



Elements to take into account in order to reconcile Economic Benefits and Quality of Life in a Pro-active Management of The Impacts of Cultural Tourism.

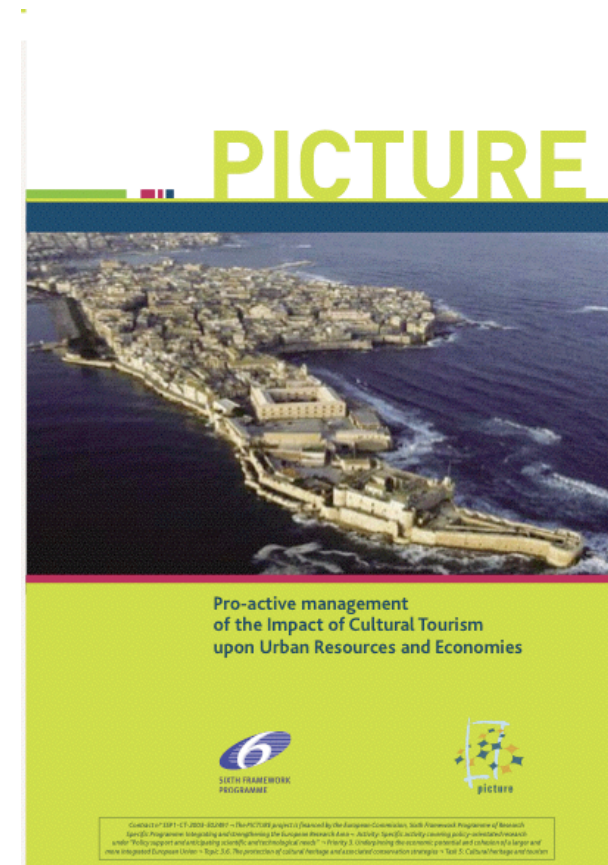


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European Picture project : Pro-active management of the Impact of Cultural Tourism upon Urban Resources and Economies

- The PICTURE project is financed by the European Commission, Sixth Framework Programme of Research, under the theme “Policy support and anticipating scientific and technological needs”, Priority 3 "Underpinning the economic potential and cohesion of a larger and more integrated European Union", Topic 3.6. "The protection of cultural heritage and associated conservation strategies". The contract number of the PICTURE project is SSP1-CT-2003-502491.
- Develop a strategic urban governance framework for the sustainable management of cultural tourism
- within small and medium-sized European towns.
- This framework will help to establish, evaluate and benchmark integrated tourism policies at the local level
- with a view to maximising the benefits of tourism upon the conservation and enhancement of built heritage diversity and urban quality of life.



European Picture Project



The screenshot shows a web browser window displaying the European Picture Project website. The browser's address bar shows the URL <http://www.picture-project.com/>. The website features a header with the project logo and a navigation menu. The main content area is titled "PRO-ACTIVE MANAGEMENT OF THE IMPACT OF CULTURAL TOURISM UPON URBAN RESOURCES AND ECONOMIES" and includes a search bar, a list of project components, and a section on "Scientific objectives".

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PRO-ACTIVE MANAGEMENT OF THE IMPACT OF CULTURAL TOURISM UPON URBAN RESOURCES AND ECONOMIES

SEARCH

cs de en es fr it no MORE INFOS ABOUT CULTURAL TOURISM

PICTURE aims to develop a strategic urban governance framework for the sustainable management of cultural tourism within small and medium-sized European cities. This framework will help to establish, evaluate and benchmark integrated tourism policies at the local level with a view to maximising the benefits of tourism upon the conservation and enhancement of built heritage diversity and urban quality of life.

Scientific objectives

To accomplish this goal, the following research objectives will be pursued:

- ▶ Evaluate the dynamics of the effects of tourism, at large, upon the social, environmental and economic wealth of European small and medium-sized cities, considering the built heritage diversity and urban quality of life characterising such environments;
- ▶ Identify and benchmark innovative urban governance strategies for sustainable development of cultural tourism within small and medium-sized cities;
- ▶ Provide local governments and decision makers with tools to facilitate the assessment of the impact of tourism in a locality, with particular regard to built heritage issues and relevant quality of life parameters, in order to improve their strategies, plans, and policies;
- ▶ Capitalise and disseminate existing knowledge and good practices of

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1. Evaluate the dynamics of the effects of tourism
2. Identify and benchmark innovative urban governance strategies
3. Provide tool to facilitate the assessment of the impact of tourism (CTIA)
4. Capitalise and disseminate existing knowledge and good practices

Impacts upon urban heritage diversity	Impacts upon urban cultural practices and representations	Impacts upon urban economies
Positive:		
Urban Regeneration	Diversification, rediscovery, exchange, identity, reappropriation.	More jobs and sources of revenues
Increased protection of urban landscapes Heritage valorisation	Increased awareness of shared history. Rediscovery or keeping alive of local values and/or traditions	Creation of job opportunities New fields for commercial activities Tourists spend in local stores, restaurants, cafés, hotels.
Requalification of otherwise lost places of interest Creation of new infrastructures	Diversification, multiplication and improvement in cultural offer Benefits of cultural exchanges Changes to urban space use Development of short term events and animations	New sources of revenue Multiplier effect
Public spaces better cared for	Pride of origin or residence due to increased visibility or notoriety of a town. Increased feeling of safety resulting from better care of public realm	Attraction of enterprises by soft location effect
Negative:		
Destruction, saturation, standardisation or pollution of urban landscapes	Standardisation, caricaturing, loss of authenticity, alienation, sense of invasion.	Monosectorialisation, more expenses and gentrification
Heritage erosion Tourist pollution Degradation or destruction of urban landscapes	Conflicts between local inhabitants and visitors	Risk of monosectorialisation and overdependence on tourism.
Creation of monofunctional spaces	Loss of community spirit Changes to urban space use	Augmentation of real estate prices Price increase of commodities in general
Traffic, congestion and parking issue Globalisation and standardisation of architecture Prettification and petrification of urban spaces	Local alienation, feeling of loss of town Obliteration of alternative histories Loss or theatricalisation of local values and/or customs Adverse stereotyping	Increased expenses for a town

Relationship between economic wealth and tourism not so straightforward

- No clear idea of costs and benefits but hard to add up
- Benefits do not always reach expected levels (FEEM): Need to pay attention to leakages, the relationship between the economy and the tourist industry, the type of equilibrium and distributional issues



In **partial equilibrium** (when prices don't answer to the growing demand, the determining principle here being the existence of an excess capacity that can be activated before prices rise), **leakages** are crucial (cf multiplier effect only works when a local economy can answer the additional demand. When it cannot, import will grow: the more import, the less positive impacts for the local economy)

In situations of **equilibrium** (after an adjustment in prices, to reach equilibrium between demand and supply), the initial impact of tourism lower since the initial growth in local demand turns into higher quantities and prices. In theory, the **benefits of tourism result from high prices in the non-trading sectors** (hotels, restaurant, accommodation, price of local goods). In particular, the real estate elements (such as grounds) used by the non-trading sector (that is capable of paying high prices) benefit from tourism (Bellini *et. al.*, 2005:25).

Distributional issues also need to be taken into account, as an expansion in the tourism sector leads to a contraction of the non-trading sector (since tourist services compete with other activities for localisation and people). The real returns of all other sectors thus diminishes and therefore, the aggregated benefits of tourism risk benefiting only a small section of the economy, that of the tourist industry (Pinelli 2005).

tension between long term and short term for towns relying on tourism for their growth (long term growth cannot rely on a steadily growing number of tourists, and a healthy economy can hardly rely on one single sector, especially if it is as volatile as tourism)

Quality of Life Indicators: Lit. Review (QUB)

"an individual overall's satisfaction with life" Anderson & Czajkowski (1990)

Emotional Well-being	Access to leisure and recreation facilities
	Access to religious opportunity
	Ability and opportunity to pursue hobbies
	Personal and family safety
	Improvements in social relationships
	Increasing opportunity for learning and education (including life-long)
	Overall life satisfaction
Community Well-being	Access to social and cultural facilities
	Opportunity for cultural exchanges
	Opportunity for variety of social and cultural activity
	Improved image of city
	Improvement in quality of local environment (built and natural)
	Increasing opportunity for community involvement
	Well maintained local services (roads etc)
	Increased Congestion / traffic
	Safety of local area / city
	Nuisance or inconvenience caused by visitors
	Overall satisfaction with community
Material Well-being	Opportunity for employment
	Cost of consumer goods
	Access to consumer goods
	Cost of local services
	Access to local services
	Attitudes towards allocation of public funding towards initiatives
	Overall material satisfaction



Table :Preliminary Definition of Indicators for Measuring Impact on Quality of Life, taken from Deliverable 12 of the Picture Project, by M. Sutherland and C. Tweed, inspired by Kim (2002)

Quality of Life Indicators: bottom up

MATERIAL WELL BEING	Physical environment
	Climate
	Urban beauty, prettification
	Availability of infrastructures and businesses
	safety
	Human size
	Absence of pollution (environmental, noise and cleanliness)
	Transports (good public transportation, parking spaces, traffic management and pedestrian zones)
	Material well being
	Money, good job
	A roof above one's head
	Food
	Access to good education
	Access to technologies
	Good socio-economic environment
	Possibility to travel
	Possibility to engage in leisure activities
EMOTIONAL WELL BEING	Private emotional sphere
	In relation to oneself (be healthy, good life and work balance, self respect, positive attitude)
	In relation to others (couple, family and friends)
	Psychological well being
	Access to education
	Knowledge that it will be possible to find a job
	Freedom of action and choice (possibility to be oneself)
	Perspectives for the future (not too much anxiety, have dreams)
	Peaceful climate (absence of violence, war, no differences between men and women)
COMMUNITY WELL BEING	Public emotional sphere
	Harmony and conviviality
	Social contract, mutual aid, common rules, know how to manage things, take one's responsibilities
	Respect, cultural diversity, absence of racism



Quality of Life: Valuation

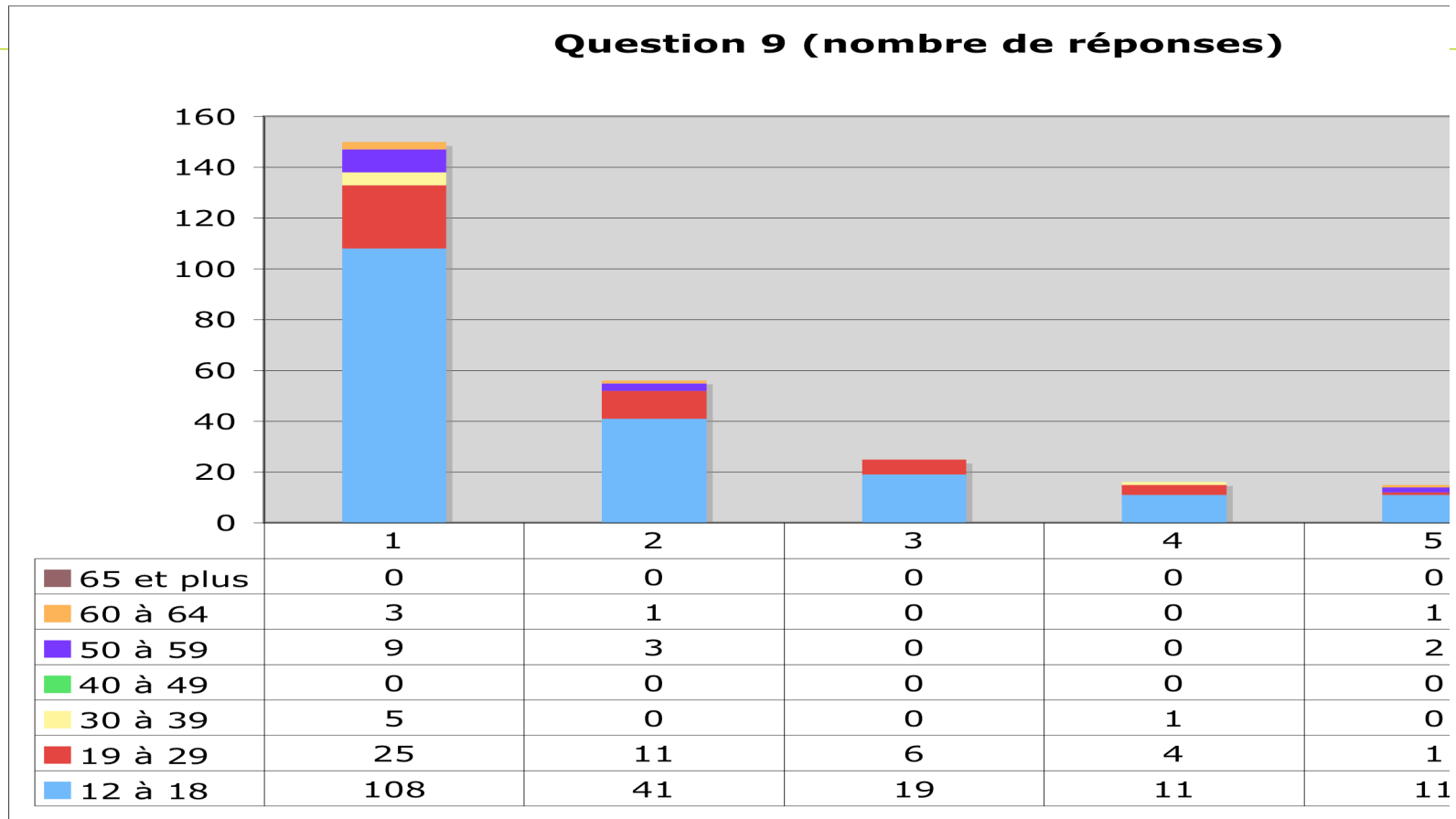


Fig. 1: Amount of answers for elements making up quality of life, PICTURE survey, Dumont. 1= physical environment, 2: public emotional sphere, 3: private emotional sphere, 4: material well-being, 5: psychological well-being. .

Concluding comments



European Dimension: *tourism sector is one of the last “labour intensive” industries, with most of the goods and services provided locally by small and middle-sized business. Developing cultural tourism in small and medium-sized cities thus agrees with Lisbon European Council summit to place employment at the heart of the European project *EU Spatial development: concentrates on SMS towns.



Originality: PICTURE framework does not concentrate solely on economic benefits but also includes quality of life with clear indicators. Approach: pro-active, holistic, monitoring in order for tourism to indeed answer expectations in terms of positive benefits. See PICTURE case studies.



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