

From cultural to creative tourism

New signage requirements in historical cities

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The modern framework for the historic cities of the Mediterranean

Tourism and multi-sided crisis

- a. the touristic interest and the extended visitability for cultural interest reasons
- b. the repercussions of the multi-sided financial and social crisis and the quest for alternative escape routes

Culture is the heart of sustainable development

culture is gradually accepted as the fourth pillar of the notion of sustainable development



Cultural tourism. A good force?

- First time cultural tourism was suggested on 1976(Charter of Cultural Tourism) as the alternative solution to mass tourism,
- Scientists and the civil society realize that the excessive use of natural and cultural heritage should be contained, in order to enable its bequeath to the next generations (ICOMOS Cultural Charter1999).



European Union policies



- Encouraged the development of alternative solutions with features corresponding to the notion of cultural tourism, and new tourist products were created
- Cultural heritage is integrated gradually in the financial world
- After 2010 new policy terms and directions emerge, emphasizing the terms of **sustainable, quality, responsible, creative tourism.**

Discovering the *genius loci*

art, history,
heritage, local know-how,
local myth
and exceptional personalities.



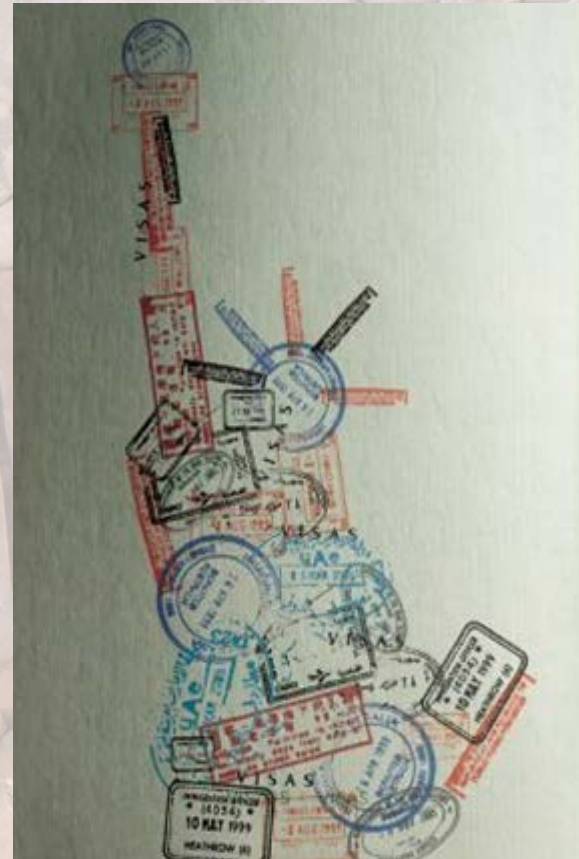
The signage should express the messages emitted by the place's identity



Connecting tourism to productive creativity: the emergence of creative tourism.



Creative industries take an important role in the formation of *creative tourism*



Source: <http://www.dailybloggr.com/2010/04/17-awesome-examples-of-creative-branding-ads-from-countries-across-the-world/>

Creative tourism can offer new development opportunities for creative industries



Creative activities characterize public space and can participate in the public space's signage

Creative activities
constitute functional
networks requesting
the signage
of public space



283. Γιάννενα. Ταμπέλα πριν από το 1922 (έργο του Ίωάννη Βράγκαλη, κατά μαρτυρία Άντισση Γιαννούλη)

The intangible
networking brought
by creative activities
thanks to modern
technologies
socializes their
messages



Despite the crisis there is in Athens important margin for recovery thanks to creative clusters and to their successful signage



I AM SUFFERING...



RETURN OF THE CREATIVITY TO THE ATHENS CENTER



Thank you for your attention!



354. Νεάπολη, Κοζάνη

QUITTS



353. Άγιος Κωνσταντός, Σάμος

CHAIRS



278. Κέρκυρα

PHOTOS

