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

CITIES FOR US
engaging communities and citizens for sustainable development

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Urban identity is about authenticity, uniqueness.

THE STRONGEST IMAGE OF LISBON

2014 Lisbon’s strongest image?

- Authenticity 24.3%
- Attractiveness 23.1%
- Beauty, 22.1%
- Sensations 10.7%
- Hospitality 5.3%
- Locals Involvement 1.9%
- Safety 0.5%
- Old, History, 8.1%
- Heritage 3.5%
- History 11.6%
- Human 7.7%
- Cosmopolitan, 1.4%
- Accessible, 0.3%
- Capital 1.7%
- Diversity of experiences 2.2%
- Tradition, 9.3%
- Gastronomy, 5.5%
- Culture, 4.8%
- Uniqueness, 4.6%
- Colour, 0.1%
- Beauty, 22.1%
- Urban Quality, 0.9%
- Romanticism, 3.2%
- Calmness, tranquility, 2.8%
- Atmosphere, 2.8%
- Light, 1.3%
- Sights, landscape, 0.4%
- Climate, 0.1%
- River, ocean, 0.1%

Source: Observatório Turismo de Lisboa “Survey to satisfaction and image. Lisbon. 2014.”
Urban identity is about authenticity, uniqueness.

Source: Observatório Turismo de Lisboa “Survey to satisfaction and image. Lisbon. 2014.”
Urban identity

capture its contents

Physical Attributes

**Urban Structure**
- infrastructures
- Heritage
- Urban Form

**Environmental**
- Biodiversity
- Environmental Quality

Contents of Urban Identity

**Individual**
- Attachment
- Genealogy

**Social**
- Social networks
- Homogeneity

Activities and meanings
Urban identity

different people, different identities
Environmental, economic and socio-cultural impacts of tourism

Residents’ perception of tourism impacts

Conflicts between heritage conservation and tourism development
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 $\approx 20 \text{ sqm}$
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
Results

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

Total of answers

- Urban Structure 37%
- Social 52%
- Tourism Relationship 9%
- Individual 2%
Results

Elements of Alfama identity

<table>
<thead>
<tr>
<th>Category</th>
<th>Residents</th>
<th>Retailers and hotel industry</th>
<th>Tourists</th>
<th>Decision-makers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Structure</td>
<td>34%</td>
<td>35%</td>
<td>37%</td>
<td>100%</td>
</tr>
<tr>
<td>Social</td>
<td>54%</td>
<td>49%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Individual</td>
<td></td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Relationship</td>
<td>12%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Decision-makers:

- Urban Structure: 100%
- Social: 56%
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
Results

Problems related to tourism growth

- Lack of security.
- Tuk-tuk pollution.
- Large tourist groups / many tourists.
- Higher housing/retail rents/taxes.
- New noisy tourist inhabitants.
- Works in buildings.
- Decreasing inhabitants.
- Loss authenticity.
- Buildings degradation.
- Tourists don’t buy.
- Tourism grow not a problem.
- Lack cleanliness.
- Disappearance traditional local shops.
- Limitations tourism develop.
- Poor quality urban regeneration.
Results

problems related to tourism growth

Resident's problems related to tourism growth:
- Lack of security: 18%
- Tuc-tuc pollution: 13%
- New noisy tourist inhabitants: 14%
- Buildings degradation: 5%
- Decreasing inhabitants: 5%
- Buildings regeneration for tourist accommodation: 14%
- Higher housing/retail rents/taxes: 13%
- Large tourist tour groups / Many tourists: 9%

Retail/Hotel Industry's problems related to tourism growth:
- Lack of security: 17%
- Tuc-tuc pollution: 12%
- Tourists don't buy: 12%
- Decreasing inhabitants: 12%
- Higher housing/retail rents/taxes: 22%
- Large tourist tour groups / Many tourists: 6%
- Disappearance traditional local shops: 6%
- Buildings degradation: 6%
- Loss authenticity: 6%
Results

Problems related to tourism growth

- Loss authenticity: 17%
- Tuc-tuc pollution: 17%
- Works in buildings: 33%
- Large tourist tour groups / Many tourists: 33%
Results

Problems related to tourism growth

- Poor quality urban regeneration
- Limitations in tourism development
- Disappearance of traditional local shops
- Loss of authenticity
- Decreasing inhabitants
- Buildings regeneration for tourist accommodation
- Decision-makers

Limitations in tourism development
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

Thank you for your attention!

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