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## **ID 1431 | TOURISM, GLOCALIZATION AND URBAN REHABILITATION - TRANSFORMATIONS OF THE TOURISTIC ENVIRONMENT OF BAIXA IN LISBON**

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### **1 INTRODUCTION**

The tourism dynamics nowadays are the reflection of global and local interactions, verifying, with frequency, the confrontation between the preservation of the local values and their transformation according to the generalized tendency of the cultural patterns of consumption. This transformations, which are recognized for converting many of the trend tourism spots, involve diverse agents that end up arranging efforts to promote tourism locations. The most visible effects pass by a requalification of emblematic public spaces, or neighborhoods with a picturesque value and also areas with high commercial potential.

The urban rehabilitation strategies, with real estate valorization in mind, are also the central vectors for the touristification process. These transformations however raise some issues and possible problems. Some can be emphasized as the effects of gentrification, the heritage authenticity loss and the effects of urban cosmetic that overlap the preservation of the exceptional. On the other hand other positions claim that there should be an investment coordination as a way to avoid the degradation of historical centers or old city areas, which don't correspond with the current needs.

In this sense, this investigation contemplates a critical thinking on the tourism dynamics of actuality, through research on recent theories related with the theme. We try to focus on the relation between tourism and urban rehabilitation strategies, mainly on the oldest city areas. The case study is Baixa Pombalina in the Center of Lisbon. The choice was made due to the controversial application of this area to humanity heritage, as well as the strategies and safeguard plans content. We currently watch as big transformations unroll on Baixa under a bold urban rehabilitation, very visible on the rapid uses transformation and real estate dynamics. On this context we aim to investigate the value of Baixa and its narrow relation with the tourism strategies in the global and local interactions.

## 2 TOURISM AND URBAN REHABILITATION ON GLOCAL DYNAMICS

Tourism was initially more centered on demand has extended its incidences, pointing to a more complex tourism system, involving, tourist destination, transportation and the various industries associated. The perspective on the offer side highlights the importance of the economical activities, i.e., a business set that provides assets and services to travellers outside of their local residence, for leisure or business (Smith, 2007).

In this context, the cultural nature services are also included, where the cultural itineraries are emphasized and where it's also considered that cultural tourism covers more than the physical nature of monuments and notable buildings, contemplating intangible products (Gratton, 1996). The diversity and complexity of the tourism system points to other dimensions which extend the possibilities for a critical reading on the relation between tourism and territory.

We witness a growing importance of the thematic logics which are revealed on the touristic spaces, with emphasis on the urban tourism (Page and Hall, 2003). On this note, it's important to recognise the generating and inducing forces weight on the tourist imaginary (Ferreira, 2014).

Between the touristic election spots, we highlight the historical centers (Ashworth and Tunbridge, 2004), promoters of the territory in fragmented narratives, which are many times maladjusted of any sense of authenticity (Lew, 1989).

These forms of territory promotion are frequently served in a massified and distant way from the everyday places representing an alternative reality, with a certain ephemeral character, associated to the reasons and alternation of touristic flows.

The construction of public spaces, is frequently the reflexion of exterior forces, that when articulated they incorporate many of the local actors, exerting rapid transformations on the territory. These have effects, not only on the image or cosmetic of the spaces or buildings, but mainly on the economical and social component.

This composes a seeming factor of attractiveness for the touristic view and for the most competitive business oportunities which is many times accompanied by repulse and eviction of local population, by real estate pressure or even speculation associated with assets and services. This trend, which is expressed by the term of gentrification, also reflects the emphasize of specialized services, oriented for the touristic consumption, in detriment of a diversity of assets and services that support the daily life of neighborhoods.

Neighborhood attractiveness is many times associated with the deviation of its effective reality, where the social complexity is reduced to the tipical and picturesque of its rehabilitated old houses, or the routes of winding streets expedited and qualified to captivate the pedestrians. This change in orientation is

supported by attractive pavement and illumination, which recreates itineraries of confort and contemplation of the commercial spaces for the tourist.

The places authenticity is transformed in a tourist authenticity constructed for the visitors, where the playful nature of the traveler overlaps the daily life of the residents.

Besides the traditional touristic destinations, which reference the urban touristic microcentralities, it's also demonstrated the particularity of events that reinforce its attractiveness or that sometimes deflects it to new ephemeral routes (Getz, 2001). The shows, fairs or themed parties are the motto

of transformation for the landscape, the creation of new fluxes, although many times they have little expression without the events. They also reference the ephemeral imaginary which are constituted more in function of the event theme and less on the place where it happens, in this way they are spaces of opportunity available for the alternative city and the occasion.

The construction of touristic spaces is the reflection of a vast factor network, where the infrastructures and transports assume a central role. The rapid transition between origin and destination, due to modern transportation system, with highlight on the aerial, gives privilege to the instability and rapid superficial consumption of places. This phenomenon, in connection with the development of the information and communication technologies, contributes for a certain compression of the relation "space-time" – where the far approaches the context of the established networks, enhanced by the vast shared experiences in real time and online. The itineraries and the shared experiences interact contributing to new touristic space perceptions and also to the construction of new touristic places.

The alteration of the relation between space and place and of the own touristic social space construction contributes to new types of commitments between visitor and local, where the meaning of place changes among the global and local interactions – GLOCAL (Robertson, 1992). The touristic system dynamics reveal themselves more and more as integral parts of the planning system and also as strategical urban-touristic visions (Ferreira, 2011). Although the unpredictability and fragility of the touristic activity within the globalization effects on the trending touristic territories, this constitutes an appealing financial resource which deserves a critical deepening under the efforts associated to the competitiveness of touristic destinations.

### **3 TOURISM STRATEGIES IN LISBON FOR THE 21ST CENTURY**

The tourism of the 21st century in Portugal, with highlight in Lisbon, reflects the development of globalization and urban marketing trends launched in the nineties. Between the principal emergence factors of the new touristic fluxes, the accessibility and transportation improvement is one of them. The modernization of these vital systems improves the flux of people and assets which reference the quality of the touristic demand.

These factors, associated with the increment of the planning instruments and the establishment of strategical visions, seek to narrow the relation between tourism and territory, revealing themselves as an essential contribute for the urban tourism positioning. It's in this new context, that tourism places are promoted and asserted on its various agents, from associations, companies, institutions and individuals, contributing to new views and strategical opportunities.

Between the various initiatives and changes connected to tourism in the national and local context, we highlight the creation of INFTUR in 2001, the extinction of the Direção Geral de Turismo - DGT in 2006 and the creation of the public institute Turismo de Portugal (Tourism of Portugal) in 2007. A new national strategic positioning of tourism achieves expression in the preparation of a document which culminated in the presentation of the Plano Estratégico Nacional de Turismo – PENT 2008 (National Tourism Strategic Plan) defining the orientations for this sector. This document has been reviewed, with emphasis on 2011 version (PENT 2011), revealing the importance of new orientations on tourism due to the changes that occur, mainly after de 2008 crisis.

These document reflect many of the tourism system problems, such as product logics and tourism thematic and also a deeper knowledge on several segments of touristic demand. The approximations to

the definition of tourism strategies in the context of the great contemporary changes, on one hand, incorporates more open concepts and on the other, points to more precise actions on a short and medium deadline.

It's in this sense that the more recent proposals are developed, on the contents of the Strategic Tourism documents ET 2020 and ET 27, which demonstrate the necessity of a larger strategy convergence with the financial system, specifically on the community support boards.

On the wider tourism strategies expectations and their regional and local territory incidence, it's featured the dynamics associated with Lisbon tourism. The knowledge of Lisbon touristic space, taking in consideration the studies done in the 90's (Brito-Henriques, 1999), wins particular spotlight on the 21st century, through either national strategical references or by the various regional and municipal orientations. Although it's only through a series of three strategical tourism documents for Lisbon (TLx) that we can appreciate the increasing complexity of the tourism system: TLx 10 - 2007/2010, TLx 14 – 2010/2014, and the most recent TLx19 – 2015-2019.

These documents reflect an increasing complexity of the touristic system of Lisbon. The institutional changes and the production of tourism strategic orientations which reference Lisbon, allows us to identify a set of principles and actions with a substantial expression on the territory. Besides the statistical information that supports a better knowledge on the touristic dynamics, they also point to Lisbon's competitive perspective in a global context, when compared with other touristic destinations. In its contents we highlight a set of touristic micro centralities (already pointed out on TLx10), which indicate three main focus: the historical center of Lisbon, Belém in the occidental part of Lisbon and Parque das Nações, in the oriental part connected by the riverside axis.

These centralities, don't exclude other attractive focal points, which are the target for touristic promotion, representing however areas where there is a higher element concentration or recognized values in the touristic system.

In the three focus, it's identified the occidental area as a privileged memory of Manuelino and the discoveries period – the cultural and museum district. The central area represents the historical city, of the layers overlap, where the hills reveal themselves through the attractiveness of the picturesque, of the older neighborhoods confronted with the illuminist innovation in the post-earthquake planning of Baixa. The oriental area represents the progress – tribute to the occasional city, with the conquest of the city of events over the industrial heritage – the triumph of an alleged post-industrial city - the place of services, communication and new creative industries. From this new oriental city, the conqueror of public space, emerges a new urban and touristic centrality.

To each of these touristic centralities corresponds particular historical-urbanistic contexts, where beyond their relation with the touristic attractiveness, it's also shown their own dynamics associated with economical, technological and cultural factors, which interfere on the value of the social practices of leisure – “Lisbon is a trending spot”, but it can stop being one!

The ability to receive hundreds of visitors has impacts on various levels and one of them is the quality of life and services to the people who live there. The touristic pressure is also accompanied by dilemmas on conservation and development, demanding commitments and placements between the public and private actors, in a way to give answer to development models intended for the tourism and territory connection. The relation between local residents and visitors is one-to-one, due to them having a high interaction, which shows a more or less friendly behavior from the locals towards the visitors, but also transmits a series of diverse external synergy to the visitors, influencing cities daily life.

There have been issued a series of warnings on the effects in Lisbon due to intense touristification, featuring the dangers of marketing addiction in Barcelona or even the adjectives for a “Disney-Sardinificada” (Disney-Sardinified). Even after these warnings it's inevitable recognizing the effects of touristic expectations on urban requalification, even though it is done under a certain cosmetic – but the apparent beauty has also the function of attracting view to the essence domains.

Of course we can't close our eyes to superficial rehabilitations or to an alleged disfigurement of Lisbon's identity, but also it is necessary some opening to understand the identity transformations in a world in rapid transformation, where Lisbon appears to be emerging in a new culture of urban corporation.

In an effervescent urban tourism culture it's important to identify some of the main factors of change and their costs and benefits. In this process, it is essential to consider strategies of urban resilience, this means, the resistance capacity to the touristic flux breaks. Some more emblematic areas of the city are too exposed to touristic demand, they are initially considered as exceptional on a global context, but can quickly fall into triviality, losing its differentiator factor. In Lisbon, Baixa constitutes one of the main references of this context and should take on as a central observatory of the relations between tourism and urban rehabilitation.

#### **4 THE PLACE OF BAIXA: HERITAGE, PRODUCT E CONSUMPTION**

Lisbon is a city with unique characteristics, with highlight on its scenic value of its hills and silver background and blue estuary. It's a secular city, birthplace of globalization in the discoveries period, it wins particular highlight on the 18th century, when it's devastated by a huge earthquake in 1755, followed by tsunami and various fires, destroying great part of the central area. Heir to an unusual multicultural heritage and capital to one of the world major empires, the city faces a tragic scenery of destruction and ruins.

Reborn from the ashes and from the strong will of renovation of the minister José Sebastião Carvalho e Melo, future Marques de Pombal, the lower area of the city is the target of a great urban renovation. Although this operation was, during centuries, badly appreciated. Besides the unity value of the facades in Praça do Comércio, the operation was considered monotonous, of bad taste and of atrocious rigidity.

Between various tries to value the reconstructed area, it's pointed out the exception accomplished on some Art deco buildings performed on the transition to the 20th century. Apart from the diversity in some constructions, the functional dynamic that emerged contributed to the improvement of the urban life conditions, with new stores, shops and diverse activities which characterize the commercial bourgeois position at Baixa.

The value of this compared with the attractiveness of the old picturesque neighborhoods of Alfama, Castelo and Bairro Alto was diminutive. The first references with acknowledged value in Baixa illuminism and a type of pre-modernism on the operations emerges with modernist architects in the thirties and forties, like Pardal Monteiro, Keil do Amaral, among others (Tostões; Rosa, 2008). However, it's in the sixties with the investigation of José Augusto França that the Baixa reconstruction process wins a new protagonism and a focus spot on international illuminist architecture and urbanism (França, 1987).

Despite the attempts to recognize Baixa as a national and international heritage, it only achieves spotlight after the fire in Chiado in 1988 and the reconstruction process of this area, which was concluded at the end of the 90's, close to the transition to the 21st century. In the last decades we assisted to specific operations on the requalification of public space, mainly with turning Augusta Street pedestrian, the interventions in Rossio (Praça D. Pedro IV), Praça da Figueira and more recently in Terreiro do Paço (Praça do Comércio) contributing for the touristic attraction improvement in the central area of the city. These operations, together with the transportation improvement, mainly on the metro-train and boat interfaces, besides various projects that involve the requalification of waterfront areas, have contributed for the enhancement of the urban environment on the central area.

The attractiveness of Baixa is placed between the values of the illuminist innovation of the post-earthquake Pombalino planning and the nostalgic "iconography" of the city's memories before the earthquake. From the old city, little is recognisable, seen only through fragments, supported by a difficult narrative which allow us to understand it as a whole. The city of illuminist reconstruction maintains a strong presence, surviving the alterations of their rigorous authors, the military architects and engineers from the illuminist urbanism school – Casa do Risco.

Nowadays Baixa is a product of many achievements, which surpass the initial vision of their authors, either by the functional dynamic achieved or by the requalification of its public spaces, especially distant from the initial vision. However, the vision of an area supported on the most modern infrastructures is still a present reality, which was able to adjust to the circulation and hygiene challenges over the ages (Figure 1). This premature sense of modernity is a testimony clearly visible and distinguishable compared to other contemporary processes.





Figure 1 – View of Baixa in nowadays. Source: author

The urban-touristic appeal of Baixa is however an open value and in discovery process. The essential guide lines to recognize the value of this area are based on the discipline and hierarchy of its street layout and the unity on the facades. But, this illuminist utopia, in a certain way achieved, was also overcome by other values rather difficult to identify and quantify, namely, the appropriation that each owner and leaseholders made of the interior beyond the facades – the interior of the building and its programs. We refer to the achievements of the Baixa architectures over time. Without a pre-defined building that gave support to the drawings of the facades, Baixa was built as a testimony to the necessities and wishes of a society that evolved through the next centuries. It's heritage has an extended set of factors, in a certain way unknown, and that are suffering constant confrontation due to the tourism's pressure and the new concepts of an either light or heavy urban rehabilitation, associated to the levels of damage of the building (Figure 2).



Figure 2 – Baixa and some of rehabilitation processes. Source: author

We distinguish therefore various levels of compromise between the tourism dynamics and rehabilitation ones, among others. On one hand, a strong incidence in public space requalification, with focus on turning commercial streets pedestrian; on the other hand the rehabilitation of innumerable buildings, which are effectively in a significant run-down state. This rehabilitation, however, consists on maintenance or rehabilitation of the facades, with a complete renewal on their structure, system and function. It's possible to verify an improvement on the environment of Baixa and an important urban hygiene operation, but it is also important to deepen its effects on the diversity of the social contents and functions.

In this sphere the tourist value and attractiveness of Baixa deserves a critical reflection, where we identify some aspects to considerate. The importance, not only on the illuminist geometric guide lines, but also of some architectural contents that surpass it and that compose a distinctive and irreversible factor. The new functions oriented for a new mass consumption society are competing with historical activities, heirs to specific production sectors, which are quite difficult to reproduce after their destruction. These heirs have revealed low capacity to resist towards the first impacts of real estate pressure. Thus is essential to have a deeper thinking on the effects associated with the appealing surge of trending touristic spots, which is happening with Lisbon, providing a sustainable competitiveness and learning from experience (good and bad) from other touristic destinations that are exposed to the same effects.

## 5 CONCLUSION

The relation between the tourism dynamics and urbanistic development aren't always easy to determine. Yet we identify a processes change, mainly on the most emblematic areas of the city, in which it's recognizable an increase on touristic fluxes and a modification on the image of the urban space and buildings.

The plea to urban rehabilitation, mainly, on the older buildings is a key factor in the attractiveness of touristic places, where the image of older constructions in decay is substituted by the superficial cosmetic and by the regeneration or renovation of contents, adjusted to the new tourism demand segments. It is also verified a change in the older activities like traditional commerce, where some of the stores, already with decades or even a century of history, are substituted by new establishments. The big fashion brands overlap local commerce, which is overcome or reinterpreted by the global exchange networks, not only on the level of the final image, but also on the production and distribution processes.

The living spaces also suffer the pressure of new offers in housing and hotel business, where the living is substituted by the overnight stay. The old neighborhood life is influenced by new commercial activities with an ephemeral and intense nature, overcoming the daily life bonds and its own rhythms, which start disappearing or diluting in another cosmopolitan reality. The traditional neighborhood is transformed in the picturesque touristified neighborhood. The access to these neighborhoods and to the resident houses are conditioned on behalf of the urban requalification strategies, which are guided by the increase of pedestrian only areas.

The daily city life and its functional diversity starts being fictional and transforms into the historical touristified city, where touristic imaginaries emerge, fragments of reality recreated by diverse authors under the most diverse itineraries. In this transformation process of the tourism places, we witness the reinforcement of post-modern geographies, where each one constructs their touristic fantasies, through interconnections that feed a collective tourist memory based on the evasion of daily life and on the multiple growths forms of places communication. These are some of the factors that confront the (re)definition of the tourism places like Lisbon, between old patterns of exception, which gave them recognition and the new sharing patterns that connect a new global network of urban-touristic competitiveness.

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## **ID 1507 | TOURISM IDENTITY IN SOCIAL MEDIA: THE CASE OF A CHINESE HISTORIC CITY, SUZHOU**

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### **1 INTRODUCTION**

The city's tourism identity has been emphasized in a contemporary tourism planning practice. Many studies on tourism planning and promotion have addressed that the investigation on local identities and tourism potentials in the development of the city's tourism strategy must go beyond the aspects of geographical space. With emerging social media communication and increasing crowd-sourced data, there is a great potential for engaging social media studies with tourism planning practice in order to reflect visitor's perceptions and subjective views onto the city's tourism strategies. This research seeks for a new approach of relating sense of 'spatial' place with 'digitally-presented' sense of place.

#### **1.1 RESEARCH BACKGROUND**

Tourism ecosystem has become increasingly globalized and extremely competitive. The development of global tourism identity and international reputation has been noticeable in the current tourism agenda in many cities across the world. The recent studies show that tourism in small and medium cities is in fact