

CIVVIH ICOMOS 2016- Scientific Symposium
Seoul, Korea: *“Urban Heritage and Sustainability”*

Section A.2. Urban Heritage Management and Promotion in the historical cities

**TO PROMOTE URBAN HERITAGE CULTURE IN THE AGE OF
INFORMATION REVOLUTION.
THE INFORMED AND CREATIVE CULTURAL TOURISM
by Teresa Colletta***



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TO PROMOTE URBAN HERITAGE CULTURE IN THE AGE OF INFORMATION REVOLUTION.

THE INFORMED AND CREATIVE CULTURAL TOURISM

Introduction

The palimpsest urban heritage is certainly a potential and incomparable economic resource for the local people, but it is necessary a good planning of all the touristic activities **to promote a good understanding of the urban heritage revalorization and a sustainable tourism development**

The thematic of **the promotion and the communication of urban history is a subject closely linked to urban cultural tourism more extensively informed** and trained

The principal issue of the urban communication is that the cultural tourism in the cities cannot be reduced to activities of urban design, and therefore must be "scientifically" realized .

This presentation intends to analyze the issue of Urban Communication in the heart of urban centers, in the site of their current location, compared with the "ancient", particularly with the advent of the technological innovation and of the knowledge always more specialized.

PRINCIPAL POINTS :

- **1.Cultural tourism and historical cities**
- **2.The historical cities are favoured sites and an “attractor” of cultural tourism.**
- **The rediscovery of urban identity.**
- *2.1. The quality of the visit’s experience and the shortage of historical urban knowledge*
- **3. The new possibilities to communicate the historical city’ history in the age of computer science information revolution**
- **4.The informed and creative cultural tourism: The digital urban signage**
- *4.1. The urban signage and new technologies: experiences and lessons learned from European and Mediterranean cities, any exempla.*

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1.Cultural tourism and historical cities

- The industry of the tourism and the renewal of the cities constitute a serious threat in the transformation of the historical tissues and in the change of the their social and economic activities.
- **Urban tourism and cultural tourism between refurbishment and preservation is now the real problem in all historical centres in the world.**
- In fact the dilemma of urban tourism is crucial: in one side it is a tool to multiply the profits, advantages in the commercialization and bussiness. **That is the mercification of the cultural heritage** with the triumph of the iperconsumism.
- **The process of the Disneylandization of the towns** as the thematic parks or as “a museum” ,without the urban life of the inhabitants, has produced **the loss of the identity and the “ spirit of the place”**.
- That is an approach only quantitative with the strong changes in human, social and economic costs for the local population . The ICOMOS Charter on Cultural Tourism (1999) and **the “Valletta Principles”(2011) put in evidence the "risk" of towns to be used as a cultural attraction or as a basis for "big events"**.

1.Cultural tourism and historical cities

- This Presentation put attention to the cultural tourism in historical towns and the principles and charters of ICOMOS regarding this thematic with all the specificity that today requires us the integrated urban conservation.
- We have debate these thematic in numerous meetings principally regarding the “risk” of the mass tourism press and the necessity to communicate the “values” of the historical cities to have a “responsible” cultural tourism.

The “risk “ of the mass tourism in the Historical Towns: the loss of the urban identity and the “spirit of the place”

The mass tourism, not informed, creates a negative impact into the structure of the historical towns.

The mass tourism is not able and controlled and managed with an idea and

Consequently very poor experience for the Visitors and tourists

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Capri.(Italy.) The famous square “la Piazzetta”
crammed with an excessive number of tourists .



‘
Cultural tourism’ and Disneyland:
Quebec City, Canada

The historical towns are invaded from touristic flows does not informed about the urban values of the heritage preserved in the historical towns (tangible and intangible)

“towns under siege”: as Venice or Kyoto



The mass tourism have the difficulty to realize a real comprehension of the heritage' values, urban identity and *genius loci*—spirit of place of every historical town

In the touristic strategies exists today an other approach:

the Tourism as tool of cultural development

The cultural tourism can make the role of the urban knowledge diffusion, as cultural resource and not only as heritage marketing.

Now it is well known «that culture, part of which is heritage, is a basic component of human development» (UN 2011) and it adopts through its following relevant motto:

“Culture is the heart of sustainable development’. That is the Culture is gradually accepted as the fourth pillar of the notion of sustainable development (environment, economy, society and culture)”

The spirit of the city is the tangible and intangible heritage. This is a precious resource for improving local productivity and well-being of inhabitants.(Thesis of CALZA BINI Laboratory, University of Naples)

From Mass Tourism to Creative Cultural Tourism Through Technological information

• **Culture - important resource of memories urban memory** - as an important element to be used for a directed and selective design of urban spaces.

• **The meaning and value of the cultural and urban heritage** is the first principle to communication to the local communities and tour visitors

• This is the concept that it is possible to read in the **ICOMOS Principles of the integrated urban conservation** (Cultural Tourism Charter,1999, and “Valletta Principles” 2011)

• **To know, 2. To value , 3. To inform and Communicate.**

• The proposal is a correct management and planning with new solution and creative ideas towards an urban culture conservation more up to date and qualified regarding the historical towns heritage.

• Consequently, **new policy terms and directions emerge, emphasizing the terms of sustainable,**

• **quality, responsible, informed**

• **and finally creative tourism.**

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2.The historical cities are favoured sites, privileged places as an “attractor” of cultural tourism for the urban art .

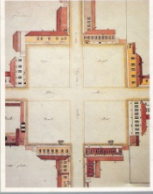
- The historical cities are Privileged places for the movement of the cultural tourism because are places of historical experiences and of their past memories concentration.
- The historical cities are the principal expressions of the art to organize the urban space. They hold a great attraction for their multilayered complexity and long tradition and continuity of life.
- **The historical towns are a strong points of attraction for their complex of multilayered values: tangible and intangible** with a high density of cultural heritage became the most popular cultural destinations, because as they dispose remarkable buildings-architecture, monuments, museums, ensembles and public spaces and they offer various cultural events and recreation.

2.The historical cities are privileged places of the cultural tourism. The rediscovery of urban identity.

Cities offer rich possibilities for a series of cultural experiences during the visit, principally for the presence of intangible qualities richness: components such as processes and traditions, the old hand-made activities associated with this built environment. It is important to underline that **urban heritage values** are as much about **buildings and spaces**, as about **rituals and traditions** that people bring to the city. An important determinant of any urban culture that *is the spirit of place or sense of place, contemporary equivalent of the **genius loci** of ancient times.*



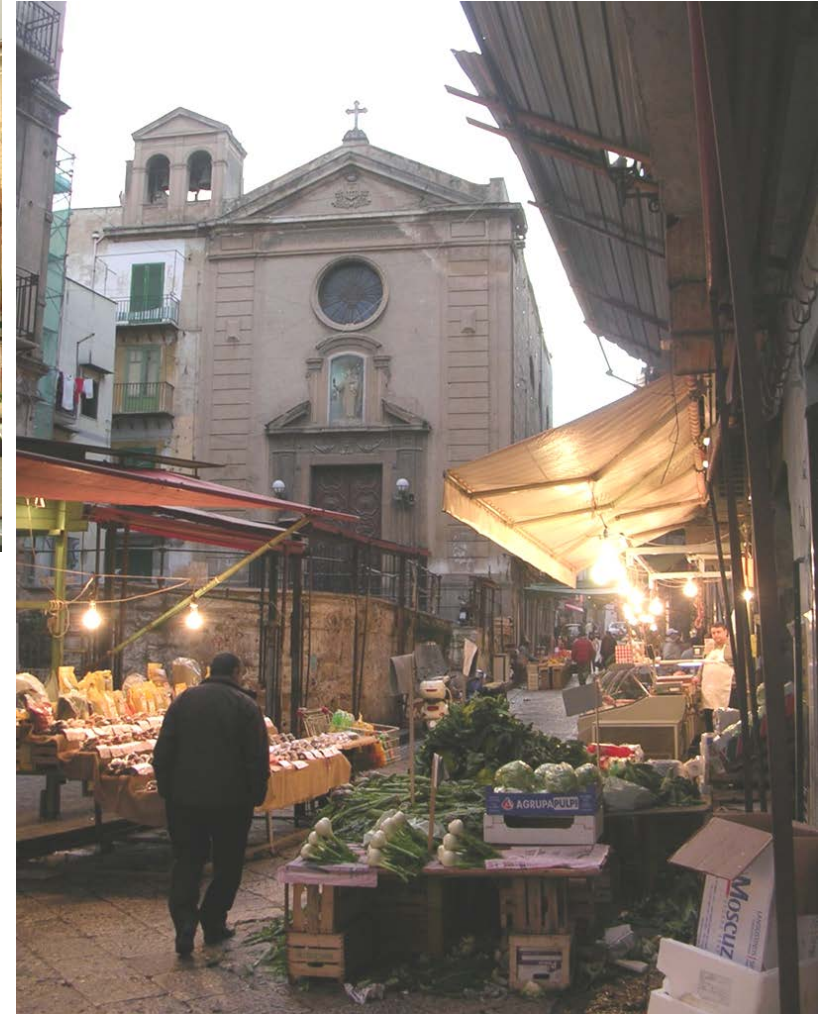
Le piazze

Lo spazio pubblico
dal Medioevo
all'età contemporanea

54/55/56

Ennio

The historical Italian squares are a good example of *Heritage towns* they have all the characteristics of public life and pleasure
And they have a large recognition and a strong role in the urban identity for every historical European and Italian town.



The Italian Squares: open spaces of liveability and memory.

2.1. The quality of the visit's experience and the shortage of historical urban knowledge

- A big gap exists between the richness and the complexity of the historical city, as living organism, human and functional tissue, social and economic life,
- and the ignorance of their "values" both by the local community and by the "visitors" and tourists. Instead the tourists are uniquely geared to "visit" the Monuments in the historical cities.
- The tourism of culture can carry out a role of diffusion of knowledge of the historical towns, as a cultural resource and not only as consumption or marketing

2.1. The quality of the visit's experience and the shortage of historical urban knowledge

The Tourism for the people that want
TO SEE
but NOT
UNDERSTAND and
NOT VISIT



The quick “Vision” does not include the comprehension of the urban identity, and the *genius loci*

That is the mean of the historical towns and cultural landscape
(Report ICCT, Mogao 2009)

We have the necessity to have an informed tourism for a qualified cultural tourism .

- It is really important to pay attention, with priority, to the knowledge, and particularly
- to urban knowledge of the historical urban heritage.
- There are today the opportunities offered by ICT constantly in progress!
- The tourism, as journey of knowledge, is certainly a good starting signal, but what tourism ?.
- It is really important to pay attention with priority to the knowledge, and particularly to the urban knowledge of the historical urban heritage.
- In my opinion
- **Thecnological Innovation of urban knowledge and the information promotion of cultural tourism is a good line to produce creativity.**
- Knowledge is catalyst of creativity in tourism

The cultural use of the Tourism: From Mass Tourism to Creative Cultural Tourism through Technological information

To stress the cultural approach to the tourism :
a Tourism with an increase of urban knowledge
we organized a workshop to debate these
questions
in Ravello with Italian ICOMOS CIVVIH
in the March 2012



The Experts have pointed out regarding **to the Information promotion of urban values for a responsible cultural tourism.** The new promotions must be strictly related to the revolution of the modern informations. The urban communications today active in the world are founded on the innovations of the modern technologies (ITC): the media system, the web sites, the internet, the App, the start up etc....

3. The new possibilities to communicate the historical city' history in the age of computer science information revolution

The topic of Urban Communication and innovation

- Much of the current debate on a “responsible” cultural tourism in the historical cities regarding the increase of **different forms of information with the aim of spreading knowledge of the complex stratification of historical urban centers** and promote the “values” of urban heritage in national and international tourist circuits.
- The scientific information is particularly with the advent of the technological innovation and of the knowledge always more specialized.
- We will enhance **the increase of different forms of the scientific information in the age of the digital multi medial revolution:**
- also through **a revisitation of the tourist experience through the innovative promotional experiences:**
- **The implementation and promotion of the urban heritage knowledge is a fundamental aspect for acquiring knowledge of sites' and destinations'**
- characteristics, and thus for fostering intercultural
- dialogue, must avail itself of scientific methods
- and practices.

Cover of

J. Colletta ,Historical Towns and cultural tourism. Towns of the Arts or Cultural Towns? Urban marketing or Cultural tourism?

ACTA of Workshop, Naples 2012

Il Seminario vuole centrare l'interesse sull'eccezionale patrimonio urbano dell'Italia e sulla rilevanza dei suoi paesaggi storici culturali, non sufficientemente promossi dai circuiti del turismo culturale. Esiste, come si può constatare, un grande divario tra la ricchezza e la complessità delle città storiche e la ignoranza della specificità di questi “valori” da parte delle comunità locali, come dei “visitatori” e dei turisti, orientati unicamente a “visitare” le emergenze monumentali, con tutte le specificità di cui oggi ci impone la conservazione integrata. Proprio per diffondere la conoscenza della complessa stratificazione dei suoi antichi nuclei urbani e favorire una loro promozione adeguata nei circuiti turistici nazionali ed internazionali il Workshop intende attuare un confronto operativo per discutere le proposte di scientifica informazione promozione del patrimonio urbano per attivare una reale promozione dei luoghi urbani storici, tramite l'innovazione tecnologica dei mezzi di diffusione ed anche i nuovi sistemi multimediali. L'informazione difatti risulta l'unica reale possibilità di comunicazione tra gli operatori turistici e gli esperti di patrimonio. Il confronto tra realtà ed esperienze diverse messe in campo per diffondere la conoscenza del patrimonio urbano e stimolare la qualità nell'esperienza turistica, che sia di vera cultura e non solamente di marketing urbano è l'obiettivo che ci si propone per attuare una reale promozione di turismo di cultura per le città storiche.



Workshop/Seminario/Dibattito

**“Città storiche e turismo culturale.
Città d'arte o città di cultura ?”**

PROGRAMMA



3. The new possibilities to communicate the historical city' history in the age of computer science information revolution

- **New information strategies from creative tourism to intelligent informed tourism:**
Different forms of the scientific information in the age of the digital multi medial revolution::
- 1 the implementation and **dissemination of urban signage** ,, services based on ICT technologies in an urban and territorial context
- 2. the research of an appropriate Brand to revitalize the towns with creativity
- 3. the expansion of initiatives, events and activities,
- 4.3. the promotion of Social Museum and the City Museum, the Territory Museum,
- 5.. the theme of smart communities, or *Smart City/Smart Territory*,
- **6. The new didactic – touristic-** Illustrative materials, with maps
- **7.. Materials with attention to the WHL sites and to Historical Landscape**
- **8.The new touristic and thematic itineraries with particular way to understand**
- **.the “genius loci” and the old squares – open public spaces....**
- **9. The new digital City’s Museum with particular attraction to promote the ideas of the safeguard the city heritage,** Ecomuseums, Port-Naval Museums, Diffused Museums etc.,
- **10.The use of the Multimedial technologies , the web sites, the handbooks ,the mobile Internet technologies etc...**
- **11..The APPL direct to understand the heritage, before the visit in loco...**
- **12..The Creative historical activities as traditional use in the old towns:working**
- **of marble, working of wood, silver and goldsmith, the crib’s’ art etc..**

4.The informed and creative cultural tourism: The digital urban signage

URBAN COMUNICATION and INNOVATION

The new urban“informed”signs in the towns to promote the urban Knowledge

In primis the digital urban signage. The new innovative urban signage in the historical towns might be a first step to reorganize the information about the urban heritage and in the same time are a good promotion of its values for inhabitants and visitors.

The urban Signage, as it is commonly called the *totems* realized in the urban spaces, are, in our opinion, the first signs to communicate the urban history knowledge to the visitors . The topic involves a problem of management of urban spaces as well as of the infrastructure that are available to make the communication with the projects and proposals made on this issue in the historical European and Mediterranean cities and to compare them and their best practices.

4.1. The urban signage and new technologies: experiences and lessons learned from European and Mediterranean cities, any exempla.

- To make attention and focus on the comparison of different propositions of digital urban signage (Europe, Asia and Latin America) to realize a good quality of the “visit experience” in the historical towns

- We have realized the workshop

- **URBAN COMUNICATION FOR A QUALIFIED CULTURAL TOURISM**

- **IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE**

- This meeting organized by ICOMOS –CIVVIH) and by ICOMOS Italy in Palazzo Coppini (branch of *Fondazione Romualdo del Bianco*) in Florence (March 3-4, 2016),

- The ACTA are now published in the book, ***For a qualified cultural tourism in the historical cities. The urban signage and the technological innovation.***

**Florence, Palazzo Coppini,
Fondazione “Romualdo Del
Bianco”, workshop ICOMOS-
CIVVIH, 2-4 th March 2016**



**Sofia Avgerinou Kolonias,
Eleni Maistrou, Teresa Colletta**

Pierre Laconte, Olimpia Niglio



- ICOMOS -CIVVIH , ICOMOS ITALIA- Comitato per le città storiche
- CIVVIH-Mediterranean Historical Cities Sub-Committee

- **Workshop/Seminario/Dibattito**
- **URBAN COMMUNICATION FOR A**
- **QUALIFIED CULTURAL TOURISM**
- **IN HISTORICAL CITIES:**
- **EXPERIENCES**
- **OF URBAN SIGNAGE**

- **Palazzo Coppini, Florence,**
- **March 3-4, 2016**

- In the picture :
- Ano Syròs (Grece).

- The Medieval Urban signage in the
- pavement. The first white urban sign
- for the inhabitants to move into
- the historical centre from the main
- Gate to the cathedral in the top

Il volume raccoglie i contributi (di "esperti" del patrimonio, provenienti dall'Europa, dall'Asia e dall'America Latina), presentati al Workshop organizzato dal Comitato Internazionale ICOMOS Città Storiche e Villaggi (CIVVIH) e ICOMOS Italia presso Palazzo Coppini (Fondazione Romualdo del Bianco) a Firenze (3-4 marzo 2016) sul tema della cartellonistica urbana. Il fine era di mettere a confronto diverse proposte di segnaletica urbana digitale finalizzate a garantire una buona qualità "dell'esperienza visita" nei centri storici, non solo come marketing turistico, ma anche come sistema di sviluppo culturale per meglio apprezzare l'autenticità dei luoghi. La cultura urbana fondata sull'identità e l'autenticità di ogni città storica e la loro storia stratificata devono costituire l'obiettivo per un turismo culturale informato e consapevole sia per gli abitanti che per i visitatori.

The book collects the Papers (from Europe, Asia and Latin America) presented at the Workshop organized by the ICOMOS International Committee in Historic Towns and Villages (CIVVIH) and by ICOMOS Italy in Palazzo Coppini (branch of Fondazione Romualdo del Bianco) in Florence (March 3-4, 2016) and focus on the comparison of different propositions of digital urban signage to realize a good quality of the "visit experience" in the historical towns, not only as urban marketing, but of an authenticity genuine culture. The urban culture founded on the identity and authenticity of every historical towns and their multilayered history must be the objective of a tourism of culture for the inhabitants and the visitors.

Teresa Colletta è professore associato di Storia dell'urbanistica presso l'Università di Napoli "Federico II", Dipartimento di Architettura (DIARCH); è vicepresidente di ICOMOS Comitato Scientifico CIVVIH e Presidente di CIVVIH Città del Mediterraneo.

Teresa Colletta is professor of Urban history at University of Naples "Federico II", Architecture Department (DIARCH) since 2001; she is vice-president of ICOMOS Scientific Committee CIVVIH and President of CIVVIH Mediterranean cities.

Olimpia Niglio è professore di Storia e restauro architettonico e ricercatore straniero presso la Kyoto University Graduate School of Human and Environmental Studies. Dal 2002 è stata professore incaricato presso l'Università di Pisa. È membro ICOMOS Italia.

Olimpia Niglio is professor of History and Architectural Restoration and foreign researcher at Kyoto University Graduate School of Human and Environmental Studies. Since 2002 has been adjunct professor at University of Pisa. She is ICOMOS Italia member.

 **FrancoAngeli**
La passione per le conoscenze

€ 38,00 (I)

1862.195 - T. Colletta, O. Niglio (a cura diretta da) - Per un turismo culturale qualificato nelle città storiche / For a qualified cultural tourism in the historical cities



FRANCOANGELI/Urbanistica

Per un turismo culturale qualificato nelle città storiche

La segnaletica urbana e l'innovazione tecnologica

For a qualified cultural tourism in the historical cities

The urban signage and the technological innovation

A cura di/edited by
Teresa Colletta, Olimpia Niglio



**Cover of the book of ACTA of the Florence Workshop
FOR A QUALIFIED CULTURAL TOURISM IN THE HISTORICAL
CITIES. THE URBAN SIGNAGE and THE TECHNOLOGICAL
INNOVATION by T.Colletta ,O.Niglio**

4.1. The urban signage and new technologies: experiences and lessons learned from European and Mediterranean cities, any exempla.

The theme of the informed urban signage:

- 1. The different designations and denominations :in Italian language
| : Segnaletica urbana o Cartellonistica Urbana, Cartelloni o Insegne
con didascalizzazione ,Totems ;in French: les Paline or les Plaques
in Spanish : las denominaciones urbanas; In English: Urban signages
or urban signs or Panels**
- 2. the different solutions and realizations with different types or
models of signs in the cities :**
 1. The simple directions with the names of the sites or of streets or monuments etc....
 2. The topografic Panels or Totems with the signs of the streets
 3. The Monument signs as “Mirabilia” in Italy with pictures
 4. The interactive Totems with maps
 5. The Panels with maps
 6. The interactive urban signs with maps and urban history

4.1. The urban signage and new technologies: experiences and lessons learned from European and Mediterranean cities, any exempla.

**The informed and creative cultural tourism:
i will show now any EXEMPLA OF EXPERIENCES OF URBAN SIGNAGE
and DIGITAL SIGNAGE**

for the urban communication for inhabitants, visitors and tourists

a significant record of cases

to establish points of contact and confrontation of different
proposals and the best practices to promote an informed cultural
tourism and a qualified touristic visit experience .

**The aim is to achieve a possible unitary methodology and to propose
the rules by the ICOMOS experts members.**

The finality is to realize a real promotion of cultural tourism in the
historical cities

A tourism of urban culture



EXEMPLA of the urban signs
for the topografic urban
communication for inhabitants, visitors
and tourists

:

New York : the
direction of the streets
at the crossroad



Madrid, number of the house and the picture
with the traditional view of a square

EXEMPLA of the urban signs
for the topografic urban communication for inhabitants,visitors and tourists



Different urban signs in the same site the
overcrowded information: Belluno and Siena (Italy)



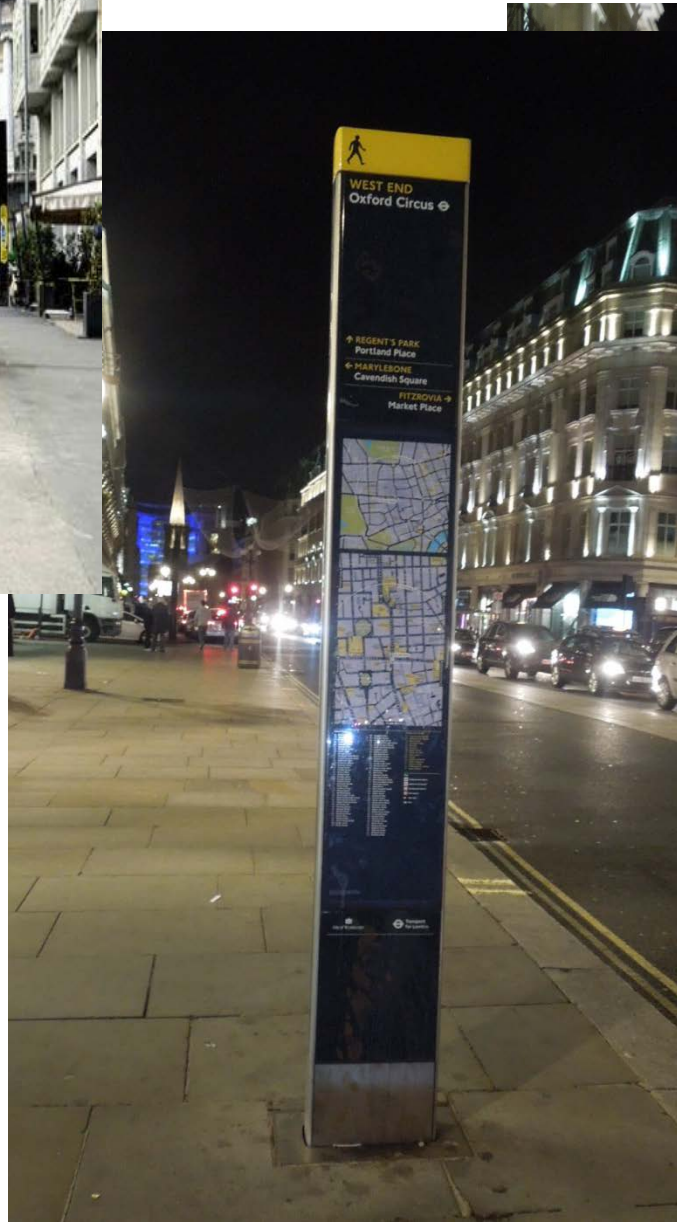
London ,
Portobello road



The urban signages with Totems with maps



**MILAN, the new signs:
informed Totems in the
principal streets for tourists
and pietons realized for the
EXPO 2015-2016**



LONDON, Oxford Circus

The urban signs with the topography of the streets along The canal Hori -Kava in Kyoto (Japan) for tourists (with four Language: japanese, english, korean, chinese)



London, The signs in the house of famous persons or in the famous pubs



The urban signage realized for the Monuments:

The Royal Palace
Seoul (Korea)



The signs “Mirabilia” by the MIBAC in
Italy in the years '90:
Padova (VE). La Basilica del Santo

“Mirabilia”
Putignano (BA) .
S.Maria alla
Greca

The panels for the urban touristic communication in the city with the historical cartography or maps:



Muros,
(Sardinia, Italy)

London , Map of Covent Garden ;



The Panels with the historical cartography with the urban communications realized to move in the cities:



in Kyoto (Japan)

In Pisa (Italy)



The URBAN INFORMED SIGNS not only for the Monuments, but for the urban history of the main historical Square . The French Palines for a good knowledge of the historical town and the process of the complex stratification and also for the historical *Panoramas*.



Paris (France), Place des Vosges

Marsiglia (France)

the URBAN INFORMED SIGNS of the urban historical *Panoramas*



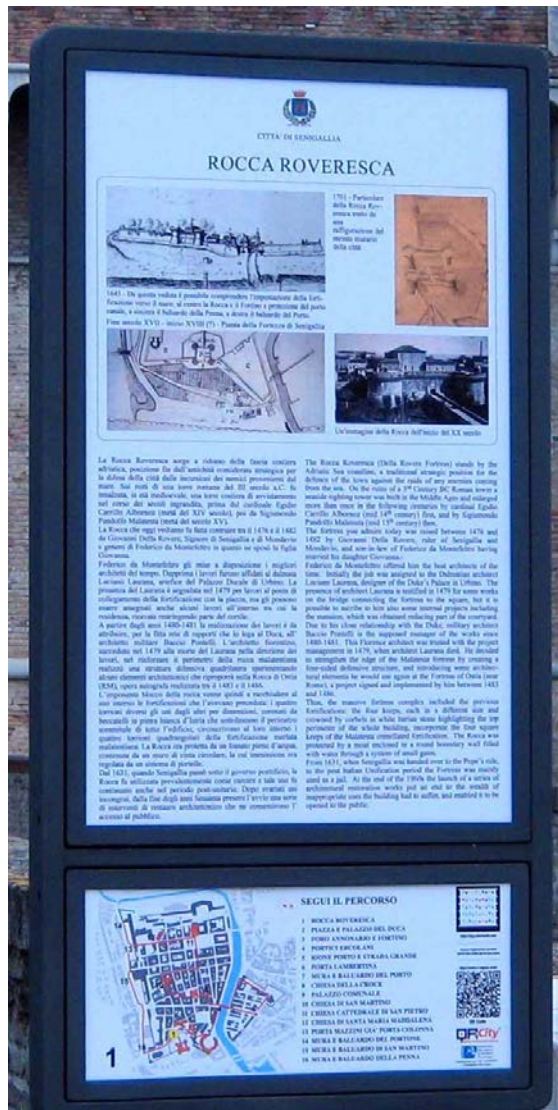
Naples: The urban signs to explain the layered complex urban history of the site and the new archaeological discoveries in the Station “Municipio” of the new Metrolines (2015)

Naples: the urban history of the site “Municipio Station” by the ancient historical cartography, maps and views.



The new informed and creative urban signage in the age of multi media information revolution(ICT)

The new possibilities to communicate the city's history to the inhabitants, visitors and tourists by experts urban historians



Senigallia (Italy). The new SIGNS- PALINE (2011), to inform the urban transformation of the “Rocca” in the city. The Paline report to the web site and to the Appl , with QR Code(arch. P.Raggi)



**FLORENCE . The topographic urban signs and maps but without any urban history of the Square and Monuments
The Totem report to the web site and to the Appl QR Code**



Lugo(Spain)Exemplum of the urban Signs of the Roman city walls with the Appll. of the QRcode



Project “Murall Digital “ 2014-2015



*Aplicaciones multimedia basadas en el **Lugo romano**,Fuente:* Servicio Municipal de Arqueología, Ayuntamiento de Lugo-España, Centro de Estudios de Historia de la Ciudad. Universidade de Santiago de Compostela-España, Enrique González Fernández, Ana E. Goy Diz,

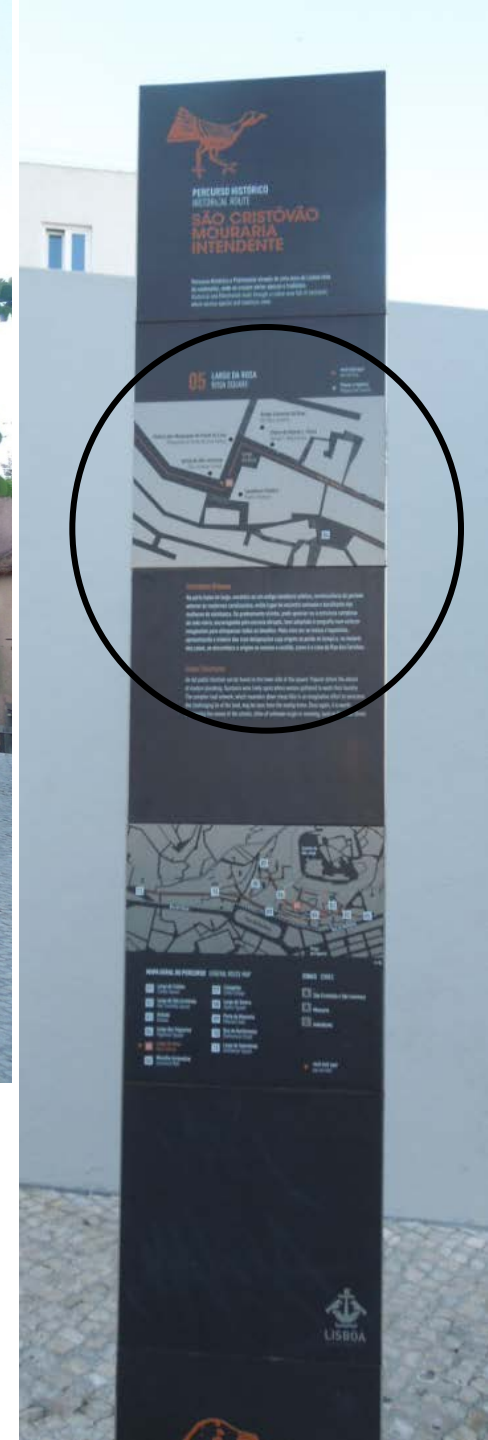
Lisbona (Portugal). The system of the urban digital signage inserted in the General rehabilitation project of the *Mouraria Barrio*, Medieval quarter under the castle hill(2013-2015)



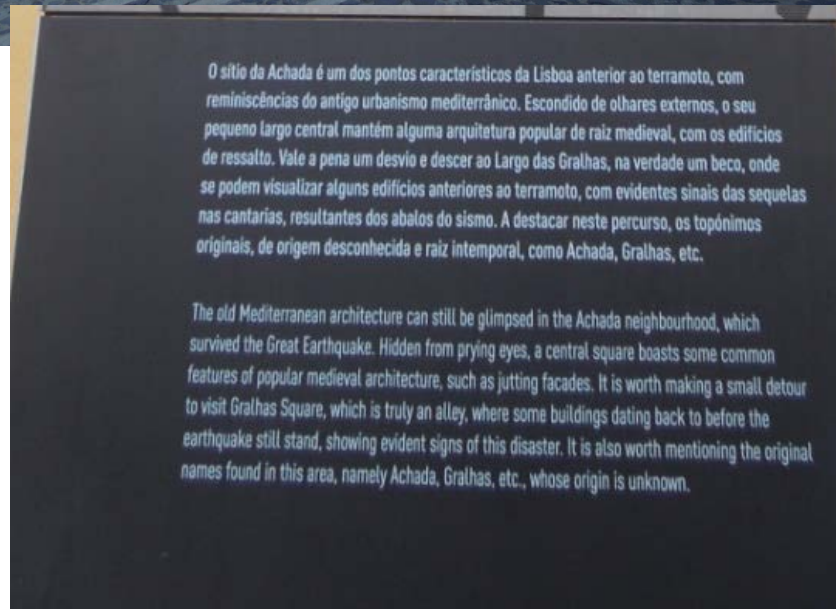
Lisbona, (Portugal)- *Mouraria Barrio*. The general map with the touristic cultural itinerary with the principal stops, with different colours, where are located the urban signs to give evidence to the urban “value” of the city’s history and the realized restoration of the Medieval quarter



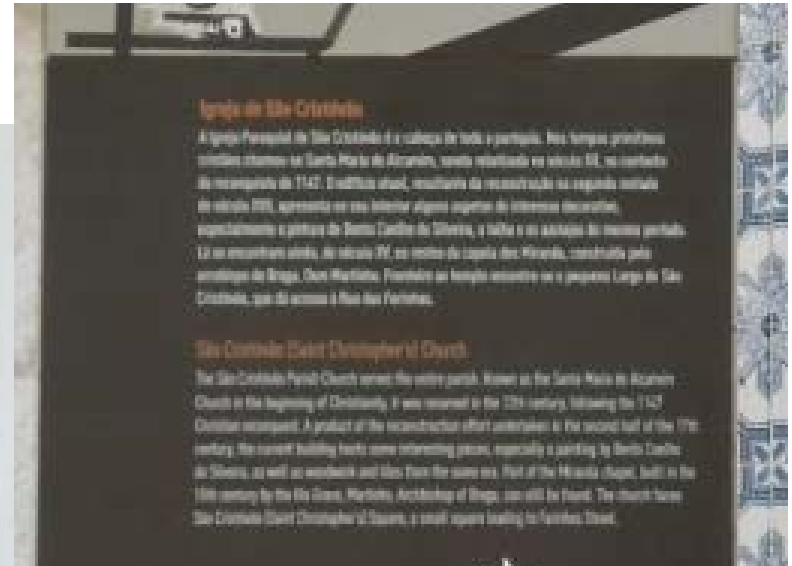
Lisbon. Mouraria bairro.
 Stopping place n.05: *Largo da Rosa*. The sign with the map of the place with the urban history of the square and of public fountaine (in two languages), Under the map of the whole itinerary



Lisbona. The Mouraria Barrio: *the Achada place*, stop n.3



Lisbon.the Mouraria Barrio: Largo San Cristobal, stop n.2



CONCLUSIONS

1. I will stress the **Importance to find a unitary methodology and a common strategy in the construction of the innovative urban signs** . A new urban digital signage with the aim to improve the urban history information and its deeper knowledge.
 2. It is necessary to produce an appropriate and **unitary system with a specific signage Symbol-LOGO regarding the historical cities inserted in the UNESCO World Heritage List**, that are dramatically absent today. **Particular City LOGO** different from the natural sites and from the intangible heritage. The **knowledge of the World Heritage cities or urban areas (W.H.L.)** commit themselves therefore to the conservation of their specific and outstanding universal values, also using all new technologies (ICT).
- In conclusion
- all the aforementioned information **suggests that urban signage** through classic representation methods , **combined with new technologies, constitute an effective manner** **to promote the city's historic development and transformations.** Under the condition that they **will preceded by a very deep research** as well as by urban projects aiming to upgrade the public space.

- THANKS FOR YOUR ATTENTION