

7th

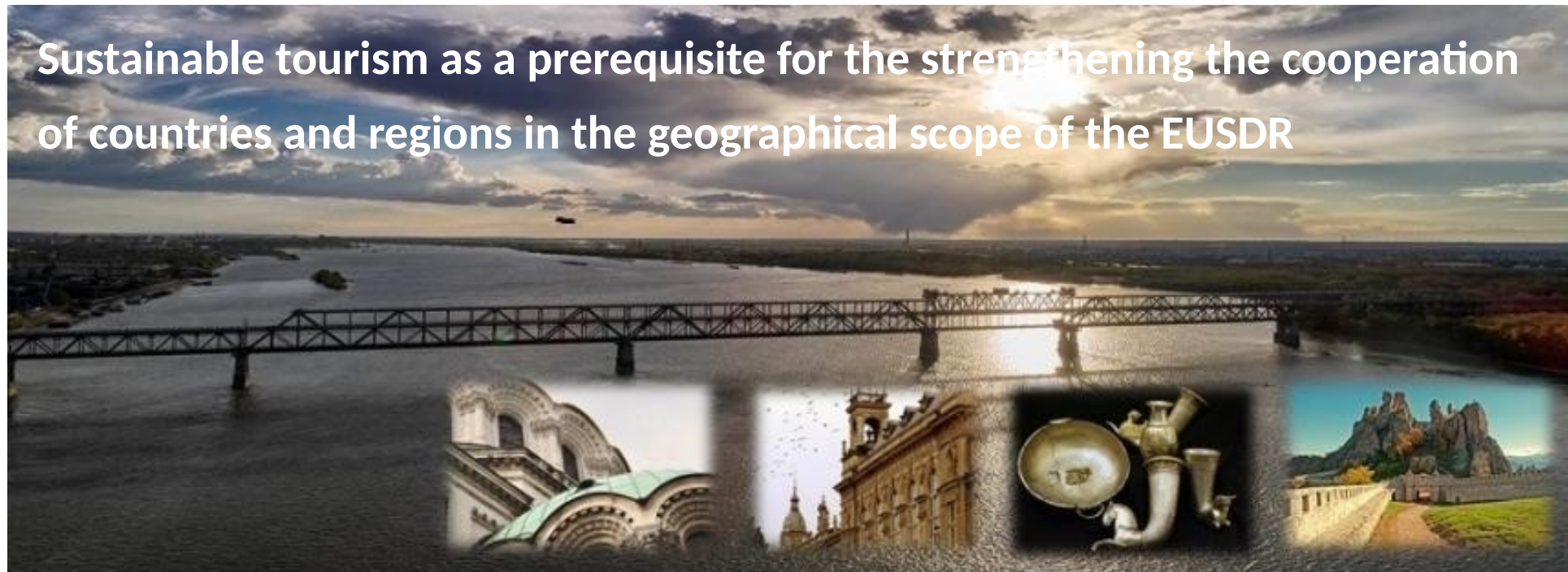
Annual
Forum

18-19 October 2018 Sofia

Bulgarian Presidency

EU Strategy for the
Danube Region

Sustainable tourism as a prerequisite for the strengthening the cooperation
of countries and regions in the geographical scope of the EUSDR

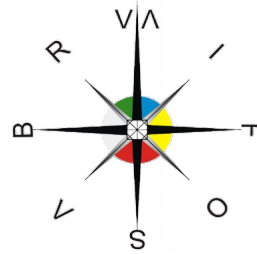


Dr. Pietro ELISEI, dr.pietro.elisei@gmail.com

URBASOFIA, *town and territorial planning company*, www.urbasofia.eu



About URBASOFIA



- Urbasofia is a **laboratory for urban development, policy design and territorial cohesion** focused on developing more **integrated, participatory and smart-oriented solutions** to pressing urban problems.
- Leveraging on European structural funding for **urban innovation**, the challenge we are taking up in working with urban authorities was to help them meet actual urban problems with the right tools and fitting flagship projects and piloting actions.
- Our main aim is to bridge the pan-European innovation landscape with the actual beneficiaries and citizens using **participatory strategic planning processes**, and to shift the paradigm in rethinking cities and regions.
- Follow us: www.urbasofia.eu

Strategic partnerships



SMART INNOVATIVE LEARNING HUB

Under the aegis of EUSDR International Honorary Chair (CIO-SUERD) and CLDR Association – aggregator of networks and projects, especially in the top areas of **territorial development and cooperation, cultural and historical heritage, integrated innovation** in various fields (launched in February 2018 in partnership with the Romanian Academy)

Danubian Macroregional Innovation Academy

Platform for the **internationalization of education and business** designed specifically to solve complex macro-regional societal problems, involve the entire community in seeking more responses oriented towards stability and visionary outlook, and eventually reinforce a **new common Danubian identity**.

Follow us: www.ciosuerd.houseofeurope.ro & www.cldr.ro

Danube Region Strategy (EUSDR)



CONNECT THE REGION, PA3: CULTURE, TOURISM, PEOPLE TO PEOPLE



This publication is the output of the Improving Capacities for Enhancing Territorial Attractiveness of the Danube Region - ATTRACTIVE DANUBE project that took place within the Danube Transnational Programme. Attractiveness Atlas is a comprehensive collection of transnational maps at the Danube region scale, elaborated with the representation of the core indicators of the common dataset over a timeseries of years.

ISBN CODE: 978-973-0-27380-1



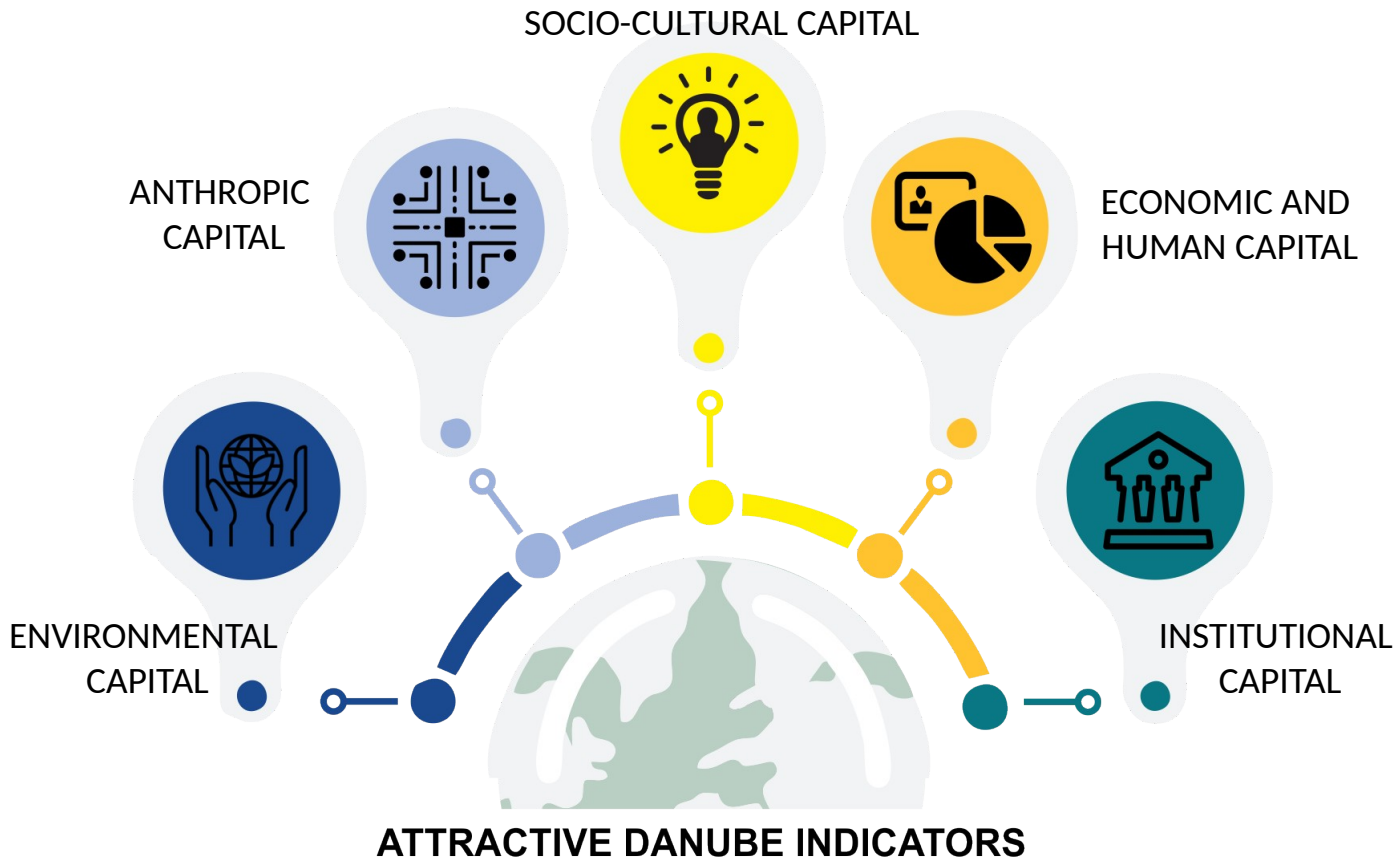
Source: <http://www.danube-region.eu/about/priorities>

Each territory has **equity** – a set of **assets and territorial capital** that can make it competitive compared to other destinations, for either **living, or investing, or tourism**

.... or all of the above!

Source: Territorial Attractiveness Monitoring Platform - A Handbook for policy planners

ATTRACTIVE DANUBE



National Territorial Attractiveness
Monitoring Platform (TAMP) **indicators for
measuring territorial capital attractiveness.**

Territorial capital into 2 main categories:

- **Behavioural capital** (social/ human/ cognitive/ relational capital);
- **Physical capital** (infrastructural/ environmental/ productive/ settlement capital).

*Source: Territorial Attractiveness Monitoring Platform
- A Handbook for policy planners*

Context and global challenges

- **Resources of territorial capital are scarce** and regularly put at risk by uncontrolled expansion of cities or, on the contrary, by the decrease of population in other areas => major trends of **urban sprawl** or **shrinking cities**;
- Tourism has grown at an accelerated pace over the last few decades and forecasts indicate an ever faster growth rate into the upcoming years => **Touristification** phenomenon increasingly visible;
- One of the richest pillars of the tourism industry lies in the **need and desire to see and learn about different cultural identities**. Cultural heritage is both unique and fragile, it stimulates the story-telling of a place's history and identity, while it fosters respect and understanding of other cultures.
- Urgent **need for new tools, methods, approaches** for the design and management of complex and dynamic touristic destination. => how to factor in technology, for economic and social returns?
- **Loss of cultural identity** (the phenomenon of degradation faced by most cities in the historical center): how to **recover and valorize place-based identities**?

Innovation and Smart Tehnologies

In the paradigm of smart cities we can found everything,

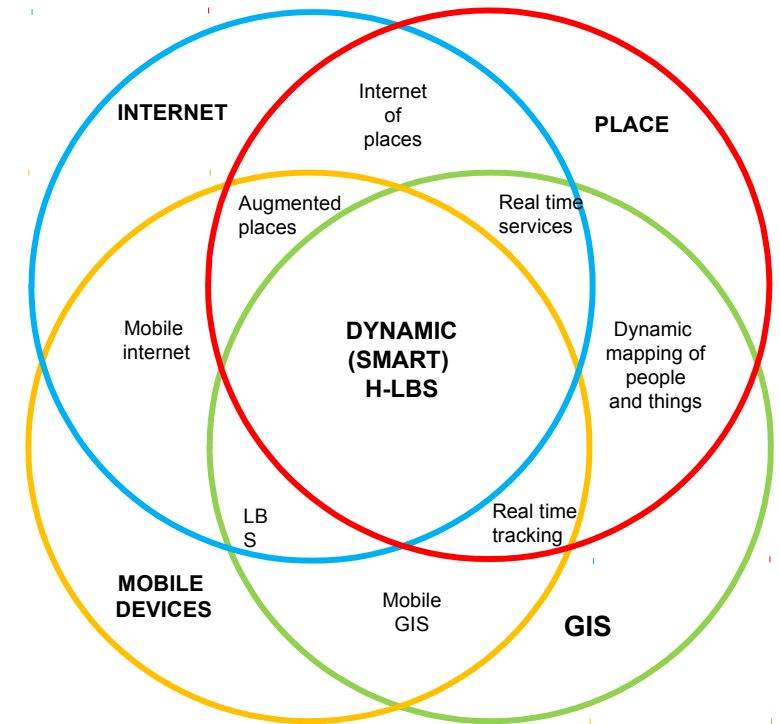
How does the smart city trend impacts sustainable tourism?

SUSTAINABLE DEVELOPMENT $\square \equiv$ **RESILIENT CITIES** $\square \equiv$ **SMART CITIES**

- Capability of designing good strategies and operating effective integration (**smart governance**);
- To manage big data at urban scale and identifying new governance models (**who owns the cities?**)
- To strengthen participatory planning process through new technologies (**e-participation/geoblogs**)

It is fundamental that **planners and public administrations** alike should:

- learn to beware of mass/ unplanned tourism and strive for **sustainable tourism development**;
- **develop cultural heritage** as touristic product, while **protecting and preserving** on a long-term perspective.



Sustainable tourism

A common definition of **sustainable tourism** is the one of the World Tourism Organization (UNWTO): "Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining **cultural integrity, essential ecological processes, biological diversity, and life support system.**"

[WTO 1998: 19]


Sustainable tourism development is:

ECOLOGICALLY SUSTAINABLE, ECONOMICALLY VIABLE, as well as **ETHICALLY** and **SOCIALLY EQUITABLE.**

It respects the fragile environmental balance that characterizes many tourism destinations, particularly in environmentally sensitive areas; and it is based on a long term perspective.

Source: UNESCO, Sustainable Tourism Development in UNESCO Designated Sites in South-Eastern Europe

SUSTAINABILITY IS NOT JUST A BUZZ WORD

	ECONOMIC DIMENSION	SOCIAL/EQUITY DIMENSION	ENVIRONMENTAL DIMENSION	GOVERNANCE DIMENSION	LOGISTICS DIMENSION
SUSTAINABILITY	<p>COSTS</p> <p>BENEFITS</p> <p>ECONOMIC RETURN OF PROJECTS</p> <p>STABLE JOBS CREATED</p> <p>TEMPORARY JOBS CREATED</p>	<p>STAKEHOLDERS INVOLVED</p> <p>GUARANTEED EQUITABLE ACCESS TO BENEFITS</p> <p>LOCAL DIVERSITY UNDERSTOOD AND CONSIDERED</p> <p>INDIVIDUAL/COMMUNITIES EMPOWERMENT IS PURSUED</p> <p>INCLUSIVE ACTIONS ARE PROMOTED</p> <p>QUALITY OF LIFE</p>	<p>NEGATIVE IMPACTS ON ENVIRONMENT ARE AVOIDED OR MITIGATED</p> <p>PROJECTS FAVORS THE USE OF RENEWABLE SOURCES/RESOURCES</p> <p>PROJECTS ARE CONFORM TO EU DIRECTIVE ON:</p> <ul style="list-style-type: none"> • WASTE MANAGEMENT • WATER MANAGEMENT • SOIL CONSUMPTION • AIR POLLUTION • NOISE POLLUTION 	<p>LOCAL CLARIFICATION: ALL COMPETENT ADMINISTRATIVE AUTHORITIES SUPPORT THE SOLUTION AND DEFINE THEIR ROLE IN FACILITATING THE IMPLEMENTATION</p> <p>POLICY TOOLS ARE AVAILABLE TO MANAGE THE DEVELOPMENT OF PROPOSED SOLUTIONS</p> <p>PROJECTS ARE CONFORM TO TECHNICAL NORMS AND NORMATIVE PLANNING TOOLS</p>	<p>BUDGETARY SUPPORT TO THE PROJECTS</p> <p>INSTITUTIONAL SUPPORT TO THE PROJECTS</p> <p>RIGHT SCALE OF PROPOSED SOLUTIONS (PROJECTS CAN BE MANAGED AT THE SCALE OF THE TOWN AND OF AVAILABLE RESOURCES AND CAPABILITIES)</p>
 <p>SUSTAINABLE TOURISM</p>					

Ingredients for successful sustainable tourism

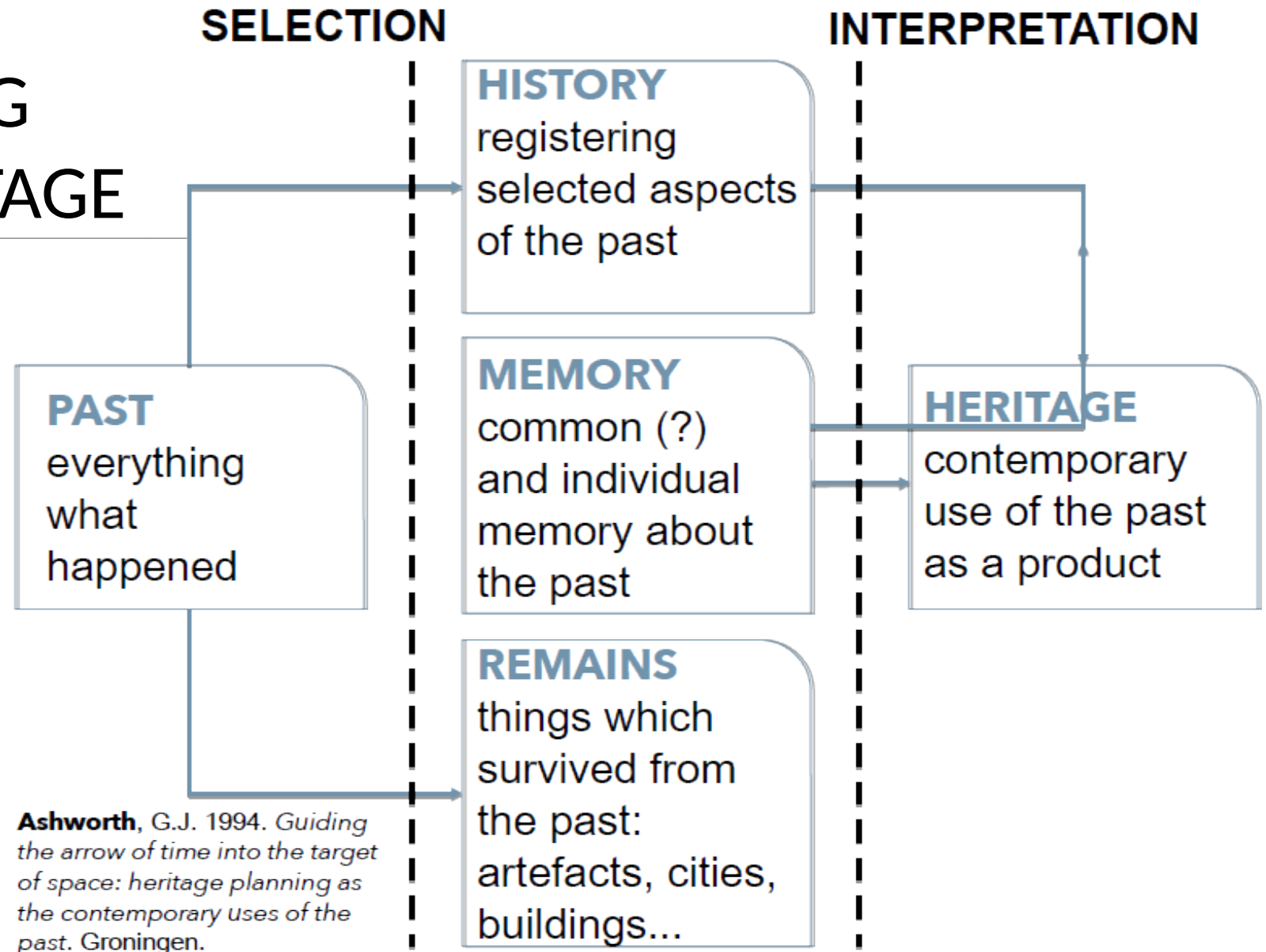
In order to reach sustainable ways of practicing sustainable tourism through **international/ interregional collaborations** in Danube Region, EUSDR proposes the following **set of actions**:

- build on **cultural diversity as a strength** (of the DR);
- enhance **cooperation between people of different origins**, to encourage creativity and provide a driving force for cultural innovation and economic development, based on heritage, traditions and tourism;
- enhance **interconnection and cooperation in education and scientific and research activities for tourism**;
- **improve planning and infrastructure for tourism**;
- support the improvement of the **tourism products quality**;
- **promote cultural exchange in the arts.**

Source:

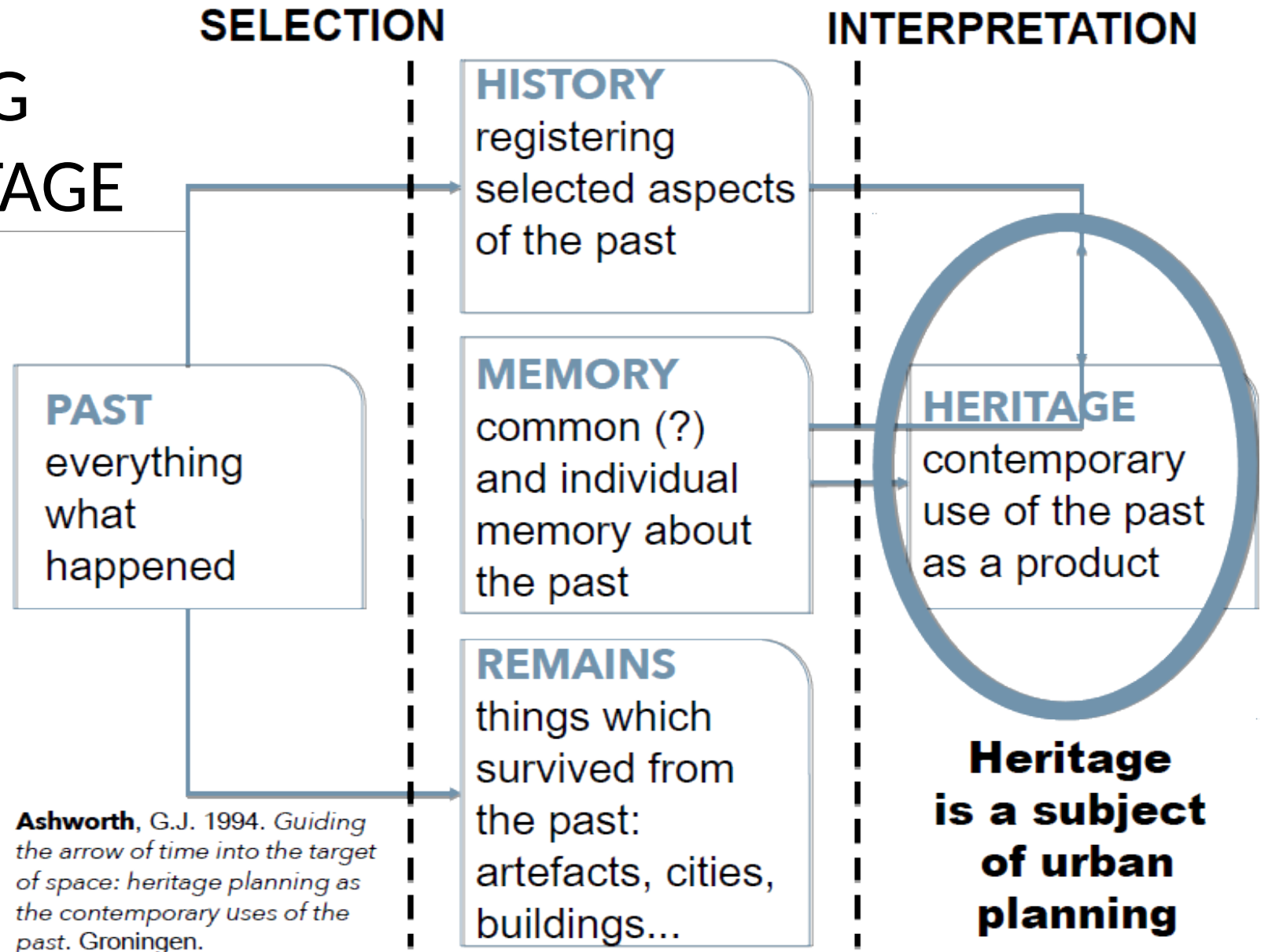
<http://www.bluecommunity.info/view/article/56f9ff530cf2c2f3bc83831d/>

UNDERSTANDING CULTURAL HERITAGE



Source: European Cultural Heritage & Sustainable Development, presentation held by Izabela Mironowicz at the Urban Thinking Festival 2018, Braşov, Romania

UNDERSTANDING CULTURAL HERITAGE



Source: European Cultural Heritage & Sustainable Development, presentation held by Izabela Mironowicz at the Urban Thinking Festival 2018, Braşov, Romania

Instead of conclusions... Recommendations

- Sustainable tourism should leverage on **cultural heritage as a magnet for sustainable development and growth**
- Cultural Heritage should be perceived as a **contemporary created phenomenon** which is constantly recreated by new generations according to **multiple interpretations and uses of the past and new trends and attitudes towards the future.**
- Recognizing **sustainable tourism as a prerequisite for strengthening the cooperation of countries and regions** means that CH/NH can become the trigger to create new networks of places and territories which **share common values and development patterns,**

Thank you for your attention!



URBASOFIA

Iancu de Hunedoara blvd. 2, H6,
Bucharest, Romania

Pietro Elisei - pietro.elisei@urbasofia.eu

Tel: +40 770 974 695

Dr. Pietro ELISEI – pietro.elisei@urbasofia.eu,
URBASOFIA, town and regional planning company, www.urbasofia.eu

ROCK project: www.rockproject.eu

- Developing, managing and implementing EU-funded project proposals;
- Urban and territorial (metropolitan/ regional) planning (integrated strategies, sectoral plans);
- Smart Cities strategies and projects;
- Policy design and social innovation projects.

International expertise in urban and regional planning and project design for the following main programmes:



For more information on what we can offer you, visit www.urbasofia.eu or contact us directly at office@urbasofia.eu

ROCK
Regeneration and Optimisation
of Cultural heritage
in creative and Knowledge cities



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280

Call: H2020-SC5-2016-2017
Number: 730280
Topic: SC5-21-2016-2017
Cultural heritage as a driver for sustainable growth