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 visit ability 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 Charter 1999).
Europe 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.

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.

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 succesful signage.
Thank you for your attention!
URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE