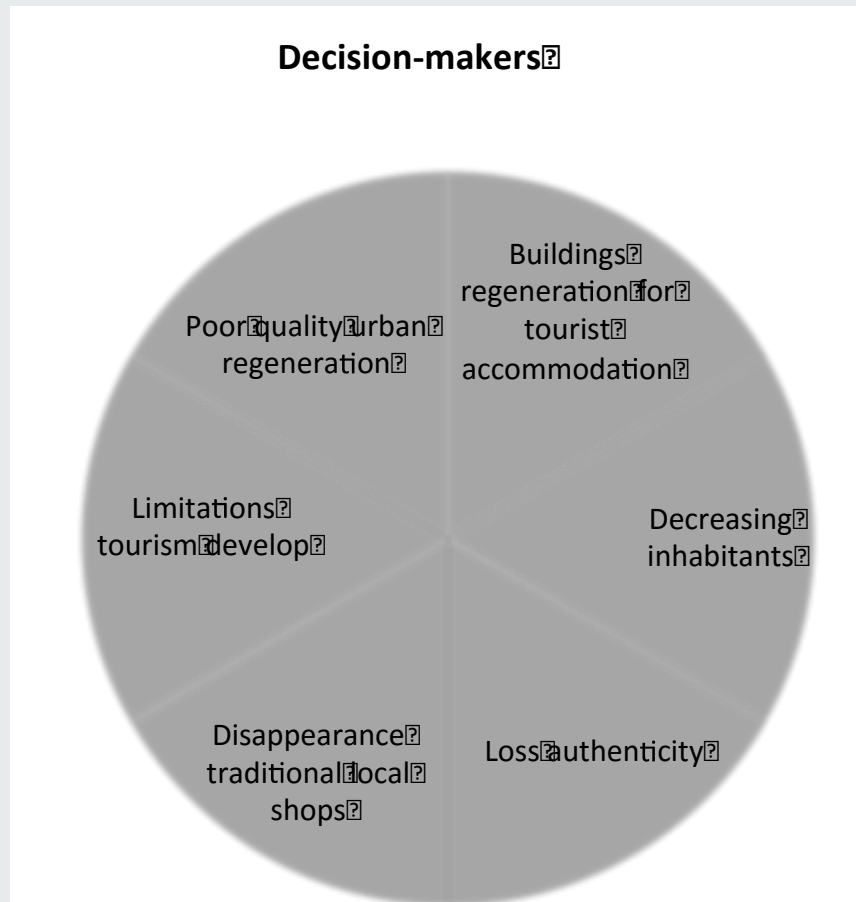
Retail/Hotel Industry



problems related to tourism growth



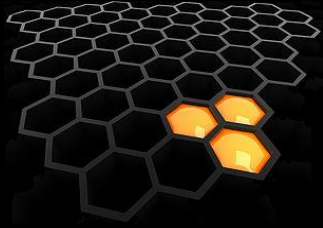
problems related to tourism growth



Conclusions

For planners / decision-makers

- **Be aware of 1) what attracts tourists and 2) how tourism development affects the urban identity seen by different groups**
- **Develop strategies centred on the congruence between different identities in order to maintain the place's identity**
- **Increase monitoring**
- **Minimise negative impacts**



An approach to improve effectiveness of urban projects implementation with multiple landowners

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Thank you for you attention!

Contacts:

joana.c.almeida@tecnico.ulisboa.pt

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