Proceed with care
Living with tourism

On tourism and UNESCO World Heritage Sites
Exploring and overcoming the challenges and threats of the emerging conflict between overtourism and the safeguarding of heritage cities, monuments and landscapes

02 – 05 May 2019, Šibenik, Croatia

BOOK OF ABSTRACTS

National Association for Interdisciplinary Activities in the Field of Heritage and Tourism, Zagreb, 2019
1st International Scientific Conference

**Proceed With Care / Living With Tourism**

On Tourism and UNESCO World Heritage Sites

*Exploring and overcoming the challenges and threats of the emerging conflict between overtourism and the safeguarding of heritage cities, monuments and landscapes*

02 – 05 May 2019, Šibenik, Croatia

**Under the Patronage of**

President of Croatia Kolinda Grabar-Kitarović

UNESCO Croatian Commission

Republic of Croatia, Ministry of Tourism

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Welcome to Šibenik,
city with two monuments on the
UNESCO World Heritage List

Placed in the central Dalmatia, close to mesmerising national parks and distinctively historical and cultural heritage, Šibenik, for the last past years has experienced “tourism boom”, and mostly thanks to the sustainable approach toward tourism.

Few cities in the world have two monuments on UNESCO list of cultural heritage: The Cathedral of St James and Fortress of St. Nicolas. Šibenik is one of the rear cities which succeeded in preserving balance between growing tourism and identity of the city.

Once the first town in this part of Europe with public lighting on the alternating current, Šibenik has also been enlisted in the history with revitalisation of a recognizable fortification system made up of four fortresses that represent a blend of cultural heritage, specific urban ambiance and unique blend into the natural environment.

Today, most tourists assert cultural heritage as a main motive for coming to Šibenik, specifically, because of fortresses with their magnificent contours and view they offer.

Acting responsible with its heritage, Šibenik puts in focus preservation, protection, promotion and development of natural and cultural treasure, and at the same time strive to resolve challenges in protection of cultural heritage.

We believe that this conference will also bring some new ideas and offer exchange of valuable experiences in terms of preservation and valorisation of cultural heritage.

— Željko Burić,
Mayor of City of Šibenik
Tourism is a global instrument and initiator for the development of many innovative and developmental processes, creator of new jobs and it should be a protector of natural and cultural heritage as the base for the development of attractive tourism products and services. Due to tourism, many services and infrastructure are significantly improved, which contributes to quality of life of our citizens, therefore it should assert that the future rests on the sustainability and accountability of all involved parties; from residents to the public and private sector. Because of that, in modern tourism management, emphasis must be point on responsible tourism and measurement of sustainability indicators. Today is an opportunity to remind everyone that sustainability is not only a “green” business, sustainability is also responsible management of all processes in a destination that will, through reduction of seasonality and better employment, ultimately contribute to preserving the heritage and bring greater socio-economic benefits to its local communities, and wider. Therefore, it is very important that each local government unit develops a tourism strategy based on the basic parameters of sustainable development, manages the destination with the cooperation of all who live and work there, defines and recognizes the economic value of tourism and its socio-cultural and environmental impacts. It is important that each destination specifies its tourist priorities and goals so the development strategy can be adopted accordingly. It must also include its inhabitants, as well as the public and private sector, and the state is here to help co-finance projects and create a framework. With the aim of further strengthening the quality, raising the competitiveness of our country and better positioning on the world map, we regulate the legislative system with a package of reform tourist laws that are compliant with contemporary trends and market needs. We establish a system of tourist communities based on the principle of destination management, with an emphasis on decentralization, professionalization and even development of all parts of Croatia, and encouraging consensual association. The quality and innovation of the tourist product become the key factors in a competitive tourism market. In such circumstances, destination management gets a better chance, but also responsibility for the management of a tourist organization whose results are reflected in the development and improvement of the tourist destination.

— Gari Capelli,
Minister of Tourism of the Republic of Croatia
Living with tourism
Why do we all have to proceed with care?

Tourism, a leading socio-economic phenomenon of the last several decades, is showing exponential growth. It not only brings joy and enlightenment to travelers, but also ensures a variety of benefits for the host communities: a recognized position on the world map, new jobs, economic prosperity, better living, better education, higher self-esteem... Countries and communities promote their unique heritage identity with increased passion through tourism.

The emerging interest for the different and the other, for heritage sites and for local cultures and traditions, causes a flow of tourists and their money — money that ultimately should also contribute to the funding of the research and preservation of local heritage.

In last decade some cities and sites, especially those listed by UNESCO as World Heritage, have become endangered by an overwhelming number of visitors that surpass their carrying capacities. Excessive crowds are causing damage to monuments and sites, pollution, decay and deterioration of local communities, loss of identity and authenticity, uncontrolled gentrification and last but not least — the diminishment of the main value of tourism: experience!

We are all familiar with the outbursts of Tourismophobia caused by the overwhelming numbers of tourists in Dubrovnik, Venice and Barcelona that occurred in 2017, but many other places in the world have already been for decades struggling with the phenomenon of Overtourism.

That’s why we all have to PROCEED WITH CARE!

A sustainable management of tourism within heritage sites should start with comprehensive planning and design to provide an equilibrium between locals and visitors, and to keep our cities inclusive, resilient, safe and sustainable. Extending the space of the cities to include the adjacent rural territories provides even greater sustainability through urban-rural linkages. We need to plan for the community and then evaluate how we manage visitors.

Complex problems can be resolved only if addressed by a wide, cross borders, interdisciplinary approach and careful procedures. Integrative planning and design followed by construction of sustainable visitation models cannot succeed without adequate communication strategies and heritage interpretation and presentation.

This conference is an interdisciplinary platform to address the emerging conflict between over-tourism and the safeguarding of natural and cultural landscape, historic cities, monuments and sites, especially those listed as World Heritage.

The latest academic, scientific and field research, strategies, techniques and tools will get the opportunity to be compared, challenged and revised; and then to be spread, as good practices for the benefit of both opposing aspects — the prosperity of local communities that are linked to tourism economy and the safeguarding of cultural tangible and intangible heritage.

This collection of knowledge and experience could be the tipping point in the search for sustainable solutions, for the benefit of decision making of government departments, local communities, entrepreneurs, and academic and research societies.

— Jelena Skorup, PhD
Conference Committee Head
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The scientific committee accepted 37 abstracts of papers from 10 countries. Authors will present 33 of them on the first day of the conference. The abstracts, as we expected, show an extensive variety of approaches to the leading conference topic. Papers will be presented in four sessions, grouped accordingly in four loose sets.

The first session is about Architecture and Tourism, about Designing Visitation Models, with the main idea of using architecture as a bridge between visitors and locals.

The second session will present a set of papers which deal with Regeneration of compromised heritage through Place Making Concepts.

The third session group is similar to the second but more concentrated on Redefining Identity.

Common Responsibility is the theme of the last session. The safeguarding of cultural environment depends on the actions of all stakeholder groups, including tourists.

Diversity of approaches from multidisciplinary authors — coming from urban planning, architectural design, conservation, communication, public relation, geography, sociology, anthropology, museology, tourism management and economics — adds synergic views on future policies towards sustainable tourism.

Each paper will be presented in a short and intensive exposition of 10 minutes. Most papers are linked with case studies, while some are focused on general problems like overtourism, sustainability and similar. These case studies also inform us about the ways and methods for dealing with similar problems.

— Prof. Dražen Juračić, PhD, Architect
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Regeneration of modern architecture as contribution to the creation of added tourist value

Although the entire architectural heritage of the city of Dubrovnik and its surroundings faces different challenges and problems, modern architecture is especially vulnerable category. Despite its importance for the overview the continuity of the architectural creativity in the Dubrovnik area, it is still insufficiently perceived as a heritage. Constantly subjected to unconscionable and rough practices, it quickly disappears due to the lack of scientific evaluation, categorization, adequate approaches and methodology of regeneration, and especially under the pressure of unregulated tourism, as well as the general perception of space as resource. Current roughness, urban violence and unwillingness supported by the political elites are opposed to the former wealth of space and culture of living. All of this proves the case of Hotel Pelegrin in Kupari, which is waiting for the demolition. At the same time there is a plan for building a new tourist resort with contemporary hotel infrastructure and other accompanying facilities in his place. On the other hand, the case of the Grand Hotel on the island of Lopud is a proof that formal protection does not imply preservation. Although it has been protected as a cultural heritage, hotel is abandoned and during last thirty years is slowly collapsing. There are no plans for its regeneration because of the supposed constraints of today’s categorization of hotel facilities. Therefore, this paper is going to point out the value and feature of the modern architecture in the Dubrovnik area focusing on these two examples and emphasizing the importance of adequate renovation models in order to contribute the protection and preservation of the 20th century heritage. In the occasions of uncontrolled gentrification, as well as the growing threat for the loss of cultural identity, renovated modern architecture can become an added value that introduces not only alternative tourist facilities, but also new tourist attractions.
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from 1982 to 2018
This article aims to strengthen the vision of the complicity between tourism and architecture. Design is the key mechanism in this symbiosis. Tourism is one of the most important economic sources of the 21st century and cities are visited for their spirit of authenticity; *Barcelona, the city of Gaudí*. Architecture is the basis of tourism cultural proposals, which builds and shapes the symbolic tourism experiences. Based on the culture written in spaces, architecture is undoubtedly the beginning of the tourist’s imagine and the creator of his absolute experience. The territorial complicity from the great arteries of the urban nucleus to the rural territories, is increasingly exploited by the tourist industry, which constantly generates urban and landscape design and requires an adequate territorial planning. This is how architecture and tourism feed each other, making cities follow certain guidelines in their relationship with the latter and provoking the territorial expansion of metropolitan areas. This relationship is born precisely in the physical space, through our perceptions. Built by dimensions, space communicates messages that we capture through our senses. As tourists, our brain is prepared to capture and live these messages from another cultural perspective, differently from the locals. We can divide people into locals and tourists, the main social actors who with their actions and reactions generate constant changes in life concepts. It is a progressive trend in which locals become tourists in other spaces, and tourists return to be locals when they return home. This global movement has generated concepts such as *Tourismophobia* which is increasingly recognized as overtourism in urban areas, as a consequence of becoming a fashion destination for a long time.

Not only the existing architecture causes the development of the tourism industry, but also the type of interventions in the urban and rural fabric during urban and landscape regenerations is crucial. Responsible designs reduces negative impacts and promotes responsible tourism. Thus, architecture as aforementioned cultural proposal, defines the public spaces and the tourist experience in them, through the architectural design of the common components between these two fields, such as infrastructure and equipment. Important components on which we must focus like efficient hotel buildings; (the main infrastructures and the most touristic architecture), spaces that favore mental wellness, vertical forests and garden orchards, the neuroarchitecture, urban neuropsychology, etc, come alive through design.

The architect is an important traveler, who within the tourism business, generates great impacts, such as their buildings and designs.
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Doctor architect by ETSAB UPC, 2015. Associate professor in DPA of the ETSAV, UPC since 2009, Master MBARCH, ETSAB UPC, since 2015, DEAC; EPS, UdG, since 2008 and coordinator of the Master MARQ, since 2015. In 1998 founded, 3carme33, art and architecture office, working as an architect combining professional practice with teaching and research, as a member of the FAME research group, until 2016.
Club Med Cap de Creus
Where architecture created landscape

Art taught us to look and appreciate the scene of nature, architecture created a new landscape in nature.
— Javier Maderuelo, 2015

On the Costa Brava during the summer of 1962, the resort that the Club Med company built in the Mediterranean was inaugurated, choosing a wild place, away from the urban centers of Port de la Selva and Cadaqués, with a spectacular geology and an extreme climate. The implementation strategy as well as the architectural and constructive typology of the complex emerged from the knowledge and an attitude of respect, giving rise to a new landscape created for tourism.

The architectural project by Pelayo Martínez and Jean Weyler, had the collaboration of Salvador Dalí, who made a small watercolor, with an architectural proposal of the buildings inserted in the landscape of Tudela, proposing stone buildings, platforms, that dialogued with the rocks predominating over the place: the camel and the eagle.

The built area, with a program between the campsite and the hotel, sought a symbiotic relationship with the landscape, minimizing the facilities and concentrating two groups of rooms on the elevated levels. The size of the units allowed a maximum adaptation to the topography. In the central, depressed area, the common buildings were located: reception, dining room, bar and theater excavated in the topography, seeking to go unnoticed, especially from the sea.

Club Med Cap de Creus, was an example of an architecture created for tourism, from the protection of the landscape, understanding the landscape as a part of the project. The respectful but at the same time courageous and innovative proposal was part of the collective imagination that defines the Costa Brava, and could be understood as an architectural heritage to be conserved.

The declaration of integral reserve of the natural park of Cap de Creus, forced its deconstruction in 2010. At the moment the plana de Tudela has been recovered as a visitable space, but the invented landscape has been lost, with its architecture.
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Kučerica — identity element of the Dalmatian inland

Case study on the example of simple drywall shelters in the Krka National Park

The space of the Croatian Mediterranean is characterized by its karst relief for which the specific dry stone walling technique is an irreplaceable manual technique used to adapt terrain for agriculture and for building exclusively with stone. The art of the dry stone walling is an intangible cultural asset, while the existing dry stone structures are labor continuity symbol of the past generations and the element of the vernacular architectural heritage. Simple drywall shelters are not found equally spread on the Croatian coast — there are three centres: Istra, middle Dalmatian islands and the wider area of Šibenik. The theme of this study is the research on the sustainability of cultural heritage and the continuity of this traditional technique through the revitalization of the existing heritage as well as through the promotion of new building on the example of simple stone shelters within the Krka National Park. The methods of research depend on whether the case is of the existing cultural heritage or an intangible cultural good. The research methodology of existing heritage is based on the analysis and valorization of existing dry stone structures, methods of inventory and phenomena management. The research methodology regarding the art of drywall building will focus on the models of realisation and the transmission in the original ambience, models of ensuring accessibility to the wider public and models of educating professionals for transferring the knowledge on the matter. On the other hand, the study would also tackle with possible limits such as legislation, locations and purpose. This research aims to examine the possibilities of the sustainable tourism development through the preservation of traditional architecture and the presentation of the domicile population lifestyle as an alternative to the dominant trends. In order to preserve the inherited cultural landscape and to maintain the continuity of the tradition of the dry stone walling, the fundamental factor of local identity that has overcome its primary function, it is necessary to provide a strategic framework and sustainable models. This must be done by understanding the potential of the dry stone heritage for the environment and the community’s identity as well as its ability to absorb new purposes.
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Urban military heritage of Šibenik in the function of creating a model of sustainable tourism

In last decade tourism creates an increasing pressure on protected monuments and sites, especially those listed by UNESCO as World Heritage. Modern cities are also in demand to form a socially and ecologically sustainable city, which, among other things, results in greater control over the expansion of urban space, which creates additional pressure on already tourist-laden cities. A large number of European and world cities often encounter efforts to exploit the existing city buildings, spaces, and structures and already have significant experiences with the revitalization of brownfield areas. In Croatia the experience of a systematic restoration of brownfield space it is not great, but there is a growing debate about the conversion of military buildings and sites to the local community to use for different purposes. Šibenik is a city with a rich military heritage that has been intensively restored and transformed for the past ten years in tourism, cultural and other purposes, and where tourism in the last decade is showing an exponential growth. Although for now, Šibenik manages to maintain a balance between growing tourism and heritage conservation, the question arises as to whether the same destiny as Dubrovnik or Zadar is expected. This paper presents in detail the current transformation processes of the former military sites in Šibenik and analyzes the impact of these processes on the structural changes and local development. The survey included ten barracks and their wider contact space. Extending the space of the cities to include the derelict, abandoned or underused sites provides even greater sustainability which can provide an equilibrium between locals and visitors. The aim of this paper is to investigate how military sites transformation process might help reduce the negative impact that tourism has on cities and sites, especially those listed by UNESCO as World Heritage. The paper concludes with the identification of possibilities of these transformations for a new model of sustainable tourism redevelopment in Croatia. This research paves the way for improving normative approaches toward sustainable tourism and, offers practical solutions to the challenges faced by the Šibenik and other World Heritage Sites.
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Alternative touristic facilities to challenge overtourism

Tourism, as an industry providing benefits for the local community, should be sustainably managed, especially in terms of reducing environmental impact and pollution. Touristic overdevelopment usually exploits resources by providing high levels of comfort without much concern of environmental degradation. Croatia is a destination with natural and cultural landscape of great value. Smart use of resources and design can diminish the negative impact that tourism has on environment and facilitate long-term sustainable development. This paper assesses and presents minimally invasive ways of occupying space along with appropriate reversible and temporary building techniques that can help unload overtourism and minimize its impact on surrounding landscape, infrastructure and resources. Comparative analysis involves case studies of easily removable shelters inspired by vernacular architecture, building methods and typologies. Presented micro-scale objects use techniques such as prefabrication, mobility, modularity and building without solid foundation. Architecture of these objects is characterized by application of tensile structures (balloon or tent-like) or different lightweight materials that form a construction easily adaptable to surrounding environment. Shelters are mainly self-sufficient and off-grid in terms of using local resources such as energy and water. The goal of this paper is to demonstrate how the introduction of these innovative objects can become a significant tool in sustainable planning of touristic development. Major potential of such constructions lies in the fact that they can be easily set up at any location. Addressed alternatives for tourist facilities in built and non-built environment can provide unique visitor’s experience and contribute to the quality of life of the local community.
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The paper will present the results of the research conducted in the framework of the recent project ArchaeoCulTour, whose main goal was to analyze the development potential of archaeological heritage in Istria County, Croatia, through sustainable tourism. Starting from the comparative analysis of the European as well as regional and national best practice in valorization of this specific category of heritage, the authors proposed the innovative research methodology, which included a hybrid methodological approach, combining qualitative and quantitative methods and interviews with all interested stakeholders (local community, visitors, experts). The main aim of the research was to develop a successful innovative strategy for sustainable cultural tourism growth in the most developed Croatian tourist region, Istria, characterized by abundance of archaeological sites, which are unfortunately still not adequately valorized, presented and interpreted. The authors have tested the key hypotheses on the local case study – elaborating potentials for valorization of archaeological heritage in the Municipality of Vrsar in Western Istria, which was chosen because it represented a typical coastal tourist destination in Croatia and on the Mediterranean, characterized by mass tourism and a remarkable seasonality. Bearing in mind the local community commitment to sustainable development, the authors explored potentials of cultural and creative tourism, which included the most appropriate models of sustainable valorization of archaeological heritage, such as the eco-archaeological parks, open-air museums and interpretation centres, living history programs, cultural routes and educational paths, as well as community digs and practical workshops as models of participatory heritage management, which would involve the local community too. The research included workshops involving all key stakeholders, which main purpose was to define the current situation, main problems and development priorities. Interviews and focus groups with experts were supplemented by local community survey and questionnaires for tourists, in which the attitudes towards the key attractions and development resources as well as the most appropriate models of sustainable tourism development were explored. The preliminary results pointed to key issues in destination dynamics, such as the willingness of the local community to be involved in tourism development planning, to develop in more sustainable way and to present and interpret the key cultural values and traditions adequately, not only to visitors but also to locals, through workshops, educational paths and interpretation centres.
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The closest artistic discipline, Architecture, is paradoxically the most unknown. The everyday landscape that surrounds us, the city and its most significant elements, are invisible to a majority of people. Despite all the international events and biennials on architecture, there is still a divorce between architecture and society in terms of communication. Nonetheless, citizens are more and more involved in the shaping of the city. However, has there been in parallel a similar effort on a social and architectural pedagogy to allow people a better place in the debate?

Architectural communication among society is, in general, not a matter of architects. In education and the tourism industry, our heritage and our better buildings are not explained in architectural terms. For that reason, its interpretation lacks normally of something substantial to the discipline: the narratives of space.

Architecture is, like all, a transmissible discipline, the matter is what is explained and how. If we want to communicate the value and qualities of this art, it is necessary to offer an understandable interpretation of architecture that talks exclusively on the experience of space. An interpretation not based on distant, abstract or conceptual knowledge or descriptive information, but on the assumption that architecture structures, arranges and articulates spatial, individual, concrete and perceptible experiences. And that the best stimulus to convey architectural knowledge is to do so through direct and real experience, in the building itself, helping people to be conscious of what is happening right in front of them.

What is most needed, and urgently, is a new methodology of the interpretation of Architecture that helps citizens to know how to see it and how to recognize its phenomena. It is urgent because we all -not just architects- build the city. We are all co-responsible.

Architectural reality contains architectural experiences that we all have the capacity to perceive and feel. The most valid architectural interpretation would be a guide that instead of giving us all the answers help us to set out questions.

The diffuse museum is about a new understanding of the architectural museum. It is a museum spread on the territory, not enclosed between walls. Its collection - its most valuable pieces - in fact, is already built: they are the best spaces in our cities and their best buildings, waiting for someone to help them become visible, recognizable, interpretable, and transmissible.
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Tourism, land use changes and cultural heritage of the Primošten-Rogoznica coastal area (Littoral Croatia)

Primošten and Rogoznica are the two southern most coastal municipalities in the Šibenik-Knin County in the central part of Littoral Croatia. Both were traditional agricultural and fishery communities however since the 1960s both are experiencing significant spatial and social changes due to the development of tourism.

The aim of this research is to analyze land use changes between the 1960s and today. Tourism is driving force of land use change in these communities during this timeframe. Land use patterns from agricultural landscape can be considered an aspect of cultural heritage. Features of Mediterranean agricultural areas like traditional stone architecture (houses and drystone walls) or agricultural planting patterns (vineyards and olive groves) are very pronounced in Primošten-Rogoznica area.

A mixed method research design was used to analyse land use change in the study area. Tourist activities data was obtained from the Croatian Bureau of Statistics and georeferenced aerial photo and cadaster GIS data were also gathered. All the data was spatial registered and organized in a GIS database for analysis.

Results showed that during the timeframe of the change detection, farmland was abandoned and depopulation of the hinterland areas around Primošten and Rogoznica occurred. Also during this timeframe an increased saturation of the narrow coastal belt took place. Numerous rental houses were built in the region and altered the traditional landscape. The driving factor of change, sea and sun, can no longer support increased development in the study area. For continued growth in Primošten and Rogoznica the surrounding hinterland needs to be examined. Some development steps have already been undertaken by local stakeholders regarding rural tourism, but further development can focus on the landscape factors of the region's cultural heritage. This development will need to done in a sustainable manner to preserve the Primošten-Rogoznica area.
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From national case of poor management to sustainable tourism planning
The Plitvice Lakes National Park case study

Croatia’s most famous National Park Plitvice Lakes has also become a national case of poor management during the past three decades due to environmental pressure, which is the result of approximately one and a half million visitors each year. While microorganisms in lakes and waterfalls, known as tufa, make Plitvice Lakes peculiar, such a natural resource was treated inappropriately, although it contributes to the national budget more than any other protected area. In this context, the answers to the following questions should be found. First, is the lack of environment protection of Plitvice Lakes a national failure, a default of local arbitrariness and misuse or is the fault in sporadic processes? Second, is economic elite responsible for apartmanization, or is it a result of uncontrolled but equally grasping actions of local and national potentates? Third, are these processes still ongoing? And finally, do Plitvice Lakes as a park, municipality and/or local community have an alternative to mass tourism? We will try to answer these questions considering the main assumption that all mentioned problems and connected processes led to the critical situation where UNESCO was considering classifying Plitvice Lakes as an endangered heritage site. The purpose of the paper is to illustrate the processes that led to the current state of the Plitvice Lakes, using desk method, statistic data analysis and semi-structured interviews with local and regional development actors. The discussion is based on the Plitvice paradox — the lakes are a place that 19th century cartographers called The Devil’s Garden for its wild and preserved landscape, a place where young enthusiasts at the beginning of the 21st century created a brand of Fall in Love perfume and a place where wastewater is mixed with the completely clean one. During 2018 new directorate of the Park started a process which will try to create sustainable management of tourism. Thus, at the end of the discussion, open conclusion will present an insight in these sustainable possibilities.
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Doctor of history of architecture, Pierre Maurer is a teacher at the École Nationale Supérieure d'architecture of Nancy and researcher at the Laboratoire d'Histoire de l'Architecture Contemporaine (LHAC). He works on the history of urban planning and architecture of the 20th century and is currently conducting research on World Heritage. He organized a World Heritage study day with Lorenzo Diez on May 17, 2018, whose proceedings were published.
We will be interested in the case of the city of Reims (Champagne, France), which has several properties inscribed on the World Heritage List: Cathedral of Notre-Dame, Former Abbey of Saint-Remi and Palace of Tau (1991); Champagne Hillsides, Houses and Cellars (2015). It will be based on the work currently being carried out by researchers in Nancy on this remarkable city, which raises many issues of questioning. The classification as historic monuments of the three properties inscribed in 1991 guarantees their protection, as requested by UNESCO. However, they do not yet benefit from a management plan, as requested by the French State. A reflection is currently underway, which we would like to present at the conference. Several owners, each with their own logic, are concerned. This aspect echoes UNESCO’s strategic objectives, namely the 5Cs: Credibility, Conservation, Capacity-building, Communication and Communities.

There is no overcrowding in Reims, but a desire for more attendance, which we think is interesting to explore, to perhaps partly nuance the problematic of the conference. Because the question of the risk related to the attendance arises — how to ask this question upstream? What solutions already exist, how are tourists managed in Reims and what spatial and architectural developments are proposed? How, taking it upstream, is it possible to develop tourism without damaging the heritage? How and under what condition can this be registered and managed by a regulatory document? How is it that the “queen” of the French Cathedral, that of the coronations of the kings of France, the Franco-German reconciliation, is not more attractive touristically? Is the alliance of a world monument with a global landscape (for example Champagne Hillsides, Houses and Cellars) a promising binomial? Would this binomial make it easier to support the tourist development (by the dispersion of the visitors in the territory)?
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Planned diversification of cultural offerings in cities
Territorial and functional aspects

Many cities which focus on cultural tourism experience peaks demand in terms of space (major attractions) and/or time (major events such as festivals). It makes sense for them to plan and implement a diversification of cultural offerings offered to tourists and citizens in order to increase destination attractiveness, revenues and sustainability.

This paper proposes a framework for such a diversification and explores a dichotomy of place-based cultural tourism versus attraction-based. Namely, cultural offerings alone cannot act as dominant visitors’ attractors in a sustainable manner. Instead, widening the scope of tourism planning from cultural tourism products alone to destination identity and its sense of place, allows visitors to experience the cultural attractions immersed in everyday destination life. Cultural products often engender pseudo environments, whereas enriched interpretations of such attractions lead to more authentic and diverse experiences, also enabling social bonds between locals and tourists.

If the city has a historical core, the planning process should start with a historical core management plan. Such a plan should be aligned with a tourism strategy and general urban planning. Diversification of cultural offerings can be done through several steps: restoration of existing cultural heritage, design of tourist experiences for restored buildings, design of new cultural events, placemaking and even community planning. Such a process should be implemented in a partnership with civil society, local citizens and interested entrepreneurs. The City of Šibenik is used as an example of the proposed approach.
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Events — a touristic model and a tool for urban regeneration

Can a phenomenon limited in time and space be the source of processes of extensive, material and immaterial urban regeneration? Can tourism modify the space it occupies?

To answer these questions, this study explores the specific tourism mobilized by specific events as creating places circumscribed in time and space where changes happen.

Besides being linked to the expression of the intangible heritage of many cultures, events take on a relevant interest as examples of the conflictual but indissoluble relationship between tourism and heritage.

The aim of this research is to study events as a tool and opportunity for urban restoration and sustainable development of the cities that host them.

The research method used is the analysis and comparison of several case studies, chosen for some characteristics such as the size of the host city, the involvement of the historical urban level and the strong disequilibrium between population and visitors of the event.

Most of the analyzed events take place in cities listed as World Heritage, such as Palio di Siena, Festivaletteratura in Mantua and Festival dei Due Mondi in Spoleto.

The attention is focused on small and medium-sized towns in order to allow a better understanding of the relationship between cities, seasonal tourism and events. Events have greater effects on small centres, fostering the de-seasonalization of tourism supply.

The impact of events on the city brings benefits for both for the community and the urban heritage. Events quickly lead to a fast improvement in social, economic and infrastructural resources, which turn to be facilities belonging to the community. Moreover events design and generate spaces that, although ephemeral, give citizens a different perception of their city and therefore they become a trigger for urban transformation and a communal re-appropriation of places.

In conclusion, on a small scale, events represent an example of tourism management that can be adopted as a good practice to mitigate or regulate tourism in a broader sense.
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Stari Grad plain, situated on the island of Hvar, is the best preserved property cadaster of ancient Mediterranean world. The fertile plain, with its natural surroundings and rural settlements, represents a unique landscape and comprehensive system of agriculture on the island. Since its Greek colonization, the island marks 2400 years of agricultural continuity that makes it a model for European farming. So why something that is so world-unique doesn’t attract people to come and visit the island of agriculture, but it remains intermittent interest? Reading statistical data of the last tourist season, leads us to conclusion that only 10% of people visiting the Hvar island also visited the Stari Grad plain. Although its UNESCO inscription supports local efforts to preserve its traditional agricultural function and remain preserved, the question appears, did UNESCO fulfilled the potential of the site in the last 10 years? The aim of this research is to direct attention, that for a heritage site, being recognized and protected by UNESCO is not enough to keep up to date with modern tourism needs. The role of agricultural landscape in the tourism development on island Hvar exists to a lesser extent, when it should be the major. The problem lies in fact that agriculture is not presented as an interesting activity in a modern way, because in this case, it is unavoidable that its essence from the past should be explained in an interactive way that is understandable today. Analyzing the examples connected with the agriculture activities, where they successfully managed to merge the past and the present and defining all the possible resources of the site that could be used for development, should be the method of finding the answers to the problems. In the conclusion, the research should provide information to what extent the UNESCO inscription is conducive, what are the main causes of the problem and finding the solutions how to better involve agricultural landscape into tourism development with Stari Grad plain as study case.
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Place-making in tourism: marketing tool or comprehensive model for creating better places?

Although there is substantial knowledge of the place-making concept in the planning of urban public spaces, a gap was recognized in the systematic overview of existing typologies of the concept in tourism. For this reason, an in-depth desk-analysis of the most influential references has been conducted. The main drivers for using the place-making concept in tourism are both the intention to differentiate destinations and the declining quality of life of local residents due to over-tourism. In order for tourism to be source of social, environmental, and economic benefit, recent studies have shown that it is crucial to work actively to involve the local population. Place-making offers just such an opportunity. It is closely related to the geographical concept of sense of place, which explains how cultural groups inscribe their values, memories, perceptions and traditions in space. By using material (e.g. art installations, urban greenery), immaterial (e.g. storytelling, branding), and combined (e.g. festivals, street events) tools for redefining and creating space, it strives to increase social capital and social cohesion, increase participation and equality, which ultimately builds the social and physical profile of a given place and makes it attractive to tourists. Two different typologies of place-making were recognized as the most prominent. The first distinguishes organic, mixed, and planned place-making. The second one differentiates four approaches: standard; strategical; creative and tactical. Furthermore, there are numerous differences between types of place-making based on their approach towards main actors, symbolic capital, management, tourists, authenticity, capacities, and tools used. The main conclusions indicate that contemporary place-making in tourism is used primarily as a marketing tool (place-selling) while the potential for more comprehensive usage of the concept is rare.
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Goran Vareško
Marijana Vojtić
The city of Kastav is starting the awakening process of managing its cultural heritage potential towards economic growth, including tourism as a significant area of development. The city takes pride in its intangible and tangible cultural heritage. Its city-planned activities have been building up towards a backbone infrastructure for managing all spatial aspects of tourism aimed at improving the quality of life for the local community. Raising the awareness about one’s existing values provides the driving force – a fresh start – thus activating, while preserving its own specific values – genius loci.

In 2016 the Institute of Art History carried out two urban-conservational studies presenting the guidelines for reconstruction and valorization as well as the presentation concept of the city fortress walls and public spaces inside the historic core. While the town structure hasn’t changed significantly over the past 200 years, certain historic elements have been decaying or eventually forgotten. Research resulted in the remarkable discovery of the town’s northern and eastern gates, previously unidentified within referenced works.

The studies put emphasis on the revitalization and preservation of the historic core (fortress walls, sloped gardens, public space), including the surrounding areas unique for its cultivated and natural landscape. The guidelines developed by the studies have been adopted within the "Interpretive Plan for the City of Kastav – Heritage Interpretation and Presentation Management Platform ‘Kastav, the city of small museums’" published by Muze ltd. in 2018.

Kastav exemplifies the necessity of producing studies as the fundamental step towards implementing future economic growth, while from the very beginning including local citizenship in its inherited space, as the guarantee of future sustainability. Planning provides the necessary tools enabling the local community to create its own vision of how its cultural and natural resources are managed.
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In the 21st century, a century of new trends and technologies, the cultural sector encounters many challenges. As it is becoming increasingly difficult to attract visitors to cultural institutions or events, many strategies are being used to tackle this challenge, with audience development being one of the most successful. Audience development strategies point out the importance of adapting cultural contents (in museums, galleries, theaters, etc.) to different categories of visitors and in order to achieve this, it is crucial to explore their cultural tourism needs and preferences. Thus, the main goal of this study was to analyze potential differences among respondents of different gender, age and educational level in their preferences for different attractions in cultural tourism (theaters, cinemas, museums, galleries, music events, festivals). In addition, the study aims to explore the degree in which respondents consider cultural tourism offer in the city adequate for people of their age. In order to achieve this, the survey was conducted in September 2018 among 220 visitors of cultural institutions of Novi Sad (mainly domestic tourists and residents of the city). The results showed that all previously mentioned cultural attractions in Novi Sad are more important to women than men. Also, the study revealed that importance respondents give to cultural attractions depend on their age and educational level. The findings also suggest that people of different age differ in their perception of a degree in which cultural attractions are adapted to their needs and preferences. However, when it comes to gender and education, the results show no significant difference in the respondents’ answers. The paper also discusses different strategies for attracting tourists and local residents to cultural institutions due to the existing differences in their cultural motivation and behavior.
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Impact of tourism on the sustainable urban development

In the ongoing urbanization process, cities have become social and economic centres. Although urbanization had a positive impact on the human development, space occupation, intensive use of resources and urban lifestyle degraded the environment and had a significant impact on the climate change. Intense concentration of population in the cities followed by inappropriate development of infrastructure and services are problems that cities are increasingly facing on, indicating the need of ensuring the quality of life for local community. This issue has become the fundamental goal of sustainable urban development. Considering the increasing share of the world’s population in cities, cities attract more and more tourist, making an additional pressure for the cities. Republic of Croatia achieves a significant development of tourism in recent years, while the majority of tourist arrivals is realized in cities. Accordingly, significant seasonality of Croatian tourism and orientation towards the coastal tourism enable various socio-cultural, ecological and economic effects of tourism in the cities of Adriatic Croatia. These effects certainly reflect on the quality of life of residents and development and sustainability of cities in the future.

The aim of this paper is to determine the intensity of tourism impact on the quality of life in the city of Zadar, as a key aspect of urban sustainability. For this purpose a survey will be conducted on the residents of the city of Zadar. Descriptive statistics will be used to determine residents’ attitudes towards the impact of tourism in the city of Zadar. Considering the intense and continuous increase of tourist arrivals in the city of Zadar and focus of the Croatian economy on tourism, there is a need for regulation of tourism development in Zadar and other coastal destinations. Therefore, the research results will serve as recommendations and guidelines for destination management aiming the sustainable tourism and sustainable urban development.
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Graduated from the Academy of Fine Arts in Zagreb as Master of Arts and from the Faculty of Economics in Osijek as a University Specialist of Economy. In 2012 Ricl established the Croatian Association of Cultural Tourism. Currently, Ricl works as Head of the Education and Promotion Department at the Museum of Slavonia and is also the owner of RICL Counseling and Services.
The topic of this paper is the potential and the challenges of the current cultural tourism offer in Slavonia, with reference to previous research, as well as guidelines for optimal destination management.

Is it possible to achieve a greater number of arrivals and overnight stays of domestic and foreign visitors in the coming years? What are the challenges of cultural tourism in Slavonia?

A major contribution to the perception of the cultural destination is the historical, environmental and natural Slavonian landscapes, complemented by the offer of cultural and heritage institutions and programs of localized events and festivals, as well as the offer of cultural entrepreneurs and creative industries. However, the marketing of the mentioned events is not visible enough and does not increase attendance or their income. The results of the 2017 survey indicate that the number of arrivals and overnight stays in Osijek Baranja County cannot be reliably linked to the events held. The assumption is that the vast majority of local character events are turned to their own citizens, and this is exactly what the data analysis of eVisitor’s system shows.

However, if we dedicate ourselves to the optimal management of the tourist destination of Slavonia in the future, according to the author of the Osijek Baranja County Master Plan, the key point in achieving it could include a development of short vacation offers, which are a large group of heterogeneous but interrelated products. For each segment of visitors, one product will be the dominant motive for visiting the destination, but consuming other products will complement and enrich their stay. The authors define a product of short vacations through segments of eno-gastronomy, sporting and cultural events that are offered throughout the year, and are interesting for the market segment which include the Y and Z generations, families with children, couples, MICE, athletes and backpackers.
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Industrial heritage is specific heritage which was revaluated only since 1960s and the development of interdisciplinary research of Industrial archaeology. Even though, it is in danger due to rapid demolishment after deindustrialisation.

Šibenik at Dalmatian coast should be proud at first hydro central power station Jaruga nearby Krka waterfalls built in 1896, which enabled public lightning. Industrialization transformed this Dalmatian town to strong industrial centre of 20th century. Šibenik is also at the UNESCO world heritage list with the inscription of the Cathedral of St James and Fortress St. Nicolas. Rapid tourist development started since the second half of 20th century. After process of deindustrialization City of Šibenik seems to be ashamed of its industrial giants that enabled it enormous economic growth throughout 20th century. Their spatial characteristics, architectural merit, dispersion within the city and region present huge potential of urban regeneration and diversification of tourist route choices.

Izmir, located in Turkey at the coast in Aegean region is the third largest city of the country. In the past, the city belonged to some major civilizations such as Ionian, Roman and major empires. Ephesus in the south of the city and Pergamon in the north of the city were among the largest and most famous cities of Antiquity, and today they are under the protection of UNESCO and with great tourist potential. The city, which is one of the most important industrial cities of the country, also has many industrial heritage sites. Considered to be one of the successful examples of the transformation of the industrial site, İzmir Air Gas Factory has provided social and cultural opportunities to its area after its transformation. It has contributed to the vitality of tourism in the city.

Comparison of Šibenik and Izmir, UNESCO heritage sites vividly present how existing layer of industrial heritage can be revealed and ennoble tourist routes of contemporary city.
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Islands make up only 5.8% of the total land surface area of the Republic of Croatia, but accounted for 18.4% of all tourist arrivals and 24.1% of overnight stays in 2017, according to data on tourist trends for the whole country. Long before the Homeland War in the 1990s, tourism was developing on the islands, but it has grown rapidly in recent decades, out of all proportion with the present negative demographic trends. The authors researched the social processes caused by tourism and construction, and their influence on changing the island landscapes. They analysed changes in populations and tourist numbers in the last few decades, with a special emphasis on the islands linked by road bridges to the mainland. An analysis of housing trends was also conducted.

During the last century, a marked depopulation process on the islands has been observed, while at the same time, especially since the 1970s, there has been an unregulated boom in housing construction. At first, these were mostly holiday homes for Croats, but with the development of tourism, they have been turned into rental tourist accommodation.

According to the 2011 census data, 15.6% of dwellings on the islands were being used exclusively as tourist rentals. The islands with bridges to the mainland have lost a significant degree of their island character as the result of rapid tourist development and unregulated new construction. The island character has played a vitally important role in shaping the cultural heritage of this part of Croatia, so the islands are losing an integral part of their cultural identity.
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Unlocking the potential of heritage sites for immersive cultural experience  
Case of Xanthos

Xanthos archaeological complex is located in the southwestern part of Anatolia and represents distinctive funerary art and architecture tradition in Lycia blended with Eastern and Hellenic influence. The site was inscribed on the UNESCO World Heritage List in 1988 together with Letoon (the cult center of Xanthos and the federal sanctuary of Lycian League). Xanthos is selected for this study with the aim of exploring the story of ancient Lycian site and narratives embedded therein. This will be achieved by bringing these stories to the surface and establishing the nature of storytelling most suited to Virtual Reality (VR). The use of VR in cultural engagement and heritage interpretation has the potential for both bringing visitors closer to past through connecting people to places and revoking their imaginations, while at the same time bringing heritage back to life (even if virtually). By uncovering the layers of Xanthos, the stories develop a deeper understanding of history and culture. The field study is realized in November 2018 through the participation of project team members from Birmingham University and Akdeniz University. While exploring the site and taking photographs, they also heard about the history of Xanthos. This stage is defined as ‘touching the phenomena’ in heritage interpretation. Although this signifies the physical presence of the researcher and the object under investigation, there is an irony since few monuments were taken to England in the 19th century. Nereid Monument, Tomb of Payava, and Monument of Harpy are part of the collection at the British Museum. In this respect, to be able to touch the real phenomena, the British Museum must be visited. If we add a third dimension, it would be the virtual one through VR introducing an imaginary world. This study focuses on storytelling in order to understand the ways in which stories can be adapted to VR content with the aim of creating an immersive experience for users. In doing so, the study opens new avenues for innovative approaches to redesigning user experience to bolster engagement with history and make heritage sites more accessible.
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Redefining the identity of heritage sites in urban and hinterland landscape

Landscape gives urban heritage a context, while urban heritage and urbanscape emerged from the same landscape. Heritage sites are found in both urban setting and hinterland, in landscapes of different complexity and uniqueness. Perceiving relationship between urbanscape and hinterland landscape gives possibility to identify heritage sites which are established simultaneously in urban, cultural and natural landscape. Scope of research is spatially defined in this landscape of strong relationship between urban and natural which define a unique place identity.

Relationship between heritage sites and landscape is not recognised, either in spatial planning, management or related tourism. Evaluation is needed to acknowledge relations between heritage sites and urban context, between heritage sites and hinterland landscape, and their interrelations. Lost connections and relationship between heritage sites and landscape of their historical origin and cultural place of the community presence, heritage sites also lose their sense of place, intangible heritage, authenticity and identity of the place.

In literature overview, three dimensions of landscape are established: physical, social and symbolic. Research is based on urbanism, spatial planning and architecture point of view, which focus on physical dimension of landscape. Relationship between heritage sites, and urbanscape, and/or landscape is defined in overlapping of physical with social dimension (use and inhabitation of landscape), and overlapping of physical with symbolic dimension (embodiment of meaning in landscape).

Research aim is to present meaning of heritage sites, and models for enhancement and revival of heritage sites identity in relation to both urbanscape and hinterland landscape. Proposed case studies are selected from Croatian Eastern Adriatic Coast and Spanish Atlantic coast of Galicia.

The research will provide present meaning of heritage site and models of maintaining existing identity through restoring the neglected identity, and through redefining the lost identity of heritage sites in urban and hinterland landscape.
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Potentials of public libraries as heritage-based tourism products

Since tourism, due to its large size, in some destinations represents a threat to local culture and cultural identity, the planners of sustainable tourism development are faced with several different challenges. They should identify the potentials of cultural as well as public institutions and to devise ways of putting them into the function of tourism in order to contribute to the preservation and enhancement of local culture and identity.

From mid-19th to early 21st century, libraries in tourism changed their roles and significance. Contemporary libraries as public institutions of culture with their informational, educational and cultural function are becoming a central meeting place for the local community, and the “community hub”, but they are neglected in the tourist offer. Today, in light of social, economic, touristic, and ecological considerations in city planning, we can use libraries, on the one hand, to help local communities to improve their business, live better and participate together in achieving their goals, and, on the other hand, for the purpose of tourism as well as in order to familiarise tourists with local culture and identity.

Therefore, in order to recognize libraries as tourist attractions and shape them into a tourist product, the paper analyses their potentials from the urban-architectural and librarian aspects: existing and planned locations, building characteristics, urban landscape integration, material use, library collections, library contents, modern technology in libraries and the library in tourism offer.

The paper concludes that the potentials of libraries in the tourist offer are insufficiently recognised although they have great opportunities in tourism since tourists can get acquainted with the local culture and cultural identity of the destination.
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Models of valorisation of cultural heritage in sustainable tourism
Case study of Istria county

Croatian accession to the European Union was an unique opportunity to focus on the elements of its European identity and the cosmopolitan richness of a shared, multinational and transnational, world cultural heritage, as well as to explore multiple benefits of its proper valorization. Cultural identity of Croatia is determined by its specific multicultural history and geography, and its unique position in the heart of Europe, at the crossroads of cultures. Very emphasized regional cultural diversity and highly developed urban culture are the key characteristics of Croatian heritage cities: some of them, such as Dubrovnik, Split, Poreč or Trogir are already listed as the UNESCO World Heritage. However, there are still unique and very rich multi-layered cultural landscapes which, as representative symbols and living witnesses of a common multicultural past and because of their outstanding universal value should be inscribed on the World Heritage list. Croatia’s westernmost region Istria is a specific transnational, multicultural zone, where different cultures continually meet and negotiate through history, which resulted in a specific cultural hybridity. Because of its border position and turbulent history, the region is also particularly sensitive to reflect the multicultural unity in diversity of the shared cultural heritage of contemporary Europe. Acting as a bridge to the neighboring cultures and nations, Istria is today also the most developed Croatian tourist region.

The paper will present models of valorization of the most valuable regional cultural landscapes, analyzing the challenging relationship between heritage management and sustainable tourism. Confronting global trends with local commitment to sustainable development, the authors set the hypothesis that sustainable heritage tourism, based on the strategic valorization of local cultural resources, could strengthen the identity and economy of local community, create new jobs, increase the quality of life of local residents and the pleasure of visitors, improve the image and attract investors, stimulate consumption and prolong the tourist season. The analysis of European examples of good practice will indicate possible models of sustainable management and valorization of these specific categories of heritage, which could at the same time enhance the process of urban regeneration and social revitalization. Our research indicated that the regional development should be based on the strategic use, protection and valorization of the most valuable assets, consisting of its unique cultural, historical and natural heritage.
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Radunica is a street located very close to the Diocletian’s Palace in Split, Croatia. In the local dialect it is known as a kaleta, an old street with main features of Mediterranean architecture. In 2004, locals started using their homes as tourist resources by organizing informal tourist activity. Between themselves, they divided roles of gatherers and hosts. The gatherers would find tourists to stay in apartments owned by the local hosts, in exchange for money. Today, there are no more gatherers, the tourist activity is legal, and many houses became rental spaces. Radunica is deeply immersed in the process of touristification of place. Through open-ended interviews, participation, observation and phenomenological approach I am analysing this process, in which the Mediterranean identity was used as a tool for the commodification of the street. I am describing the apartmanisation, aestheticisation and mediterranisation as various aspects of representation of Radunica as a product on the global tourist market.

The purpose of the research is understanding how identity is used for turning one’s home into a tourist resource, the influence this has in terms of emotional relationship of locals with their home, the sense of identity and social relationship between once-neighbours-now-competitors. I have found that the tourist activity has significantly changed every-day life in Radunica by creating new dimension of its identity; the one of a tourist settlement. Home became a place of work. Many locals are selling their property and leaving which results in loss of the local community and culture. The goal of this research is to elevate the level of awareness about the importance of sustainability of the local community and identity through holistic qualitative approach. To accomplish this, focus from profit, as the main measurement of success, has to be challenged and expanded to design a sustainable tourism model that would serve the local community and not vice versa.
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After Bosnia and Herzegovina’s war, Mostar’s city centre and bridge rebuilding tried to signify the consolidation of peace and the connection between two sides of river Neretva, that were divided physically and symbolically. Different cultural communities were linked again and the iconic image of the bridge was restored, being prepared again to be visited like before war, when already was a touristic spot.

Starting from new Mostar’s bridge and its surroundings (UNESCO World Heritage site), this paper focuses on the effects coming from recently new relationships between architecture, infrastructure and society through its famous bridge diving tradition. An event, which speaks about the historical and cultural background of the place, that has recently experimented a change creating a new relationship with this Mostar’s architectural scenario, both locally and internationally. From 2016’s field’s work, we expose how the boundaries and influence of the bridge’s heritage and its site have been redefined. Through this case study we compare the historic time of infrastructure with the ephemeral time of the event that intensively impact in the city and citizen’s everyday life. The dichotomy between the show and the ordinary life on site, that architecture is able to support, represent one of the layers added to Mostar’s history. This overlapping of several city rhythms creates a confluence between different inhabitants from different living ranges of time.

Comparing and contrasting the currently used structures and spaces of the bridge, managed by the organizing company of the event, with an alternative architectural proposal, we raise some questions regarding the opportunities and threats that these interventions bring to the place. Through researching by design we analyse and propose tactics to face gentrification effects of this new form of the traditional event. Thus, from Mostar’s case we could learn strategies that might be also applied in other locations worldwide.
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After she had obtained master degree in journalism at the Faculty of Political Sciences (University of Zagreb), Martina began her career in marketing and public relations. Since 2002, she has been working in Croatian public relations agency IMC, where she currently works as senior public relations advisor. Working for clients from different sectors (FMCG, tourism, politics, sports, state enterprises, IT etc.) Martina designed and implemented numerous communication strategies and managed public relations campaigns for Croatian and international clients. She is member of Croatian Public Relations Association (HUOJ).
Overtourism as a strategic communication issue
Case study of Krka National Park

Overtourism is a complex phenomenon and one of the most pressing issues affecting travel and tourism industry worldwide. In its essence overtourism refers to the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds. The effects of overtourism are severe. Both natural and cultural heritage sites are at risk of losing their appeal as desirable tourism destinations due to overtourism. Therefore, in 2017 Krka National Park, which is the second most visited Croatian national park developed the new Management Plan with the aim to overcome the emerging conflict between overtourism and safeguarding of its great attractive natural heritage. One of the most important components of the newly developed Management Plan is the new Strategic Communication Model. Built upon the stakeholder management model, the new Strategic Communication Model of Krka National Park is aimed at managing the relationships and communication with all identified stakeholders in order to ensure their engagement in overcoming the most important communication challenge — limiting numbers of visitors. Using the single design case study approach this study will present the new Strategic Communication Model of Krka National Park which is the first strategic communication model developed in the Republic of Croatia that addresses overtoursim not only as tourism and travel but as a strategic communication issue as well.
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Dispersion of new tourist attractions and its impact on the local community

Example of Dubrovnik

Keywords: Dubrovnik, dispersion of tourist attractions, local community, city infrastructure, planning and programming

The increase of tourists who visit Dubrovnik, especially with the rise of cruises, created a great pressure on the Old Town. Cruise tourism has shown its most significant feature: at the same time of the day a huge mass of people are getting shipped from one part of the city to the other. The Old Town, as well as the entire Dubrovnik during the cruise arrivals, become congested and stop functioning in the usual way. The local community is experiencing a number of changes that result in a quality of life decrease.

The research seeks to explore the possibilities of solving the problems of the local community by analyzing the potential of the new tourist attractions dispersion concept. The problems of Dubrovnik are evident in many researches so far carried out, thus the aim of this work is to analyze the proposals for solving the problems that arise, instead of their identification, presentation or interpretation. The paper seeks to highlight the potential of space planning and content programming and activities that generate added value for tourists, as well as those that ensure a better quality of life for the local community.

The concept of dispersing new tourist attractions outside the Old Town and across city area opens a series of questions: what are these new attractions, how to create them, whether they have the potential to solve the problem, can the city be designed with primary and secondary attractions, which are scenarios of functioning of such a planned city? If new tourist attractions are organized in the same city area, will there be any changes or we would create even bigger crowds?

The paper seeks to analyze the relationship between the local community and the new tourist attractions of Dubrovnik on proposed localities: Center behind the City, Lazareti, Gradac, Belvedere, Gruž and Srđ. It aims to identify the potential of existing traffic, communal and social infrastructure in establishing sustainable relations of the city and new tourist attractions.
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Management of overtourism problems in small historical towns
The case of Suzdal, Russia

Despite vast areas and moderate number of tourists, some destinations in Russia have already been challenged by overtourism. Suzdal, a small historical town in central Russia, is one of the first to face it. Having well-preserved medieval heritage (with four properties on the World Heritage List), cultural landscape and traditional local lifestyle, Suzdal is the ‘pearl’ of the famous Golden Ring of Russia. In recent years, the problems caused by overtourism have acquired particularly complicated forms on the rise of event activities in the town which has less than 10 thousand people. 1.5-1.7 million tourist arrivals annually cause the growing pressure on the host community and local residents’ confrontation with visitors. There is a danger of the loss of cultural identity and destination authenticity. As a result, it may reduce the major value of tourism experience.

The aim of the research is to form an integrated approach to solving overtourism problems in small historical towns like Suzdal.

Single measures on deconcentration of tourist flows during events, diversification of tourist routes and efforts to increase the contribution of tourism to the local economy do not give the desired effect, as they do not form a system. The new step in solving overtourism problems requires spatial and physical planning of the territory and its infrastructure. Suzdal urban development projects should provide the new route network within the protected areas, the use of neglected buildings and vacant spaces in order to preserve its historical and natural landscape and reduce anthropogenic pressure. They should help to expand the range of stakeholders and support active community involvement to contribute to sustainable management of tourism and heritage in the town.

The research is based on field studies, projects monitoring and evaluation, statistics survey added by semi-structured in-depth interviews with tourism experts and regional stakeholders.
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Hosts and Guests

Toward a common responsibility in caring about the landscape

It is generally considered that the tourism industry exposes cities to the risk of a process of tertiarisation, causing a transformation and commodification that deeply affects cities and the lives of their inhabitants to feed the tourist expectations. This paper suggests the overcoming of the idea of the tourist as a mere client. Nowadays, the tourists want to act such an inhabitant: they prefer to stay in a house and visit the same places local people inhabit, looking for a more authentic experience. This attitude clarifies the success of scattered hotels (Albergo Diffuso) or non-hotel hospitality facilities, such as the Airbnb phenomenon, and the growing number of informal tours that promise to reveal the true side of a city. The very labels of inhabitants and tourists tend to disappear, being replaced from definitions such as Guest community and Host community, a broader concept that includes visitors, relatives and tourists. Globalisation has shortened the distances and mobility has transformed inhabitants into a temporary presence. The drop in intensity in the use of historical urban cores (caused by vacancy, holiday home/apartments, second homes), and the related abandonment of the countryside lead to a progressive shrinking of places and therefore to a more rapid decay. Using the cases of Badolato and Santo Stefano di Sessanio as examples, the paper shows that the challenge is to guarantee the presence of stable population, whatever they are local inhabitants or newcomers. Residents are a permanent presence in the territory, they embody traditions and habits that preserve authenticity and are crucial for the construction of the landscape. Once considered tourism as an economy based on hospitality, the reasoning moves towards the training of human capital. People and the territory are assets, as well as the capability of people to know their land and to host people who visit it.
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PhD research (in process)
The city as a collective creation.
Bottom-up, participatory and creative processes for a sustainable urban regeneration.

Doctoral Programme in restoration of historical constructions, urban evolution and refurbishment
Directors: Phd Antonio Millan & Phd Ernesto Redondo

Research team
Dept. of Architectural Representation*

Main research areas
Urban and architecture representation
The city as a collective creation
Bottom-up, participatory and creative processes for a sustainable urban regeneration

Some of the problems associated with cities with high levels of tourists — such as gentrification, degradation of areas, social tensions and mass tourism — are related to the way we have planned our European cities during the last 50 years. Today, ambitious urban plans for the transformation of the city, such as the famous *Barcelona model* must adapt in order to re-balance the city towards an inclusive model. In this new context, processes of participation re-emerge in the urban and architectural processes in cities all around the world, in order to claim the famous right to the city. Sustainable urban regeneration means working together with the inhabitants when transforming cities, having them collaborate in the creation with their direct involvement. These changes mean finding new creative mechanisms of solidarity when regenerating our urban environment, at a time when information and communication technologies (ICT) are prospering. This research*, proposes to create a methodology for the participatory action with new strategies (ICT, mapping, big data cartographies, ludic tools such as urban sketching, tactic planning, opinion polls, collaborative webs etc.). It entails analysis of the present in several case studies, in which the final recipients of urban planning (its users) co-design the project. At the same time, some of the strategies are being experimented with in collaboration of students of the ETSAB. The use of these methods is not only intended as a way to listen to the voice of the inhabitants but also to involve them as actors and hold them responsible, inducing a change in habits and mindset.

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Graduated in 2008 at the Faculty of Architecture University of Zagreb. Since 2012 she has been employed in the Conservation Department in Imotski as architect-conservator. She leads and supervises projects for restoration and conservation of cultural heritage throughout Dalmatian hinterland. She deals with topics related to research, documentation and preservation of cultural heritage and methods of restoration of historical buildings.
The dispersion of tourism and the life of a community
The examples of Cista Velika and Trogir

Using the example of two World Heritage Sites that are not exposed to the pressures of tourism, and which are located in close proximity to the city of Split — UNESCO site whose historical centre has recently been marked by the phenomenon of mass tourism — we will reveal the potential of investing in their profound presentation. Such an investment would be of benefit not just to the sites themselves and their local communities, but would also lead to the lessening of tourism-related pressures on the historical centre of Split.

Models for lessening pressure on the historical cities on the UNESCO list, which have become icons of mass tourism, frequently lead to restrictive approaches. These do not resolve the issues caused by mass tourism in the long term; rather, they are one of the urgent measures for rescuing sites threatened by the uncontrolled influx of tourists.

The goal of this paper is to demonstrate the advantages of an integrated approach to the wider spatial context — to strategies designed to broaden the interest of visitors in nearby valuable sites.

The first example is the Crljivica Medieval Tombstone Graveyard in Cista Velika near Imotski. The second one is the Romanesque-Gothic city of Trogir, with a focus on the neoclassical Garagnin-Fanfogna Park, just beside the island on which the historical Trogir was built. Neither of these sites possess infrastructure well-developed enough to meet the needs of organised tourist visits. Considering those sites as cultural landscapes, and the whole of Central Dalmatia as a historic urban landscape, this paper offers a suggestion for thinking about the future of the sites themselves, and for the formation of a dynamic and wide-ranging infrastructure that ties together numerous scattered cultural heritage sites in this region. As a result, it would offer visitors a complex view of the rich cultural heritage of this region, and the local population a harmonious co-existence with tourism, to the benefit of them both.
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Earned her undergraduate degree in Engineering and Management at Polytechnic University of Torino, Italy. After some academic collaborations with the Municipality of Turin, Roberta is actually a PhD candidate at the Polytechnic University of Torino. She is a teaching assistant in Marketing and Urban and Regional Economics. Roberta is collaborating with FULL, the Future Urban Legacy Lab and her research interest is in investigating the relationship between retail location and urban morphology in order to provide a critical interpretation of the commercial city patterns.

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Overtourism or Undertourism
What is the biggest crisis for a tourist destination?

Keywords: undertourism, resilience

Overtourism is a problem as well as Undertourism. The first one is not new and is mainly generated by a profound crisis in the public perception of tourism. The second one is the real danger for a tourist destination and, in particular, for those that have a cultural vocation where the abandonment is the anteroom of oblivion.

Even though the density of tourist is increasing, heritage sites can suffer Undertourism when inadequate funding and maintenance leads to low visitation. Hence, social and financial investments decline, causing abandonment. The state of abandonment represents a loss in the income statement over time: the essential costs of maintenance and securing of the sites, that alone do not necessarily generate any profit, trigger a vicious circle that can lead to negative economic and social impacts.

Nowadays the real issue is how we make sure that we harness the great positive impacts of tourism and manage the negative impacts successfully. If for one side, the effects of the Overtourism are arguments of investigation and discussion, on the other, an analysis of the characteristics of potential tourist sites, which suffer Undertourism as a social and economic question, is needed.

Tourist destinations may be rarely visited for three main reasons. Firstly, they may be not easily accessible: a heritage site, if located, along typical tourist routes may easily benefit from its intrinsic accessibility. Secondly, the number of surrounding destinations and the consequent increase in competition is decreasing the number of tourist per heritage site, in the first instance. Thirdly, lack attractiveness: a good destination management and marketing and a huge government attention and funding characterize an attractive site.

Hence, the paper aims at describing them using some Italian case studies in order to be study how to harness the great positive impacts of tourism and manage the negative impacts successfully. Through examples of Undertourism such as the Citadel of Alessandria and the Borgo Medioevale of Turin, the article examines solutions in which the correct balance of tourist enjoyment is the result of the right balance between the “resistance” of the site and its “resilient” capacity.
Alma Zavodnik Lamovšek

Assist.Prof., Ph.D., Dipl.Ing.Arch. | Graduated in 1992 at the Faculty of Architecture at the University of Ljubljana and continued her education in spatial planning. In the same year she got employed at the Faculty of Civil Engineering and Geodesy of the University of Ljubljana. Since 2008 she has been working as a university teacher, headed or was involved in many domestic and foreign studies and regularly published results or researches. She is currently involved in research on changing land use, including brownfields, and spatial planning at the regional level.

Miran Gajšek

MSc, Dipl.Ing.Arch. | Graduated at the Faculty of Architecture, Civil Engineering and Geodesy in 1987. Pursued his career in town planning, spatial planning and regional development. Since 1987 he worked as a researcher at the Town Planning Institute of Slovenia, at the Ministry of Environment and Planning, and as Director of Planning at the City Municipality of Celje. Since 2005 he is Head of the Urban Planning Department in the City of Ljubljana. He was also President of Slovenian Town and Spatial Planning Association 1997–2009; and Vice President of ECTP-CEU 2003–2011. His main activities include coordination of public and private interests, urban planning, land management, and EU urban and regional agenda.
In Ljubljana, which was the European Green Capital 2016, the number of tourists more than doubled between 2014 and 2017. This paper presents the advantages and disadvantages of tourism development in Ljubljana and addresses the questions whether Ljubljana has already reached its visitor number threshold, and how to manage the growth of the number of tourists through the well-planned Tourism Development Strategy of Ljubljana of 2014 and the measures and instruments of urban planning. These are based on more than a century-long tradition of modern spatial planning of the city of Ljubljana, which began with Fabiani’s master plan made after the 1895 earthquake and continued during the two wars with Plečnik’s regulation plan and in 1966 with the General Plan of Urban Development of Ljubljana. The continuity of spatial development has been maintained until today’s modern Municipal Spatial Plan, based on the Development Vision of Ljubljana 2025 from 2007. This document establishes the conditions for a significantly larger role of tourism by investing in public space, which increases the quality of life for residents, while at the same time allowing visitors to experience the city. Regardless of good development and planning measures, the number of tourists is approaching the city’s capacity threshold, so further development of tourism must continue with good governance, participation of all stakeholders, and especially by efficiently planning tourism and connecting the city with its wider surroundings. In this context, the role of urban planning will be highlighted, as it can help Ljubljana to play a linking role in the area of the urban functional region and the entire state, so that it will connect with other tourist areas (not only of cultural but also natural heritage), which will strengthen other areas and relieve the city as such.
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Tourism and inclusivity in UNESCO sites
The case study of Venice

Cultural heritage has to be preserved and, at the same time, everyone should have the possibility to enjoy it, even if urban spaces and architectures of the historic cities often represent a barrier for people with disabilities. According to the World Health Organization, disabled people are about 15% of the world population (WHO, 2011).

In addition to that, in Venice - one of the Italian UNESCO World Heritage sites since 1987 - about 25% of residents are over 65 years old. The city is known all over the world for its artistic and cultural heritage but also for the unusual urban structure. In fact, because of its conformation, that consists in about 120 *insulae* connected by over 400 bridges, the city is not fully accessible to everyone. Nowadays the bridges are the main obstacles to the pedestrian mobility, but they are not the only ones. To overcome this problem, several devices and architectonic solutions are being introduced and installed within the city and in the buildings: all these solutions have to be reversible in order to guarantee heritage preservation (MIBAC, 2008).

In this scenario, in the last years the overtourism phenomenon has increased and the number of visitors exceeds the number of Venetian population in the historic centre, causing inconveniences in the use of the city especially for people with disabilities. In fact, while Venice is adapting itself to the accessibility matters, the overtourism phenomenon seems in contrast with the principles of the inclusivity, due to the presence of a large number of people in the narrow *calli*, on the bridges or on the public transport that, if overcrowded, doesn't represent a safe and easy alternative for everyone (above all for elderly people, children, people with disabilities).

For this reason, in Venice and in other historic centre, the excessive tourism has to be analyzed also as a social problem that influences in a negative way the quality of life in the city and the experience of all the visitors.
Tihomir Jukić
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Heritage cities as living cities  
Is there a socially sustainable model?

Mass tourism and increased interest of tourists in Croatian cities, especially those with historic centers and listed on UNESCO World heritage list, leads to overcrowding during the peak of tourist season, degradation of quality of life and depopulation along with the commercialization of historic centers of cities like Zadar, Split and Dubrovnik. The historical centers and heritage in general are “overused”, they lose their authenticity, identity and inhabitants. While to the tourists they serve as a lovely scenery for snapshots and selfies, historical cities in Croatia lost most of their functions, services and facilities that are needed for everyday living. Loss of diversity of business and service offers, along with problems of noise and pollution, fuels the degradation of quality of life and out-migration of local residents. Studies show that historic centers suffer also from the infrastructural problems, problems of carrying capacity and the privatization and commercialization of public space. These unsustainable conditions and trends are not easy to change, but it is precisely why it is important to start trying. A change from the current unsustainable, profit-driven model of tourism is needed on the level of political decisions, but also on the level of values and everyday practices of the people. A precondition for a more sustainable model of development and governance of cities is the decision of local population and the city government to work together, with the clear notion that the heritage (tangible and intangible) and space are important assets that need to be tended with care and given to the next generations in good condition. The aim of this paper is to point out, based on research and interdisciplinary analysis of previous and current situation, the major issues that need solving and propose a set of measures on the level of urban planning, city governance, and on the level of local community.
Yonca Erkan – Opening Keynote

Inclusiveness for Sustainability
Multiplicities for Cultural Tourism

The United Nations Agenda 2030 for Sustainable Development recognizes the importance of transforming societies through sustainable, resilient and inclusive paths, embraced by the universal Sustainable Development Goals (SDGs). Cultural tourism is one such avenue. On the other hand, increasing mobility of peoples reveal contestations and confrontation with the fragmented past. A past ruled over dissonances. Present day approaches, however, in need of a more inclusive attitude, that allows multiplicities to exist. A multiplicity is, in the most basic sense, a complex structure that does not reference a prior unity.
Šibenik, the most significant urban centre which was developed after the Antiquity on the Adriatic coast, except Venice, celebrated with numerous events its 950th anniversary of the first mentioning in 2016. The anniversary conveniently came in the moment when perception of the city was significantly shifted, internally and externally. The recent image was strongly connected to the industrialization — since the implementation of electric power in 1895 through the 20th century, Šibenik was the powerful industrial centre. However, the new perception of the city doesn’t have the industry in focus — new platforms for the future development of the city are culture and tourism. The ambitious plans weren’t just ideas; the wheel of change started with the revitalization of cultural and historical heritage, mainly the fortification system. The city turns towards (innovative) tourism, investing in the development of different projects whose goals are to support entrepreneurship, creative industries and new technologies. Did we successfully assign a new cultural and social meaning to the city? How to find balance between investing in tourist infrastructure and upgrading quality of life for every citizen? What are the benefits of this model for citizens and for tourists? Have we managed to prevent an accidental (over)tourism?
Michael Turner

Synergies for realizing the 2030 sustainable development goals

Since the World Wars of the twentieth century there have been two cardinal global issues — that of maintaining Peace and the eradication of Poverty. Economic growth is essential for both in achieving these aims, while the ensuing results can be summed up as the well-being of society. This is further understood within the context of the current environmental challenges, social transformations and urbanization in the digital age engendering the soul of the people and the spirit of their habitation.

However, the empowerment of local communities is key in making “our cities safe, inclusive, resilient and sustainable”. Engaging bottom-up local initiatives requires an inductive methodology, with a stochastic temporal scale responding to the dynamics of change. This speed of change demands that communities become custodians of place and embrace diversities to provide resilience for the living city.

From the European grand tour, the charabanc to the current low-cost travel, the digital age of Virtual or Augmented Realities are creating innovative experiences for the tourist. Here, the interdependent roles of cultural heritage and tourism may afford new “means of communication between peoples and by employing these means for the purposes of mutual understanding [provide] a truer and more perfect knowledge of each other’s lives.”

Antonio Miguel Nogués-Pedregal

Facing the consumption of intangibles
The challenge of a cultural-ecological tourism development perspective

Territory is not land but society, because space becomes place as it is transformed by the group’s set of values and vindicated. During the last four decades, we have seen a significant development of the consumption of intangibles linked to tourism development. Could a cultural-ecological perspective encourage tourism stakeholders to frame their practices in Sustainable Development Goals?
Radoslav Bužančić

Salona
Split's Archaeological Park

Celebrating the 40th anniversary of the inclusion of Split’s historical centre with Diocletian’s palace into the UNESCO list of World Heritage, and the 2100th anniversary of the first mention of Salona.

Aleksandar Lukić

Overtourism as an opportunity?
A neo-endogenous approach to balancing regional tourism inequalities

Dealing with overtourism predominantly centres on managing the destination affected by the negative consequences of tourist flows. But what if we approach overtourism as a trigger for rethinking wider, strategic territorial development based on deeper understanding of relations between endogenous developmental resources as a bottom-up core on the one side, and extralocal actors which inevitably and significantly influence them, on the other? Discussing examples from Europe and Croatia (Wild Atlantic Way, Ireland and Lujzijana Road Gorski kotar, Croatia), this lecture aims to question tourism role in balancing regional development in the context of neo-endogenous model.

Thorsten Ludwig

Europe’s future in our hands

What can people take away from a heritage site? Can we encourage heritage experiences that trigger thinking about Europe’s shared values? How can interpretive planning extend the opportunities that heritage sites have to offer? Interpret Europe is sharing ways that allow the benefit from heritage sites to increase without increasing the impact of visitors upon them.
Bojana Bojanić Obad Šćitaroci

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Heritage Urbanism & Urbanscape Emanation

Heritage Urbanism is an approach to spatial development and enchantment. Urbanscape Emanation is a concept of multi-layered values detection and use in planning. Interconnected they become a new process of planning balance between multiple layers of urban landscape, heritage and cultural tourism.

Benno Albrecht

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No More Troubles in the Paradise City

The future of the city of Venice is measured by its ability to define tourism, and its ability to restore the lagoon. For this reason reexamining the mainland areas and the lagoon front is the main strategic goal of the new development. It is naive and futile to propose to restore Venice without preserving its supporting structure which is connected with the circulation of water.

Xavi Llobet

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Decentralization and tourism

Recovery of the Infant’s Channel

Barcelona is making a great effort to diversify the historical heritage and to create new tourist activity centers to take pressure in the historic center. Barcelona already made great plans to decentralize the city, but these plans did not include historical heritage or tourism. On the contrary, the master plan for the recovery of the Canal de la Infanta, which we present here, will include some hotels along the train stations to activate the suburbs and finance the channel, as well as the channel will create new itineraries for tourism and host communities.
**Carles Sala & Relja Ferušić**

**Europe’s future in our hands**
The role of architecture to promote an active and productive tourism

The transition from extractive mass tourism into productive and sustainable tourism can happen when passive cities become active cities, where tourism can be used as an engine that drives this transformation process. A network of new productive architectural interventions in both, rural and urban areas, creates new attraction sites for quality tourism that helps to release pressure onto the historic city centres.

For instance, the so-called wine tourism, pursues the quality of product in favour of the quality in tourism as a productive and attractive activity. It could bring secondary and tertiary sectors to the rural areas and primary and secondary sectors into the cities, becoming a starting point for the regeneration of both social and economic tissues, through a productive prosumer society.

**Juan Manuel Corso Sarmiento**

**Great complexity heritage surveys**

Reaching the technological limits in the architectural survey field to obtain a virtual representation, with high precision, hyperrealism and easy to manipulate, of huge and complex buildings with real city impact. With examples like the façana del Naixement of Sagrada Familia and the Restitution of Barcelona at the end of the third century, among others.
Dejan Verčič

A supermodern tourist paradox
Turning heritage sites into non-places

Supermodernity has hyperdemocratised time and space, produced celebrity destinations and overtouristed them. Their accessibility is destroying their authenticity and turning them into generic non-places, items on lists of places you must see before you die. This is a tragedy of cultural commons with potential political, economic and/or communal solutions needing local/national mediation and global mediatisation.

Jana Vukić

Social sustainability and quality of life

Sustainable communities meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. In the historic cities local residents in search for sustainable development solutions must find a balance of economic, environmental and social components, but also have to be successful in reconciling the history and heritage, tourism and everyday-life. In the local context marked by overturistification and significant deterioration of quality of life, depopulation and ageing, focusing on citizens, local community and social sustainability issues is even more important.

Mar Santamaria

Measuring Tourist Impact in Cities
Empowering Local Communities with Bigdata

New trends in tourism are transforming urban areas. In the worst-case scenario, this is causing conflict between local communities and visitors. In this context, the emergence of massive information (big data and open data) enables us, for the first time, to measure this impact thanks to novel methodologies of mapping and analysis that aim to provide knowledge about the phenomena and empower local communities.
Yoel Mansfeld

Proceed with special care
Towards relativity & bottom-up approach in planning interrelations between host communities & heritage tourism spaces

One of the more contemporary phenomena in urban heritage spaces is over-tourism — an unsustainable result of over demand, miss planning and top-down tourism development and management policies. A critical review of the causes for unsustainable relationship between host communities and heritage tourism spaces will be presented. Subsequently, alternative policies and practices based on the concepts of ‘relative sustainability’, bottom-up development, community-based tourism, and ‘locals’ limits for acceptable change’ will be suggested.

Dimitri Ioannides

Is over-tourism the final straw?
A long tale of lessons not heeded

These days, whether in the newsroom or the halls of academe it appears that the term overtourism has become de-rigueur. Journalists lament the loving of places to death while researchers scramble to unravel ways to describe the problem and reach workable solutions. In this presentation, I argue that the way we tend to use the term overtourism is naïve and uncritical. Unfortunately, it reflects the ongoing inability of many players (including public officials) to conceptualize tourism holistically. The laissez-faire attitude towards tourism that has become increasingly dominant in a global regime of neoliberalism has meant that planning for and regulating various tourism-dependent activities is almost always reactive. Lessons from one place are sadly almost never heeded while proposed solutions are often ill-conceived. In my talk I unpack the term overtourism and offer suggestions for the future. I also explore the implications for overall community resilience in destination areas. Finally, I admonish the scientific community that it is time to stop preaching to the choir and adopt a more proactive stance when it comes to matters of destination management.
Keynote speakers
Biographies

Yonca Erkan | Opening Keynote
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Dr. Yonca Erkan works as Associate Professor of architecture at the Kadir Has University since 2008, where she is the UNESCO Chair Holder on the Management and Promotion of World Heritage Sites: New Media and Community Involvement. In 2017, she worked as a senior consultant at the UNESCO World Heritage Centre as the HUL/World Heritage Cities Programme Coordinator. She is a jury member of European Union Cultural Heritage – EUROPA NOSTRA Awards in Education, Training and Awareness Raising (Category IV), as well as Heritage in Motion Awards. Dr. Erkan was a member of the Turkish National Commission for UNESCO (2010-2014). Her research interests include management of world heritage sites, urban conservation and community involvement. She holds architecture degree from Yildiz Technical University (1993), with a Master’s Degree in Architectural Conservation from the same university (1996) and studied at the Aga Khan Program for Islamic Art and Architecture in Massachusetts Institute of Technology (MIT) and received S.M.Arch.S. Degree (1998) and completed her Ph.D. (2007) at the Istanbul Technical University.

Gorana Barišić Bačelić
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Gorana Barišić Bačelić, mag. art. hist. is an expert in the management and interpretation of cultural heritage. She graduated art history from the Faculty of Philosophy in Zadar and specialized cultural management at the De Vos Institute of the University of Maryland National Intensive Arts Management – an education programme organized by the Ministry of Culture. She has participated in numerous congresses and seminars on culture, heritage and museology. Her areas of interest focus on sustainable management, interpretation of cultural heritage and audience development. Today, she is the director of Fortress of Culture Šibenik, a young public institution that manages revitalized St. Michael's Fortress and Barone Fortress. Under her leadership, activities and programmes of Šibenik's fortresses are acknowledged in the national as well as European context, which is confirmed by 12 awards from the field of culture, tourism and communication.

Michael Turner
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Professor Michael Turner is the UNESCO Chairholder in Urban Design and Conservation Studies and heads the Research and Innovation Authority at the Bezalel Academy of Arts and Design, Jerusalem. In parallel, since 1983 he has a private practice with works in architecture, conservation and urbanism. In research he is involved in urban sustainability, heritage, social inclusion and urban spaces. He is a member of many professional-academic bodies, engaged in many activities at UNESCO and is currently special envoy to the World Heritage Centre Director focusing on Culture for Development and the implementation of the UNESCO Recommendation on Historic Urban Landscapes.
Radoslav Bužančić

Radoslav Bužančić, architect, PhD, is Head of the Conservation Department of Split – Ministry of Culture from 2010 and Assoc. Professor at Dubrovnik and Split University teaching History of Architecture and Art History.

He supervised numerous conservation projects and restorations of monuments in Dalmatian cities, but also in the hinterland and on Dalmatian islands. From 1990 he is architect of the Trogir cathedral, one of the most important Romanesque monuments in Dalmatia. From 2007 architect of the Split cathedral, ex mausoleum of Diocletian palace. Took part in post-war reconstruction & conservation in Dubrovnik area, preparing studies for restoration of the renaissance palaces during war. He has received a number of national awards, and has also been recognized abroad; in 1996 medaled by President of the Republic with the Croatian's Danica medal for contribution in culture, in 2002 he received the Europa Nostra Award for the restoration of the Nicolo di Giovanni Fiorentino’s Chapel of Blessed John of Trogir in the Cathedral of Trogir. Together with his colleagues, in 1997 he enlisted the town of Trogir and in 2008 the town Stari Grad on the Island of Hvar on UNESCO’s World Heritage List.

He actively participates in international exhibitions and scientific conferences, and has published over 50 scientific papers in Croatia and abroad.

Antonio Miguel Nogués-Pedregal

Prof. Antonio Miguel Nogués-Pedregal, professor of social anthropology at the Universitas Miguel Hernández (Spain) and former Head of the Department of Social and Human Sciences. Since late eighties, his research interests focus on the relationship between tourism, cultural heritage and development in the Mediterranean and Latin America, where he has carried out his fieldwork. He delivers seminars and carried out research stages as Visiting Scholar in different universities: University of Oxford (United Kingdom), KU Leuven (Belgium), Johannes Gutenberg-Universität (Germany), Nova de Lisboa (Portugal) or Univerza v Ljubljani (Slovenia) among many others. He edited Cultura y turismo (Signatura ediciones 2003) and Culture and society in tourism contexts (Emerald 2012). Some of his scientific articles has been published in English, German and Italian. He has been recently acknowledged as one of the two most important scholars of the anthropology of tourism in Spain since the 1990s by the journal Anthropology News 55 (9-10), pp. 31, the bimonthly publication of the American Anthropological Association.

Aleksandar Lukić

Aleksandar Lukić, PhD is Associate Professor at Department of Geography, Faculty of Science, University of Zagreb and Head of Division of Human Geography. His primary research interests are rural geography and development, rural tourism, regional and spatial planning and participatory approaches. Aleksandar led numerous Croatian and international competitive research projects (UKF, ESPON, Croatian Science Foundation) and participated in applied research for the Strategy of Spatial Development of the Republic of Croatia and national Rural Development Programme 2014-2020. He managed participative approach in Croatian National Development Strategy 2030 for Ministry of Regional Development and EU Funds. He published a book on rural typology of Croatia and authored 30 academic papers. Aleksandar is a president of Croatian Section of ECOVAST - European Council for the Village and Small Town and serves as a member of Steering Committee of the International Geographic Union Commission (IGU) on the Sustainability of Rural Systems. He studied in Zagreb and conducted post-doctoral research at the Countryside and Community Research Institute (CCRI), University of Gloucestershire, United Kingdom.
Thorsten Ludwig

Thorsten Ludwig is Managing Director of Interpret Europe. He was on the Board of Directors of the German association for environmental education for 12 years and member of the nationwide steering committee for German landscape guides for ten years. Since 1993, he has run his own company on interpretive training, planning and consulting. He planned several national park facilities, launched learning programmes for school classes and managed a medieval castle through the involvement of volunteer experts and youth groups. He holds an MSc in heritage interpretation, and once a year he teaches an interpretation module at a German university. Thorsten Ludwig represented Interpret Europe on the Stakeholder Committee for the European Year of Cultural Heritage and was awarded the European Union's Altiero Spinelli Prize for the initiative Engaging citizens with Europe's cultural heritage.

Bojana Bojanić Obad Šćitaroci

Bojana Bojanić Obad Šćitaroci is a Professor and Doctor of Technical Sciences in the field of architecture and urbanism. She is a teaching at the Faculty of Architecture of the University of Zagreb at the Department of Urban Planning, Spatial Planning and Landscape Architecture and head of a department. She is a professor at Doctoral studies: Architecture and Urbanism, Intensive seminar: SCAPE at Faculty of architecture, University of Zagreb.

She is an author / co-author of seven scientific books, several chapters in books, thirty scientific articles, about 40 scientific conferences proceedings and about thirty projects in the field of garden and landscape architecture. She actively participates in domestic and foreign scientific research projects in the area of heritage and landscape architecture. She is a reviewer of scientific research projects, books, collections and scientific articles in the field of architecture and urbanism. She participated at numerous national and international scientific conferences (Palmanova, Udine, Vienna, Shanghai, Venice, Naples, Bari, Barcelona, Athens, Budapest, Prague, Rome, Copenhagen, Lisbon, and Copenhagen) with topics in the area of heritage protection of traditional architecture, landscape architecture, tourism and space syntax.

Benno Albrecht

Benno Albrecht is full Professor of Architectural and Urban Design and he is director of the School of Doctorate Studies at the luav University, Venice. Benno Albrecht’s architectural and urban design projects are published in reviews, international magazines and books. He has received Architecture Prizes, won international competitions and held exhibitions in Italy and abroad. He devotes himself to research on sustainable urban design and he has carried out projects in architectural and urban sustainable development. He manages many international research programs. He has held seminars, conferences and workshops in Italy and in Europe, China, Japan, Vietnam, Indonesia, Mali, Argentina and Peru. He has written texts and publications about architecture and territory.
Carles Sala is Architect by ETSAB-UPC, Barcelona and MArch by the AA School of Architecture, London. He has thought architectural design at WSA Cardiff, and he is now teaching at ETSAB-UPC and IAAC, both in Barcelona. Relja Ferusici is Architect and MSc by ETSAB-UPC, Barcelona. He has thought architectural design at D-Arch ETH in Zürich, at ESARQ-UIC in Barcelona and he is now teaching at ETSAB-UPC and IAAC, both in Barcelona.

Carles and Relja are founders of SALA FERUSIC Architects, Barcelona, an international architectural studio which pursues multidisciplinary project and research oriented work. Several of his projects have been awarded and acknowledged, as well as, widely published and exhibited. They are also co-directing Bodega Research Group at the AA School of Architecture and Vertical Studio at WSA Cardiff.

Dr. Xavi Llobet i Ribeiro is a founder and director of Jimenez Llobet Architects. His work has been published in numerous books and specialized magazines. He is PhD in The sense of Modern Architecture and Master in The Large Scale: The Architecture of the New Environments. His thesis about Mies and Hilberseimer: The Metropolis as a Garden City has won numerous prizes. He is a member of the Scientific Committee of the Iberian DoCoMoMo Foundation from the year 2000, where he has participated in numerous research publications. Nowadays, he’s deputy director of the Architectural Design Department, teacher of Final Project Degree and co-coordinator of The Contemporary Project, into the Master Barcelona Architecture — MBArch, at the Polytechnic University of Catalonia.

Juan Manuel Corso Sarmiento is the Technical Manager of the VIMAC lab (Virtual Innovation in Modeling the Architecture and the City lab) in the UPC (Universitat Politècnica de Catalunya), where he is also an associate professor of Architectural representation.

For the last 13 years, his research has focused in analyzing architectural heritage with technological tools. This effort is reflected in his doctoral thesis, two master’s theses, 8 competitive R+D+I Projects, more than 70 survey projects of buildings and historical heritage centers, international laboratory training collaborations and published articles. Including projects of great impact such as the surveys of the Palau Reial (MUHBA) and the Fachada del Nacimiento in the Basilica of the Sagrada Familia, focused on its restoration. Parallel to the experience in the technology of heritage surveys, he has worked with other technologies: IOS and Android App call Barcino 3D (Barcelona III century); 3D printing and augmented reality applications for projects at an archeological scale detail, and Geographical Information System or Remote Sensing techniques for territorial and urban scale projects, to understand the relations of the city.
Yoel Mansfeld

Yoel Mansfeld is a Professor of Tourism Planning & Development, a consultant and a trainer based in Haifa, Israel. He holds a PhD from the London School of Economics (LSE), University of London, UK. His main areas of interests include sustainable tourism, cultural tourism; cultural routes; tourism and security; socio-cultural impacts of tourism development; community-based tourism; and religious tourism. He is also the founder and Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CTPRR) and one of the founding members of the European Cultural Routes Universities Network (EC-RUN) established by the Council of Europe's European Institute for Cultural Routes. Yoel Mansfeld is also an active member of the UNESCO-UNITWIN net-work on Culture, Tourism & Development.

Mar Santamaria

Prof. Mar Santamaria is an architect graduated from the School of Architecture of Barcelona, specializing in heritage in Roma La Sapienza. With a long career in urban planning and spatial analysis, she is a professor at the Master of Restoration of Architectural Monuments (Barcelona Tech Foundation) and has lectured in several international universities and institutions (among others; TU Braunschweig, Welsh School of Architecture, RomaTRE, Institute of Advanced Architecture-IAAC). She is the co-founder of 300.000 Km/s (an urban innovation office that uses data analysis and cartography to measure contemporary urban phenomena such as tourism. Recent projects in Barcelona and Madrid analyze tourism trends and tourism impact in the residential fabrics. 300.000 Km/s projects have been recognized with various awards and mentions, among others, the Civio Foundation – BBVA (2014), the Open Data Institute Awards (2016), the CityVis Prize (2016), the Biennial Española de Urbanismo y Arquitectura (2018) and the LLuis Carulla Award (2018).*300.000 Km/s works have been exhibited at the Biennale of Venice 2016, the Chicago Arts Institute (2014) and the Center of Contemporary Culture of Barcelona (2014) among others.

Jana Vukić

Jana Vukić, PhD is Assistant professor at the Department of Sociology, Faculty of Humanities and Social Sciences, University of Zagreb. Jana is an urban sociologist with research interest in urban planning and public space, quality of life, participation and sustainable urban development. As an active researcher she collaborates with researchers in other disciplines, such as demography and anthropology, but also from the fields of architecture and urbanism, and has conducted a recent sociological and demographic study of Old City of Dubrovnik focusing on everyday life of people, demographic trends and coexistence of tourism and quality of life of inhabitants in heritage cities. She is also engaged in interdisciplinary approach to public space and participation practices such as City Acupuncture. Jana teaches courses on contemporary sociological theory and urban sociology on the Faculty of Humanities and Social Sciences, but also collaborates with the Faculty of Architecture in Zagreb. She has published three books on urban sociology (with Professor emeritus Ognjen Čaldarović): Contemporary urban sociology (2015), Contemporary city – Public space and culture of living (2017) and Life in historic center of Dubrovnik (2018).
Dimitri Ioannides

Dimitri Ioannides, PhD is Chaired Professor of Human Geography at Mid-Sweden University as well as serving as the director of the European Tourism Research Institute. Prior to coming to Sweden he taught at Missouri State University. He holds a PhD in Urban Planning and Policy Development from Rutgers University. His primary interests are in the economic geography of tourism and tourism planning and sustainable development. Lately he has been exploring equity considerations as they relate to sustainable development. He is the co-author with Dallen Timothy of Tourism in the USA (Routledge) and has co-edited three books, including The Economic Geography of the Tourist Industry (Routledge). He edits the book series New Directions in Tourism Analysis (Routledge) and sits on the editorial boards of several journals including Tourism Geographies. He is also on the board of the International Polar Tourism Research Network. He has given keynote lectures and public speeches in various parts of the world including China, South Korea, New Zealand, Mexico and Canada.

Dejan Verčič

Dejan Verčič is Professor, Head of Department of Communication and Head of Centre for Marketing and Public Relations at the University of Ljubljana, and Partner and Knowledge Director in strategic communication group Stratkom d.o.o., Slovenia. He received his PhD from the London School of Economics and Political Science, UK, and he was a Fulbright scholar at the San Diego State University, USA. Dr. Verčič has published 14 books and in 2016 he was awarded the Pathfinder Award, the highest academic honour bestowed by the Institute for Public Relations (IPR) in New York. His research focusses on globalisation and strategic communication. He is a member of the Communication Monitor research team, and since 1997 he organises BledCom.
Day 1  
02/05/2019  
Scientific Reports

08:30 – 09:15 | Registration + welcome drinks

09:15 – 09:35 | Opening ceremony
Welcome speeches
Dr. sc. Jelena Škorup  
CC Head  
Dr. Željko Burić  
Mayor of City of Šibenik

09:35 – 10:00 | Opening Keynote Speaker
Yonca Erkan  
Inclusiveness for Sustainability  
Multiplicities for Cultural Tourism

10:00 – 11:10 | Session 1
Architecture and Tourism  
Designing Visitation Models
SC Representative Introduction speech
Benić Božo  
Regeneration of modern architecture as contribution to the creation of added tourist value
Çeka Agić, Roset Jaime  
Architecture and tourism  
The design as a bridge
Hršak Mirna, Hršak Tin  
Kućerica — identity element of the Dalmatian inland  
Case study on the example of simple drywall shelters in Krka National Park
Perkov Kristina, Jukić Tihomir  
Urban military heritage of Šibenik in the function of creating a model of sustainable tourism
Ostojić Stanka, Andrić Davor, Veršić Zoran  
Alternative touristic facilities to challenge overtourism
Urošević Nataša, Afrić Rakitovac Kristina, Vojnović Nikola  
the archaeological landscape in a sustainable development of cultural tourism in Istria county

11:10 – 11:30 | Coffee break

11:40 – 13:30 | Session 2
Regeneration  
Place Making Concept
SC Representative Introduction speech
Blače Ante  
Tourism, land use changes and cultural heritage of the Primošten-Rogoznica coastal area (Littoral Croatia)
Bušljeta Tonković Anita, Brlić Ivan, Šimunić Nikola  
From national case of poor management to sustainable tourism planning  
The Plitvice Lakes National Park case study
Petrović Tena, Račić Domagoj  
Planned diversification of cultural offerings in cities  
Territorial and functional aspects
Semenzin Chiara  
Events — A touristic model and a tool for urban regeneration
Slaviček Josipa  
Coexistence of agricultural landscape and tourism, with Stari Grad plain as case study
Vojtić Marijana, Vareško Goran  
City of Kastav — A fresh start  
shaping cultural tourism offer based on visitors’ preferences — Is there a room for improvement in the city of Novi Sad?
Klarin Tomislav, Vidić Gabrijela, Golem Ante  
impact of tourism on the sustainable urban development

13:30 – 15:00 | Lunch break

15:00 – 15:15 | HTZ Program presentation
15:15 – 15:40 | Keynote Speaker
Gorana Barišić Bačelić
In the search for successful formula
Šibenik and its second renaissance

15:40 – 17:20 | Session 3
Redefining Identity
SC Representative
Introduction speech
Ricl Jasenka
Cultural tourism of Slavonia. Is the market ready for the “spill over” travelers from the top tourist destinations of the region?
Barišić Marenić Zrinka,
Ebru Mutlu Nazlı, Polin Gürol Öngören
The transformations of the industrial heritage sites in the tourist regions — Unrevealed potentials of Šibenik in Croatia and regenerations in Izmir in Turkey
Čuka Anica, Faričić Josip
The influence of tourism and housing development on the Croatian islands on the islands’ identity
Doğan Evinç, Kerrigan Finola,
Keskin Hava, Kan M. Hamdi
Unlocking the potential of heritage sites for immersive cultural experience — Case of Xanthos
Sopina Ana, López-Salas Estefanía,
Bojanić Obad Šćitaroci Bojana
Redefining the identity of heritage sites in urban and hinterland landscape
Tokić Ksenija, Banović Đorđević Ivana,
Kranjčević Jasenka
Potentials of public libraries as heritage-based tourism products
Urošević Nataša, Afrić Rakitovac Kristina
Models of valorization of cultural heritage in sustainable tourism — Case study of Istria county
Tolić Helena
Through anthropological lenses
Mediterranean identity as a tool in the process of touristification of the Radunica street

17:20 – 17:40 | Coffee break

17:40 – 19:20 | Session 4
Common Responsibility
SC Representative
Introduction speech
Aigina Ekaterina, Alexandrova Anna
Management of overtourism problems in small historical towns
The case of Suzdal, Russia
Piacenti Giulia
Hosts and Guests: Toward a common responsibility in caring about the landscape
Sève Bruno
The city as a collective creation
Bottom-up, participatory and creative processes for a sustainable urban regeneration
Šverko Ana, Zelić Maja
The dispersion of tourism and the life of a community
The examples of Cista Velika and Trogir
Vigliocco Elena, Robiglio Matteo,
Taramino Roberta, Zotteri Giulio
Overtourism or Undertourism
What is the biggest crisis for a tourist destination?
Zavodnik Lamovšek Alma, Gajšek Miran
The role of urban planning in the development of tourism on the example of the city of Ljubljana, Slovenia
Ivanisević Nataša, Šmit Krunoslav
The dispersion of tourism and the life of a community

19:20 – 19:30 | 1st day closure speech

*Optional guided city tour
Day 2  
03/05/2019

09:00 – 09:15 | Registration II

09:15 – 09:30 | Welcome speech

10:00 – 11:10 | Session 5  
Keynote Speakers
Towards SDGs

Michael Turner
Synergies for realizing the 2030 sustainable development goals

Radoslav Bužančić
Salona — Split’s archaeological park
Celebrating the 40th anniversary of the inclusion of Split’s historical centre with Diocletian’s palace into the UNESCO list of World Heritage, and the 2100th anniversary of the first mention of Salona.

Antonio Miguel Nogués-Pedregal
Facing the consumption of intangibles
The challenge of a cultural-ecological tourism development perspective

Aleksandar Lukić
Overtourism as an opportunity?
A neo-endogenous approach to balancing regional tourism inequalities

Thorsten Ludwig
Europe’s future in our hands

11:40 – 12:00 | Coffee break

12:00 – 13:15 | Q&A
Panel
M. Turner, R. Bužančić, A.M. Nogués-Pedregal, A. Lukić, T. Ludwig, Y. Erkan
Moderator — Dragana Lucija Ratković Aydemir

13:15 – 15:15 | Lunch break

15:15 – 17:20 | Session 6  
Keynote Speakers
Future sustainability
New ideas

Bojana Bojanić Obad Šćitaroci
Heritage Urbanism & Urbanscape Emanation

Carles Sala, Relja Ferušić
Productive tourism
The role of architecture to promote an active and productive tourism

Xavi Llobet i Ribeiro
Decentralization and tourism
Recovery of the infant’s channel

Juan Manuel Corso Sarmiento
Great complexity heritage surveys

Benno Albrecht
No more troubles in the Paradise city

17:20 – 17:40 | Coffee break

17:40 – 18:55 | Q&A
Panel
B. Bojanić Obad Šćitaroci, Sala & Ferušić, X. Llobet, J. M. Corso, B. Albrecht
Moderator — Jelena Skorup

18:55 – 19:00 | 2nd day closure speech

*Optional guided city tours
09:00 – 09:15 | Registration III

09:15 – 09:30 | Welcome speech

10:00 – 11:10 | Session 7 Keynote Speakers

**Overtourism**

**Too much?**

**Yoel Mansfeld**
Proceed with special care
Towards relativity & bottom-up approach in planning interrelations between host communities & heritage tourism spaces

**Mar Santamaria**
Measuring tourist impact in cities
Empowering local communities with big data

**Jana Vukić**
Social sustainability and quality of life

**Dimitri Ioannides**
Is Over-tourism the Final Straw?
A long tale of lessons not heeded

**Dejan Verčič**
A supermodern tourist paradox
Turning heritage sites into non-places

11:40 – 12:00 | Coffee break

12:00 – 13:15 | Q&A Panel

Y.Mansfeld, M. Santamaria, J.Vukić, D. Ioannides, D. Verčič
Moderator — Ankica Mamić

13:15 – 13:20 | 3rd day closure speech

13:20 – 13:30 | Conference closure ceremony

*Optional guided walking tour*
Vizualni identitet

Aplikacija

Web stranice Af


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