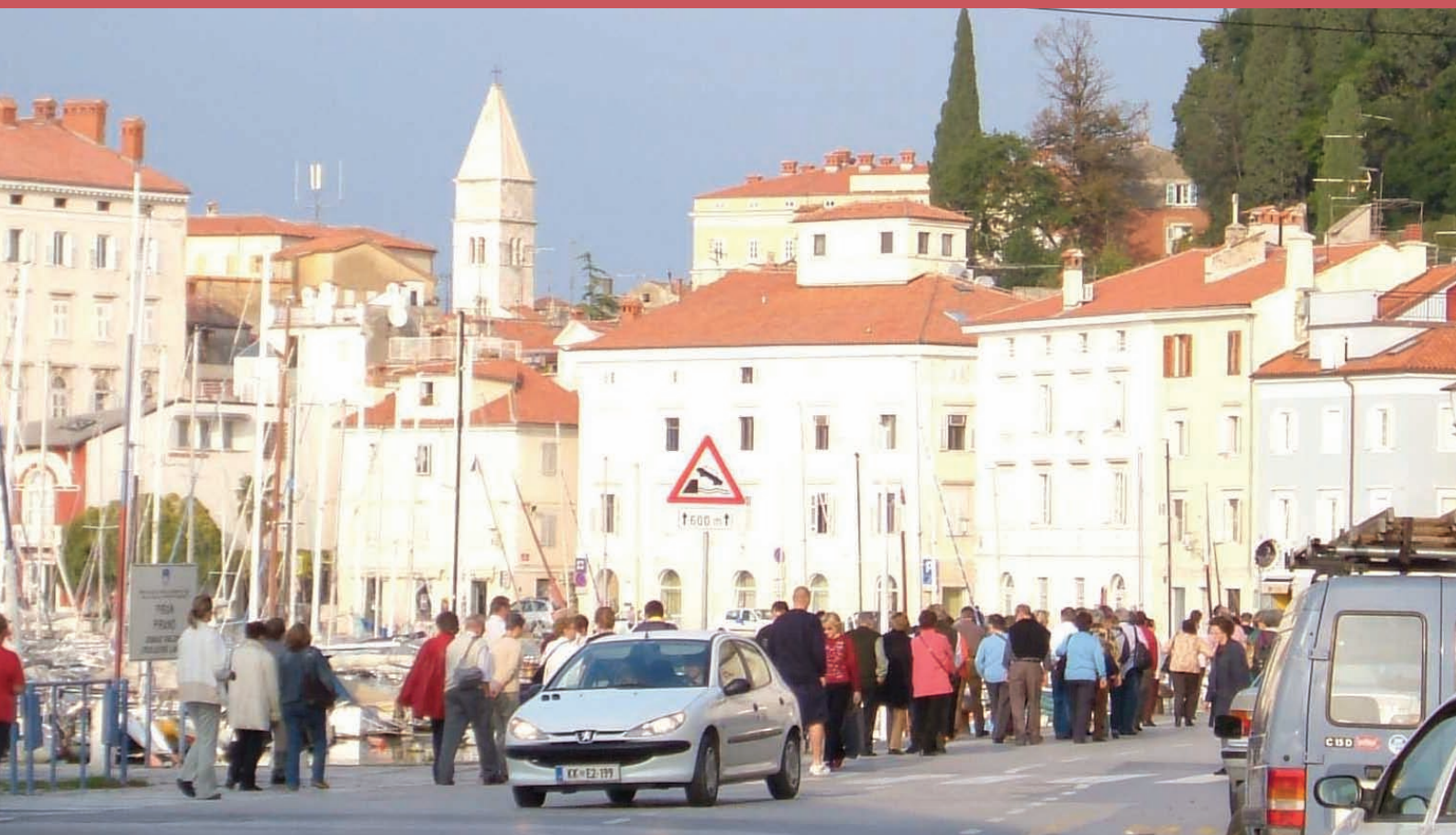




Good Practice Guide

For the Access and Regeneration of Cultural Heritage in Historic Walled towns

Tourism Development & Management



***Chester
City Council***



North East South West
INTERREG IIIC

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PREFACE

Archway is a European Network part financed by the European Union under the ERDF Interreg IIC programme. Approved in July 2004 for 36 months, the project has Chester City Council as lead partner; Piran (Slovenia) is the theme leader for Tourism Development and Visitor Management - the subject of this Good Practice Guide. Four further themes, being reported in other Guides, are led by 's-Hertogenbosch (Netherlands), Valletta (Malta), Lucca (Italy) and Arrabarri (Spain). Lörrach (Germany) and Verona (Italy) are supporting partners as is University of West of England, Bristol, who act as Academic Advisor. The city of Pécs (Hungary) was initially a supporting partner too.

In the specific context of historic walled

towns and cities, the project aims to develop and expand shared expertise on a range of key urban development issues with the intention of informing regional policy across Europe. Archway builds on the networking potential of the Walled Town Friendship Circle (WTFC - established in 1989) but it is not restricted to WTFC members. The WTFC itself is a European based network of 140 members from both existing EU member states and other countries. For further information on the Circle please see its website.

The Archway project is a new development for the WTFC in that it seeks to create a basis for a continuing exchange of professional expertise and experience. The Archway network will therefore act as a catalyst to help realise the potential of the wider and more inclusive European

network. The Archway project has been developed with the involvement of the Circle's membership as a whole, in addition to a number of non-member partners and its specific results have wide relay.

The central problem that the network addresses is the restrictions and constraints of sustainable development in the historic walled town context. For walled towns five key areas have been identified as important themes that are shared across Europe and are relevant beyond the limits of the immediate network. Archway has therefore examined in depth not only –Tourism Development & Visitor Management, the specific subject of this Good Practice Guide - but also the other four – conservation, transport, spatial planning, creative development and management of the cultural heritage.

This Tourism Development and Visitor Management Good Practice Guide is about establishing walled towns as a focus for sustainable tourism and economic development without damaging their distinctive and historic qualities. Walled towns and cities with their obvious barriers exemplify and crystallise issues, challenges and opportunities critical to the development of all historic towns in Europe and they can serve to inform regional policy across Europe.

The other themes, each the subject for a Good Practice Guide were summarised as:

1. **Conservation, protection and enhancement** - enabling the development of a modern environment with the constraints of a historic setting.
2. **Transport** - the problems of transport, parking and access to and within some of Europe's most attractive and historic places.
3. **Spatial planning** – realistic special planning and management systems to create vibrant and modern places without compromising their historic and local distinctiveness.
4. **Creative development** and management of the cultural heritage and how to harness this as a driver for their economic future in a sustainable way

A thread running through all of these themes is how to overcome barriers to mobility within and around walled towns, which often present their own particular challenges to disabled people and others with mobility difficulties. Other forms of barrier in terms of social disadvantage, which inhibits access to the historic built environment, are also considered throughout and all the issues are seen as significant within the framework of the Commission's "European Spatial Development Perspective" (1999), which is the basis for the INTERREG programme. Tackling them from a walled towns viewpoints make the solutions and best practice relevant across Europe in most distinctive and historic places - particularly for small and medium sized historic urban

areas, those with a close relationship with rural hinterlands and those affected by regional, national and international borders and other barriers?

The production of each guide has involved establishing a working partnership of relevant experts in the field. With the theme partner (in this case Municipality of Piran) taking responsibility for leading the theme specific working groups, organising workshops in their own region and, with the active support of Chester, as lead partner and involving the UWE, Bristol as academic adviser, managing email and web-based dialogue and exchanges of information. Two seminars with seminar papers, transcripts and a seminar report have contributed to the production and underpin the content of this resultant Good Practice Guide, providing rich sources of practical case studies from across Europe.

The partners in the Archway project have skills and expertise both in the general subject area - urban development in and around walled towns - and in participating in EU programmes. The ten partners are all public or public equivalent bodies, and have excellent understanding and experience of the administrative, legal and political frameworks in their own regions within which the management and development of walled towns operate. This is a highly relevant background for making a collective contribution to developing and disseminating ideas, case study examples and procedures to influence policy at local, regional, transnational and European levels. The fact that the eight of the ten partners are part of the existing Walled Town Friendship Circle network is a major factor in helping to maximise the impact of the Archway Project, which is brought together at the Legacy Conference, held in Chester in June 2007. The Legacy Conference ensures the consistency and validity of all five Good Practice Guides, which build on the existing credibility of the WTFC in the field and with common editing by the academic partner, gives cohesion to the whole approach to historic walled town management reflected in them. The Legacy Conference, the wide

circulation through the WTFC and the Internet availability of the guides ensures effective dissemination both to practicing professionals, administrators and politicians and, with the involvement of the University, to the wider academic urban studies community.

By reviewing the effectiveness of policies, instruments, and procedures for the implementation of relevant projects at the regional, national, and trans-national level, by promoting a culture of innovation based on good practice, by sharing information between walled towns and cities, the Partnership can achieve the overall objective of the Archway project of establishing a trans-European professional network, which builds upon the WTFC to launch it as a principal source of European policy good practice, innovation and excellence in the conservation, promotion, development, management and spatial planning of historic places. The result is to be an open learning network - developing and applying best practice and innovative new approaches to developing, accessing and managing walled towns - focusing on sub-topics spatial planning; conservation, transport; tourism and cultural development with a strong emphasis focus on access and mobility for all and with each clearly related to the needs of the whole management process for historic walled towns, ensuring the effective implementation of relevant policies and projects at the regional, national and trans-European level in the future. Six general principles have been derived: ARCHWAY PRINCIPLES 1. History as a Guiding Principle: informed by history and aware of the contested heritages of walled towns 2. Sustainability: looking to the interests of future generations socially, environmentally and economically 3. Accessibility itself: acknowledging the rights of all, whether locals or strangers to have the walled city physically and socially enabled. 4. Dynamism in the living walled city: recognising the value of appropriate change and development 5. Territorial Balance: planning mutual benefits for networks of towns and mutually supportive central walled cities and

surrounding suburbs and countryside 6. Social Involvement: building broad based inclusive stakeholder participation and consensus in development.

INTRODUCTION

Walled towns differ from other historic towns because of their walls. During the course of history not every town was allowed to erect defensive walls. This was a usually a privilege granted from a ruler to loyal and important, strategically located towns. Often, a conquered town was ordered to destroy its walls to demonstrate loyalty to a new ruler but also to weaken its defences and therefore become more vulnerable. The development of weapons, especially the introduction of guns, and the evolution of military tactics led to the abandonment of the walls as an element of defence. As a result, many walls were left without maintenance or even removed, to give towns space for enlargement and further development. The material was usually used for the construction of other buildings. However, not all towns destroyed their walls and to this day there are many with partially or completely preserved walls and other defensive infrastructure.

Today, the attitude towards the walls is twofold. On one hand they may be viewed as a barrier and as a limitation to physical development of the inner town particularly as they can create accessibility problems for modern vehicles and need funds for maintenance. On the other hand, town walls can also be regarded as an asset and/or an opportunity for further development. There are many positive aspects of the walls that should be considered. First, they should be regarded not as a barrier, but as a link between the inner town and the outside area. The walls can serve as a reference point to visitors and residents alike. As the walls are usually very noticeable, it's convenient to set a meeting point at a specific town gate or to give directions in relation to the walls. A walk on the wall can provide a good basic orientation to newcomers and visitors of

the town. Another distinctive asset of a walled town is, that it can provide the experience of authentic medieval urban space with a clear delineation of the inner and outside world.



Piran Walls

In some instances, the walls are suitable also for recreational activities. Climbing, walking and jogging on the walls are just some examples of potential use. Cultural events are another example of potential activities involving walls and surrounding area.

A very important role of the town walls is that they are a distinctive element of a town's image and an element of pride for its residents. The wall, its gates and towers, are often depicted in a town insignia (crest, seal, emblem etc.). They are also often used as an element of tourist promotion and are shown in brochures, postcards and other promotional materials.

The walls can also be an important element of the destination offer in a historic town. Depending on their state of preservation and importance they may even be the most important attractor of visitors and tourists. Town walls can be developed in a product suitable for various market segments – from school children learning about local history and lovers of cultural and historic sites to romantic couples watching sunsets.

It is the aim of this guide to discuss the issues related to tourism development in the walled towns and to provide guidelines

for tourism and visitor management that are based on good practice in the partner towns that collaborated in this project.

Tourism Definition:

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

(World Tourism Organisation)



Tourist in Piran



Gradara Plaque with Piran Declaration - Piran

1. PRINCIPLES AND OBJECTIVES

The Walled Towns Friendship Circle declared in 1998 that "Walled Towns are unique inheritances from times long past and should be treasured, maintained and safeguarded from neglect and destruction and passed on to perpetuity as

irreplaceable 'Time stones of History'¹. It is therefore axiomatic that all management of either urban planning or any other aspect of a walled town, needs this threefold time perspective: it needs to look into the past and build on a thorough knowledge of the history of the town; it needs to look at the present, since the walled town remains perpetually a contemporary place to live and work in with resulting contemporary challenges. Simultaneously it needs to look to the future, as guardian of a borrowed heritage that must be passed on to future generations.

This threefold perspective is therefore the basis for a series of principles and objectives for 'ARCHWAY' good practice guidance. To these is added that of equity of access for all to the cultural built heritage. This means both physically for the less mobile and through inclusive interpretation, making the walled town available to all sorts and manner of people, whether long-term resident, migrant or visitor.

Therefore the Principles are:

1. History as the Guiding Principle
2. Sustainability
3. The City as a living monument
4. Accessibility
5. Territorial Balance
6. Social Involvement

1.1 HISTORY AS A GUIDING PRINCIPLE

The first and most distinctive element in planning for historic/walled cities is the impact of the heritage factor in every planning process, not only in a preservationist sense, but also as a guideline for urban and spatial development. The foundation of the city itself and its evolution have an internal coherence, conditioned by historical processes, which must be taken into consideration in any development procedure.

The European Spatial Development Perspective considers cultural heritage as "the expression of European identity"². It identifies some threats to this asset related

to commercialisation and cultural uniformity and relies on spatial development strategies to avoid these dangers³. In this sense, the historical fabric gives guidelines for the integration of modern society and heritage sets the conditions for good urban development.

These considerations mean that heritage conservation principles become fundamental to spatial planning policies requiring:

- citizens and others to value the heritage as an important element in the public debate; general urban and development plans to incorporate heritage preservation as an aim;
- local administrations not to trust heritage conservation to a single department but all departments related to planning to take their share of responsibility in conservation;
- conservation policy to go further the "historic centre", encompassing also the needs and impact on the whole city and its surrounding region;
- historic city government to become capable of intervening in market forces to defend conservation and environmental quality goals, guaranteeing "appropriate development" and not just "any development".

1.2 SUSTAINABILITY

For historic/walled towns, sustainability has a twofold importance: the preservation of the countryside as a natural resource and the development of the historic/walled town as an ecosystem that should tend towards sustainability.

The first of these aspects relates to limiting the growth of the limits of the town and the consolidation of the developed land (brownfield) instead. The first of these is in line with the Aalborg definition of 'environmental sustainability': "maintaining the natural capital."⁴

The second one is about the implementation of environmentally friendly systems in an historic environment, making them compatible

with its specific requirements and difficulties. The Spatial Planning takes into account renewable energy, the efficiency of energy production systems, the reduction of consumption and the minimization and reuse of waste as well as the minimisation of CO2 (and comparable) global warming emissions.

While sustainability is a scientifically defined goal⁵, sustainable development is a process for approaching ever closer to that goal. The ESDP added a spatial dimension to the three - economic, socio-cultural and environmental - objectives of sustainable development. Therefore, the sustainable development model for the walled city and its associated territory implies addressing the regeneration of the walled urban culture, by means of restoration and renovation, not only by physical landscaping, but functionally by revitalizing the historic centre and integrating it into the wider city and region. This may involve replacing obsolete with contemporary structures through specific sectoral or area action but without deforming the fabric of the city. The regeneration will thereby take into account the identity and specific character of the city and its historic cultural inspiration(s), which must be conserved.

The rational use of land gives priority to the best use of already urbanised ('brownfield') land rather than expanding unnecessarily into agricultural, rural or natural areas.

Recognition of varied European built and natural environments leads to the quest for an ecological balance between the urban and related rural lands becoming a fundamental part of spatial planning.

Sustainable urban development should aim to create an urban environment that doesn't struggle against the environment both in terms of efficient use of energy or functionally as a place to live in.

Working for a sustainable future with Local Agenda 21, the sustainable city would be, according to Richard Rogers⁶:

- A just city, where justice, food, shelter, education, health and possibilities are correctly distributed and where all inhabitants feel they participate in its government.
- A beautiful city, where art, architecture and landscape boost the imagination and move the spirit.
- A creative city, where a variety of views and experimentation mobilize all the potential of its human resources and enable a more rapid capacity of response to change.
- An ecological city, which minimizes the ecological impact, where the relation between constructed space and landscape is balanced and where the infrastructures use the resources safely and efficiently.
- A city that favours contact, where public spaces encourages community life and the mobility of inhabitants and where information is exchanged both in person and by computer.
- A compact and polycentric city, which protects the surrounding countryside, focuses and integrates communities in the heart of neighbourhoods and optimises proximity.
- A diverse city, in which the level of diversity of overlapping activities encourages, inspires and promotes a human, energetic and dynamic community.

1.3 THE CITY AS A LIVING MONUMENT

While maintaining a continuity between past, present and future, the strategic approach will enable the enterprise that urban living stimulates. Understanding of the functional structure of the historical city and its relationship with the contemporary city and region is fundamental to this principle. The historic city needs to develop without losing its links to the past while resisting the paralysis of total preservation and resultant stagnation.⁷

It also has to be recognised that although the construction industry and its allied activities are major users of environmental resources, outdated buildings are

themselves often inefficient users of natural resources with may even specific polluters and eyesores.⁸

The growth of the contemporary city alongside its historical nucleus⁹ may undesirably lead to the segregation of the historical city due to a failure to adapt to new systems. The core of the city thrives on social and functional diversity, as it is above all a place for exchange of ideas and commerce, not just a monument. Its formal conservation is therefore to be tackled in terms of urban vitality and viability, as a social ecosystem.

The continuity of past, present and future implies a strategic approach, which enhances the functional effectiveness of the city, not only its conservation or visual/formal aspects and so reinforcing the contribution of the contemporary to the historic walled town.

1.4 ACCESS FOR ALL

Accessibility and integration of all kind of groups, including immigrants, the socially excluded as well as the physically excluded is seen as essential. The visual, physical and often psychological barriers represented by walls allow ARCHWAY to focus particularly on this as a motor for sustainable development.

The principle is based on a broad reading of the accessibility concept that is not limited to the framework of physical disabilities, but tackling as well the ever recurring issue of social integration of immigrant and "marginalised" groups. The historic city core in many cases becomes a refuge for groups with greater problems of social integration and this part of the city may be considered the transition area that enables, with the use of suitable mechanisms, transition to social integration and successful cultural enrichment of the city culture by its more recent new citizens.

On the other hand, the historical city is also enriched by the contribution of uses and customs for and by which it has been developed. Any policy must avoid creating

situations of social or cultural inferiority for specific communities or groups. Inclusive interpretation of the past is therefore a critical feature of this principle.

1.5 TERRITORIAL BALANCE

The concept of Territorial Balance implies seeking a new model of relationship between cities and between cities and the area round about based more on complementarity than on hierarchy.¹⁰

The historic town is a part of a "cultural ecosystem" that regards countryside as the result of human action throughout History. Towns and countryside must share an integrated approach, since they form a region and are mutually responsible for its further development.¹¹

In line with ESDP focus on 'polycentricity' this principle lays down that activity and development will be supported where most appropriate, recognising the public transport and pedestrian accessibility of urban areas and the sheer space availability in more rural areas.

1.6 SOCIAL INVOLVEMENT

The long term success of conservation strategies depends on the involvement of citizens in the identification and protection of the heritage of their city; in particular, the perception of walls as an identifying element.

The Strategies must be developed to persuade society to accept and identify with heritage and its defence as summed up in the 'Piran Declaration' "Time stones of History..." The strategies take into account the economic efforts made by private individuals and limitations that the nature of the heritage and its properties impose on its use. A policy of incentives contributes to heritage losing its reputation (in parts of Europe) of being a burden, as well as enabling a greater control of action carried out by individual owners.

At the same time, a policy of technical training and information will contribute to achieving technically suitable recovery actions and specific services must be

established for the inhabitants of the historical centre, to facilitate their involvement in pursuing the proposed objectives.

1.7 A HOLISTIC APPROACH

ARCHWAY has identified five critical contributing themes for successful and sustainable historic walled city development. The four others were summarised at the outset of the ARCHWAY project as:

- Spatial Planning and Development:
- Conservation, protection and enhancement -. enabling the development of a modern environment with the constraints of a historic setting.
- Transport - the problems of transport, parking and access to and within some of Europe's most attractive and historic places;
- Creative development and management of the cultural heritage and how to harness this as a driver for their economic future in a sustainable way

Each clearly relates to Tourism Development and Visitor Management and is to be recognised in the process of Tourism Development and Visitor Management:

Spatial Planning and Development

A realistic planning and management system to create vibrant and modern spaces and the analysis of the spatial relationships of activities is a critical contributor to effective tourism management.

Conservation, protection and enhancement

Apart from the influence that conservation of heritage must have on General Plans, the possibility of drawing up specific conservation plans will be considered in zones that demand a special treatment (e.g. the walled perimeter and its band of influence inside and outside its walls).

Transport

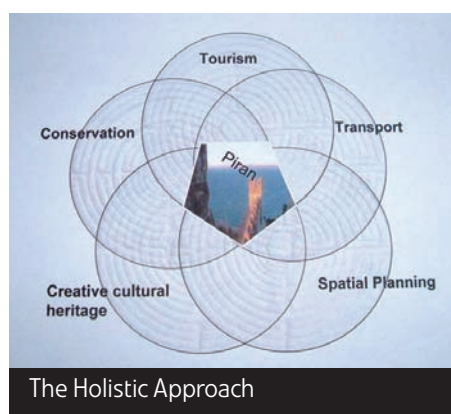
The problems of transport, parking and access to and within historic walled can only be addressed in the context of transport-aware spatial planning. As some of Europe's most attractive and historic places, transport 'solutions', often represent threats as much as opportunities.

Creative development and management of the cultural heritage

The walled structure of a town as its distinctive sign and a cultural resource. A clever spatial design allows us to explain the History of the town to visitors by stepping through on urban grid ("walking on the History"). Walls and their adjacent spaces are most suitable places for cultural activities.

Incorporating these principles linked to the other ARCHWAY themes allows Tourism Development and Visitor management to achieve the holistic approach to historic town management, which is implicit in the methodology of Chapter 4 'The ARCHWAY APPROACH'.

Finally, a principle of seeking continuous improvement will lead to a policy of technical training and information, contributing to achieving technically suitable regeneration with sufficient monitoring and review.



2. ISSUES, CHALLENGES AND OPPORTUNITIES

2.1 THE IMPACT AND IMPORTANCE OF TOURISM

The importance of tourism and its impact on economic, social and spatial environment varies across destinations. There are destinations where tourism is the largest (if not the only) income generator and provides for most of the employment. In such destinations, tourism gets considerable attention from local authorities that are heavily involved in its planning and development. On the other hand, there are destinations where tourism is not regarded as an important activity or there is no tourism at all. Industry and services here have developed to such an extent that tourism plays only a marginal role in their economy, if any at all. The majority of tourist destinations fall between these two extremities, including historic towns.

Historic towns have always attracted visitors due to their historic past, culture, art treasures and architecture. Walled towns in particular, attract tourists with their preserved inner centre, historic ambience, and with their walls that are a tourist attraction on their own. The walls are also an important landmark and act as an element of identity for town's residents. Regardless of the fact that walled towns are tourist attractions, tourism is not equally important to all of them. Some towns have grown in size and have expanded beyond their historic centres and town walls. Development of the industry and services provided jobs and attracted new residents that now depend on activities other than tourism. Examples of such development can be found all over the world. On the other hand, there are walled towns where there has been little expansion from their historic core for one or another reason. In such instances, tourism is all the more likely to have an

important role in providing jobs and income.



Due to natural landscape, the town of Piran has not been developed beyond its walls

Another element of differentiation between walled towns is the volume of tourism and the seasonality of tourism demand. It should be noted that the size of tourism demand is not relative to the size of the town and neither is the seasonality of the demand. However, the importance of tourism to the local economy is an important driving factor for marketing and developmental activities of both the public and the private sector. Tourist demand and seasonality depend on factors such as attractiveness of the product, availability of product all year round, and distance from generating markets.



's-Hertogenbosch is an example of urban development outside its historic centre

The number of shops, restaurants and cafés, attractiveness of museums, galleries and historic monuments, availability of accommodation, tourist information and other tourist services, are some key elements of the attractiveness of the place.

Similarly, the degree of the preservation of the monuments, the ease of access (including disabled people), hospitality of the local population, and sense of security can also raise the competitive advantage of a town in the market.

2.2 ISSUES

Walled towns share some common issues related to tourism and its development, with other types of destination. They include:

- development of the walled town as tourism product/attraction
- the impact of tourism on local residents
- seasonality and volume of visitor flows
- accessibility, transport, and parking
- the long distance transport issue
- information services for tourists

Due to the multidisciplinary nature of tourism, issues in it can be identified as issues in other areas such as conservation, accessibility and transport, urban planning, and heritage management. However, this guide provides practices from the tourism standpoint.

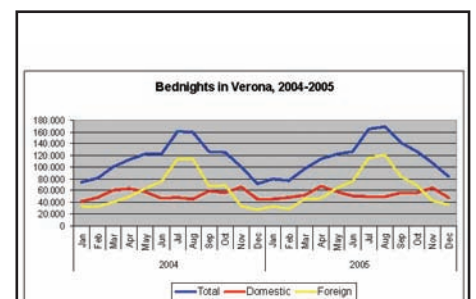
These issues are intertwined and there is no clearcut line between them. Consequently, it is necessary to adopt a holistic approach in tourism development to assure sustainability. Ad hoc solutions of specific problems tend to cause problems in other professional areas.

Development of tourism product involves intense planning, market research, product development, and the cooperation of many stakeholders. Lack of careful and balanced planning can result in the development of a monoculture in the tourist product. Historic town centres can be transformed in one big restaurant, a shopping centre or a gigantic museum. This, consequently, attracts visitors that search for such products and may not be the most desirable segments for town as a whole.

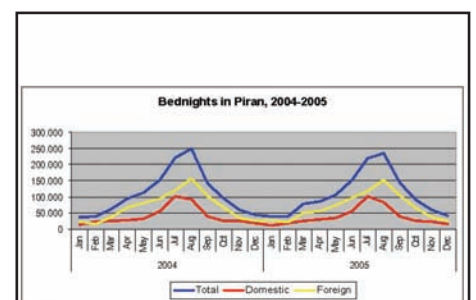
Walled towns rarely have large populations living within the walled centre. Therefore, the number of visitors may often and easily

outnumber local residents creating a risk of local resentment where tourism becomes alienated from local life and evolves into a parallel reality. In this tourists have no (or only limited) contacts with locals and live the destination in their own "reality", very different from the real life of local residents. However, growing numbers of tourists search out "authenticity", which suggests that separating locals and tourists is a short-term palliative. The amalgamation of interests of residents and tourists, who share same urban space, can provide a good basis for further development of tourism.

It is clear that this issue is more relevant to communities with smaller number of local residents. A large urban centre has a critical mass of local residents large enough to bear large numbers of tourists and visitors. In such cases, a resident – visitor issues are less evident and may not even exist.



Verona bed nights across the year

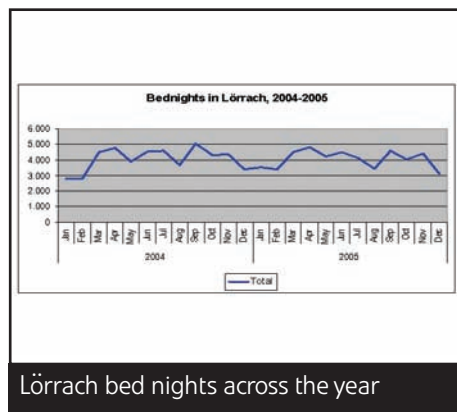


Piran bed nights across the year

Seasonality of tourism demand is another issue that is important to walled towns as it creates additional inflow of visitors. Peak season months and events may attract a number of tourists that is several times larger than in off-season periods. This temporary large number of visitors create large logistical problems (accessibility, parking, congestion of pedestrian zones, etc.).

2.3 THE LONG DISTANCE TRANSPORT ISSUE

Walled Towns as tourist destinations attract visitors from far away as well as from their regional and national catchments. They therefore generate transport and the often ill-effects that accompany it. Locally this is considered in the Local Transport Good Practice Guide, being produced for ARCHWAY by Valletta. These ill-effects of long distance transport for leisure (and business) tourism are a significant element in man-made global warming. The distribution of tourists to the ARCHWAY partners by mode of transport and distance suggests that such regional and national destinations are relative friendly to the environment. Although high proportions of leisure tourists come to walled towns and cities by road, they often do so in efficient group sizes (e.g. a coach or full family car) and not over very long distances. On the other hand, they only stay for a relatively short time.



Only certain world renowned cities attract intercontinental tourists to themselves. Of ARCHWAY partners probably only Verona

and perhaps Valletta fall into this category. Valletta is also capital of an island economy and apart from cruise holidays, which it is actively promoting, is inevitably heavily dependent on air transport to bring in tourists. All the others, and indeed also Verona in most instances, serve to provide valuable tourist experiences either closer to home or as part of a holiday, which the interest of a walled town may tend to make longer. The impact of their tourism on global warming is therefore probably positive, relative to many other forms of tourism. A toolkit for analysing the relative global warming impact of walled towns' (and other) forms of tourism is available as an appendix.

3. THE ARCHWAY APPROACH

3.1 ORGANISATION FOR TOURISM

Tourism is an activity that is not limited only to tourism industry but involves, directly or indirectly, other economic activities too. It is also a spatial activity and has an impact on urban development and the use of land. Tourist services are not limited to visitors but are also offered to local residents that live and work in the destination. It is therefore important to establish the cooperation among various stakeholders that are involved in tourism. Public authorities, private sector, and residents and their associations, have different interests in tourism. Often it is very difficult to come to an agreement on how to develop tourism. However, it is necessary to include all stakeholders in tourism development and planning to provide its sustainability.

Restaurant owners, shop keepers and hoteliers support tourism since it boosts their business. Their interest is to increase the number of tourists and to use as much space as possible for their business activities. They often exercise pressure on

local authorities to issue permits for the use of public space for commercial activities or to open new premises. Limitations that derive from historic protection programmes, and/or local authority regulations, are seen as obstacles for the development.

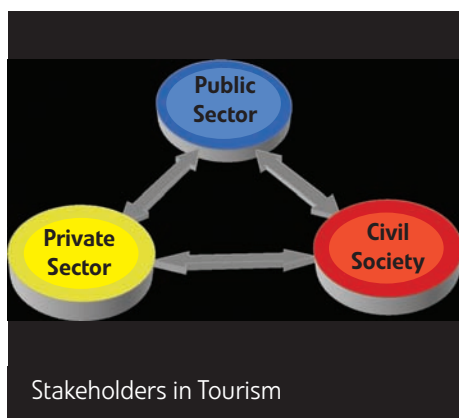
Walled towns are not only a tourist attraction but are also places where people live. They have a different view of tourism than does the private sector. Although residents usually support tourism and recognise its economic benefits, they express concern when it comes to social and environmental issues. Crowded streets, shops and restaurants with their offer aimed to tourists, and noise are just some of the negative effects that can arise from tourism. When tourism development starts to interfere with the daily activities of residents, support for tourism changes. Local residents become more interested in tourism and they start to express their view on tourism development and point to its negative aspects. They may express their negative attitude in various ways. For example, they may demand from local authorities to limit tourist flows, to adopt measures for protection of their natural and cultural environment, or even show hostility to tourism operators and visitors.



Residents that live within the walls have to cope with numerous limitations of the life in the old town. Their everyday life is made harder by accessibility problems, conservation constraints and old historic building that are not adapted to modern

standards, etc. Despite numerous disadvantages, living in old centres can also be gratifying. Having an address in the walled centre of the town may be considered prestigious and may stimulate the sense of pride for the residents.

Destination Stakeholders in tourism



Involving local residents in tourism does not necessarily mean greater expense. Various voluntary organisations are willing to do certain jobs just for a privilege of saying that they do it. Volunteers have access to zones and places restricted to visitors, and that is also an award for them. Another possibility is to involve retired people who want to stay active. Especially useful can be inclusion of former managers and decision makers who have good business connections and can obtain goods and services at a more favourable prices or help in fundraising for projects.



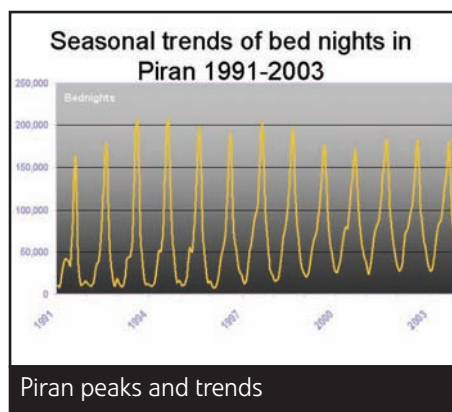
THINK

- *who should be involved*
- *what is their role*
- *what is their interest*
- *what/how can they contribute*

3.2 SIZE OF TOURISM

Adoption of measures with an impact on tourism should be based on relevant statistical data. The number of tourists and visitors in various seasons of the year provide the pattern of demand for the local tourism product. Tourism data analysis gives insight into tourism demand. It reveals market segments and their specifics in tourism product consumption. Number of arrivals, bed nights spent and length of stay are most frequently used data. In addition to that, an average amount spent per visitor per day gives data on the economic dimension of tourism.

Identification of peak periods helps in deciding what kind of investment or product development is necessary to make demand less seasonal. If existing tourism product attracts visitors only during summer months, a destination should develop tourist products that would attract visitors in other months of the year. This could be a covered water-park, theatre show, exhibition or a festival.



Another dimension with an impact on the size of tourism is the spatial distribution of attractions. When the inflow of tourists to the inner town is very large, appropriate measures should be adopted to lessen the pressure to the walled town. A major attraction (e.g. a cathedral, a monument, a

historic house), is a "must see" sight for tourists. Visitors come to a destination to see a specific point of interest. Long waiting lines, crowds, etc., may make their visit unpleasant. Similarly, clustering shops and restaurants close to each other may also create pedestrian congestion. Careful planning of spatial distribution of tourism related businesses can greatly improve visitors' experience

It is necessary to apply visitor management measures when tourism attractions are clustered in a limited geographical area. Distribution of tourists within the historic



centre as well as in a wider area outside the town walls will improve overall visitor's experience and will spread economic benefits in the region. Setting new attractions on the outskirts of the town, introduction of street performers in less crowded streets, management of opening hours of shops, museums, galleries and other attractions are just some of the examples that may lessen the pressure from the most visited attraction.





's-Hertogenbosch boat trip on "Dieze"

Development of events and festivals on both sides of the walls has extended historic area of interest for tourists. The use of waterways to enter and exit inner centre has improved accessibility and enriched visitor's experience.

THINK

- what data is available
- can we get better information
- what is data showing
- how can we use retrieved information

3.3 INFORMATION SYSTEMS

Walled towns differ from other historic towns in that they have a physical barrier limiting the area which is likely to be attractive to tourists. The walls that were erected in the past to protect the town and keep unwanted visitors out are now limiting the physical development of the town. Usually there are only few entrance points (gates) where visitors can enter the inner circle; the streets are narrow and there is no or only limited parking available. It may therefore be necessary to adopt specific measures in order to avoid or diminish the crowding of the area within the walls. Priority should be given to pedestrian traffic and cars should be less dominant than in more open environments.

THINK

- information prior to arrival (accessibility, attractions, suggested itineraries, web, info brochures...)

- information on site (signage, brochures, visitor centres, guides...)
- after departure (follow-up procedures to ensure returning visitors)

Providing adequate information to visitors prior to their entering the walled town centre is considered a basic measure that helps avoid unnecessary crowding within the walls. This can be done by setting information points at the wall gates or at the parking area outside the walls. A step further is providing essential information alongside main access routes to the town and on the internet. Basic directions and information are usually provided at larger distance from the attraction. The information should get more specific the closer the visitor is to its final destination. These measures will help smooth the flow of visitors while they are in the town centre. If the information is provided well in advance (internet, on main access routes, at the parking area, at the wall Tourists can prepare for the visit. Time spent within the walls will be quality time and there will be less wasted time in tourists' search for the information at the city centre.

and pathways are essential for good orientation and help visitors to feel comfortable and safe. »You are here« tables with clearly marked main orientation points (e.g. wall and its gates, bell tower, main square, a river, bridges etc.) are important as they provide information on various directions and give to the visitor a sense of orientation.

A signage system is a tool that can be used to direct visitor flows into desired direction, be it away from residential areas or to spread them into less visited areas thus spreading benefits to a wider area (shopping, dining etc.)



Chester - Street Signage



Malta - Info Table

Modern technology can be used to provide information to visitors. In Malta, tourists can get information on a specific historic site by calling a designated phone number. The information is provided in four languages

Another measure that helps managing visitor flows is setting-up a good signage system. Clearly marked tourist attractions



Malta - Main Street

In historic towns, tourist points of interest are usually clustered in a limited area. This may create pedestrian "traffic jams". This picture shows tourists on the main street between main bus station area and town centre. A similar photo could be taken in Venice between Piazza San Marco and Ponte di Rialto or in Verona between Arena and Julia's house.

STEPS

- provide information well in advance
- the information must be appropriate
- mark main tourist attractions clearly
- set-up a clear signage system

THINK

- *languages*
- *age groups*
- *what is/are most frequent itineraries*
- *safety*

DO

- use wall gates for providing information
- use the walls for orientation (one can't get lost in a walled town)
- use the walls as a pathway (inside, outside and on the walls)

APPENDIX

A GLOBAL WARMING TOURISM TOOLKIT FOR HISTORIC WALLED TOWNS

The 'Global Warming Index of Leisure Tourism', or 'GWILT' index

David Bruce, University of West of England, Bristol

In the context of leisure tourism a destination, such as an historic walled town, can be taken to be a resort from or within which leisure tourism takes place, or a community dependent or partially dependent on leisure tourism. The reason for calculating the GWILT Index for a destination is linked to its marketing activities: the marketing of leisure tourism may affect the number and origin of visitors and therefore the transport profile of the destination's total market. Furthermore, resorts that can claim to recognise and be seeking to minimise their global transport impact may have a stronger claim to being genuinely sustainable destinations. A GWILT calculation for the existing market profile of a destination can help generate a transport impact reduction goal, which

could form part of the basis of a plan for responsible marketing.

GWILT uses indicators for estimating CO2 emissions. There are of course transport impacts other than CO2, particularly in local terms. Transport and the noise associated with it, may have significant impacts on local communities. The global warming impact of tourism transport, even for ecotourism, on the ecosystem received little attention before this new century, a result of which is that tourists, local tourism providers, tour operators and destinations are often unaware of it or wilfully ignorant of it. An estimate has suggested that international leisure tourism in 2000 accounted for about three and a half percent of human-generated or anthropogenic global warming.¹² This was close to the impact of the entire German economy, fifty percent more than the whole British economy, much more than Italy, Spain, the Netherlands, Hungary or Slovenia and tourism continues to grow fast.

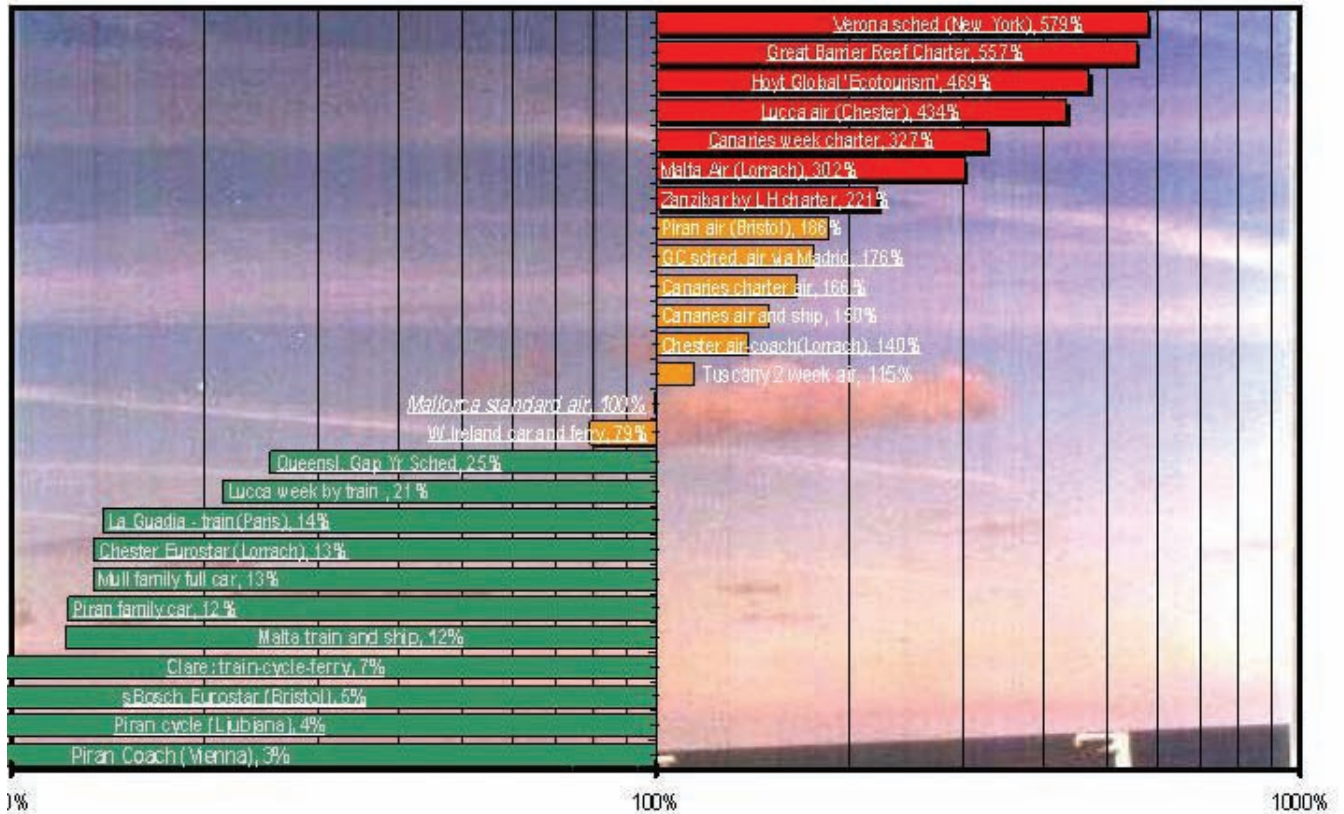
Tourism is a transport-intensive activity. Most forms of (motorised) transport are damaging to the environment. Leisure tourism involving small groups in remote locations is even more transport intensive and as such may be less sustainable in global terms than mainstream tourism. Developing genuinely sustainable leisure tourism therefore requires analysis of and action to minimise the transport impact of the tourism.

Assessment of the global environmental impact of transport involves the measurement of three indicators. The first of these is modal split, which simply defines proportion of usage between car and air, surface public transport and walking/cycling etc. A second is carbon/fossil fuel/ CO2 emissions for each form of transport and activity on holiday, which is a good proxy for the total global warming impact. The third is the length of stay at tourism destination, which proves to be a significant indicator. These are combined to derive a Global Warming Index for Leisure Tourism' (GWILT').¹³

A basic indicator of the transport impact of

any tourism and including leisure tourism is given by the modal split of transport used in reaching the holiday destination and in the period on holiday. For most leisure tourism, the dominant modes are road and air transport. Both are major polluters. The dominance of car and plane travel is put down to a standard reason - 'convenience', (i.e. travel time saving) but also to the 'availability of information' factor. Price may become a derivative factor, as economies of scale are passed to the consumer through competitive forces, thus reinforcing the position of car and plane as the dominant mode. For example, roads built or improved for economic regeneration reasons can generate extra leisure traffic because journey times are shortened. Furthermore, the dominance of the car means that all travel information supplied by accommodation and attractions tends to assume that tourists will be arriving by car. Major tour operators typically promote only air package holidays (and indeed, often own airlines). Any change to the modal split therefore requires both improved information on alternative forms of transport and also the opportunity to use it with reasonable ease, in terms of convenience, quality, booking and price.

The weight of CO2 emitted is the indicator used as a proxy for the total global warming effect of elements of a holiday. CO2 is used because the other 'greenhouse gases' (CO, SOX NOX HOX) correlate closely and also because it is the largest and most enduring contributor to global warming.¹⁴ For most holidays, the majority of CO2 emissions are from the 'travel' element, for example, on a long haul holiday, over 90% of the total emissions may stem from the flights (however, the 'accommodation' element should not be ignored, as hotels produce about 25-30% more emissions per day, per guest, than private houses). The carbon-based fuel efficiency¹⁵ for different forms of transport - per passenger, per kilometre and related to typical 'load factors'¹⁶ can be found in the version of this toolkit for the InterregIIC META- project.¹⁷ In this annex, separate figures also are given for 'short haul' (less than 4 hours) and 'long haul' (more than 4 hours or



GWILT DIAGRAM

transcontinental), scheduled and charter flights. Charter flights are separated from scheduled flights, because they operate at significantly higher load factors. So called 'low cost' airlines are nearer to scheduled than charter airlines in terms of load factors

The global warming effect of holiday tourism may be related to the rest of the consumer's general emissions through identifying the emissions while on holiday AND in transit. This 'length of stay' indicator allows fair comparison between different holidays and with life at home, in terms of relative CO2 emissions. Other things being equal, the longer the holiday, the less is the impact of the transit transport on the total CO2 emissions. However, extra time in hotels produces more CO2, which needs to be considered as part of the overall holiday impact. An average figure of 6.4 kilograms of carbon

per guest, per day is used for hotel residents - this reflects the reduced fuel efficiency from hotels that are a consequence of their public additional rooms, air conditioning systems, etc.¹⁸

Recent trends in the availability of free time (and the associated implications of this) have not necessarily provided individuals with more flexibility to take longer holidays, and the underlying assumption here is that (working) people have a relatively fixed time budget for taking their holidays. Indeed, the trend has been one of short breaks and shorter duration long haul holidays, both of which are increasing the global warming impact of tourism by their higher proportion of transport use. On occasions, the travel transport may actually be made part of the holiday - on cruises (inland or ocean), rail tours or cycling holidays for example.

The 'GWILT' Index (Global Warming indicator for Leisure Tourism) -

combines the three indicators of transport mode, transport efficiency and time spent in holiday accommodation to give an overall picture of the relative CO2 emissions for different holidays. It is important to combine these indicators in order to allow the consumer, the provider and government to make fair comparison between different types of holiday. When combined, the results are often not as expected, in that holidays claiming to be 'low impact' (for instance, remote 'ecotourism' holidays), may have relatively high, but hidden, negative effects stemming from their transport element. GWILT is an Index based on the average daily per capita emissions in a Northwest European industrial economy (i.e. the UK). The '100' base figure reflects the CO2 emissions stemming from the most common European air package holiday (i.e.

	ARCHWAY GWILT INDEX	GROUP SIZE	Vehicle fuel efficiency : gr/ km/head	Duration in days	Distance in km two way/ head	Typical Price in Euros/hea d	Travel Time in hours both ways	load factor
Piran Coach (Vienna)	3%	1	5.58	4.8	800	300	18	80%
Piran cycle (Ljubjana)	4%	1	0.00	7	280	224	25	100%
sBosch Eurostar (Bristol)	5%	1	11.31	5	650	460	26	75%
Clare: train-cycle-ferry	7%	1	6.08	10	1000	#N/A	60	80%
Malta train and ship	12%	1	5.87	14	5100	800	84	60%
Piran family car	12%	3.5	27.14	4.8	600	132	15	70%
Mull family full car	13%	4	23.75	14	1462	268	32	80%
Chester Eurostar (Lorrach)	13%	1	11.31	10	2200	450	28	75%
La Guadia - train(Paris)	14%	1	9.50	7	1920	360	30	60%
Lucca week by train	21%	1	8.14	7	4000	650	40	70%
Queensl. Gap Yr Sched	25%	1	68.66	365	40000	15000	57	65%
W. Ireland car and ferry	79%	2	17.32	7	1200	#N/A	48	50%
Mallorca standard air	100%	1	111.58	14	3316.8	380	8	80%
Tuscany 2 week air	115%	1	119.02	14	3600	990	8	75%
Chester air-coach(Lorrach)	140%	1	119.02	7	2200	345	18	75%
Canaries air and ship	150%	1	114.37	17	6000	800	58	60%
Canaries charter air	166%	1	111.70	14	5600	500	12	80%
GC sched. air via Madrid	176%	1	119.02	15	6000	550	18	75%
Piran air (Bristol)	186%	1	111.58	8	3600	500	10	80%
Zanzibar by LH charter	221%	1	52.51	14	16000	2000	30	85%
Malta Air (Lorrach)	302%	1	109.75	4	3000	500	15	65%
Canaries week charter	327%	1	111.58	7	5600	600	12	80%
Lucca air (Chester)	434%	2	119	4	4000	400	3	85%
Hoyt Global 'Ecotourism'	469%	1	68.66	8	15000	4000	19	65%
Great Barrier Reef Charter	557%	1	59.51	14	36000	2000	51	75%
Verona sched (New York)	579%	1	76.88	7	14500	2400	30	65%
Great Barrier Reef Sched.	642%	1	68.66	14	36000	3000	51	65%

GWILT INDEX

two weeks in Majorca) additional to normal emissions when at home. The following diagram illustrates this point and demonstrates the use of the GWILT Index for leisure tourism destinations:

The GWILT diagram is on a logarithmic scale so the variation between the 'green' and the red is actually under-played.

It shows the potential for Globally kind tourism involving walled towns but that is dependent on fairly short distance visits and relatively long stays as can be seen in the table below on which the diagram is based.

Calculating the GWILT Index for Leisure tourism involves identifying volumes of transport generated. It is necessary to obtain data on the modal split and origins of current visitors, by identifying the market segment either actually or most likely to be involved with leisure tourism activities. Surveys of tourists containing specific transport questions can provide information as to the transport use of current visitors. For a calculation for an individual, a diary of transport used and journey times will act as the basis for obtaining the data. Once the survey has been completed, the fuel efficiency calculation (from a transport mode impact

assessment table) can be applied to the results and a figure of 6.4 Kilograms per guest per day for non-transport carbon usage should be added for each day away.

Additional to the surveys, destinations will need to obtain data on the transport used to and within their destination from transport companies and tour operators. The next step is to apply the fuel efficiency calculation (from a transport impact assessment toolkit developed as part of an earlier INTERREG project¹⁹) to the results. A figure per guest, per day should then be added for non-transport carbon usage. However, destinations may wish to go further than this by applying such

procedures as those set out in a green audit kit.²⁰

A tourism company similarly will need to obtain data on the transport they commission or charter on behalf of their clients. The next step is to apply the fuel efficiency calculation (from the transport impact assessment toolkit annex) to the results. Companies may be able to obtain more detailed information on fuel efficiency and load factors from their transport suppliers. A figure per guest, per day should then be added for non-transport carbon used. However, tour operators may instead be able to obtain specific data from the hotels they use, rather than using the average 6.4 kilograms identified above.

The next step is to organise and present the data and calculations in such a form that they may be compared with holidays/forms of tourism. Time-distance is the dominant factor in determining the GWILT of a holiday. 80% of domestic tourists may travel by that polluting mode of transport known as the car, but they travel very short distances in relative terms. The full family holiday car is actually a very efficient form of transport, comparing very favourably with air. Families can, of course, be even more environmentally friendly by taking public transport but compared with almost all holidays abroad, domestic holidays are better for the global environment. On the other hand, nature-based tourism that seeks the 'unique' in remote and distant corners of the earth may have a disproportionate global warming impact. A single trip to the antipodes will involve some 40,000 kilometres of air travel and therefore an equivalent global warming impact of driving a family car for two or three years.

In terms of time and distance, tourists may not be aware of how far they have travelled, but may be better able to estimate how long they have been travelling. This is particularly true of air passengers, who would not know the distance travelled but could estimate accurately their travelling time. This can affect perceptions of the personal impact

of holiday taking. Results derived from a GWILT calculation may sometimes appear anomalous, going on their unexpected position in the comparative GWILT index. At very low levels of transport emissions, the GWILT index may be critically affected by the non-transport element (i.e. hotel stays).

GWILT index can be used to suggest ways of reducing the global warming impact of leisure tourism. For individual tourists, this can best be achieved by consciously comparing potential holidays, aiming to achieve the individual's personal objectives with lower impact alternatives. As time and distance travelling is the most important element the question is often simply to ask whether the leisure tourism experience sought can be found closer to home. Becoming aware of the enormous differences in holidays is an important first step and calculating the GWILT index will help that awareness. It is necessary to be prepared to seek out the information on public transport for instance by checking websites like the surface transport expert, resident at "Seat 61".²¹

It does however remain the case that it is difficult and inconvenient for individuals to find out and book less dominant forms of travel and it is often more expensive, because of the market advantages of the dominant modes of transport and often sometimes because of taxation policies that give misleading price signals. For instance the rate of tax on the transport used for domestic holidays is massively higher than the taxation imposed on overseas holidays: airline fuel is still not taxed at all.

Destinations and companies involved in leisure tourism therefore have a particular duty to help their potential clients, firstly with information about transport used and time and distance to be expected and secondly by providing easily bookable alternatives. The German company Studiosus is still close to unique in providing such information in its brochures.²² Companies may also choose their own transport providers and accommodation with the global warming implications in mind. There may often be

"win-win" options where they can save money as well as emissions by suitable forethought. Their responsible marketing of leisure tourism should include following practices like that of Studiosus mentioned above.

Destinations, such as historic walled Towns, similarly, may support alternatives to the dominant mode and gain advantages from so doing. For instance destinations which are over dependent on package tour operators have an incentive to lessen that dependence by providing easy booking facilities for individual travellers seeking alternative modes of transport and accommodation for their holidays. Local Government may have opportunities to promote local public transport priority and investment and to campaign for investment and even subsidy for improved longer distance train and coach services and cycle ways.²³ In setting quality standards for accommodation and ecotourism providers, criteria can be established about information on alternative transport in brochures and on site.

For both companies and destinations, raising awareness among their suppliers and partners in stakeholder associations can be achieved by asking suppliers about their fuel efficiency and use of alternative means of transport. In general it is better to seek ways of avoiding emissions than simply to seek offsets but offsetting may have its place and the apparently modest costs of offset suggested by for example 'Climate Care'²⁴ are a good start. A document on the responsible marketing of marine ecotourism is also relevant and available to download.²⁵

An optional activity such as leisure tourism needs to seek balance between its benefits to the (local) ecosystem and its global environmental cost. There is value in seeking leisure tourism nearer rather than further from home and there is also value in using, cultural tourism, heritage tourism or even ecotourism to lengthen holiday duration.

ENDNOTES TO GUIDE & APPENDIX

- ¹ The 'Piran Declaration' of Peter Osborne, President of the WTFC
- ² ESDP, par. 133
- ³ ESDP, par. 158
- ⁴ Aalborg Charter for sustainable cities (1994)
- ⁵ Porrit 2000
- ⁶ Richard Rogers: Cities for a Small Planet, 1996
- ⁷ ESDP, par. 159
- ⁸ ESDP, par. 133
- ⁹ Ashworth and Tunbridge: "Tourist Historic City" 2001
- ¹⁰ ESDP: Spatial Development Guidelines
- ¹¹ ESDP, par. 101 and 151-152
- ¹² World Tourism Organisation statistics (WTO.org) suggest international leisure tourism is approximately 1.5% of world GNP. With the 25% less fuel efficiency when staying away than at home, a figure of 1.9% of global warming is derived. Adding in leisure tourism's 50% contribution to air travel's 3.0% of all anthropogenic global warming impact gives international leisure tourism this total of approximately 3.4%.
- ¹³ The 'GWILT' Index originated from an idea presented in an article by Brian Wheeler, where reference is made to tourists being more concerned with maintaining their status, 'massaging their own egos' and 'appeasing their GUILT', than with addressing the actual issues involved. One of these 'actual issues' is global warming.. Wheeler B. (1993), "Sustaining the Ego", Journal of Sustainable Tourism, 1 (2), pp.23-29.
- ¹⁴ Archer, L.J., (1993), Aircraft Emissions and the Environment: CO_x, SO_x, HO_x and NO_x, Oxford: Oxford Institute for Energy Studies
- ¹⁵ Carbon-based fuel efficiency has a fixed ratio with CO₂ emissions in that every tonne of carbon used emits 3.6 tonnes of CO₂
- ¹⁶ 'Load factor' refers to the percentage of the available seats occupied within a given form of transport, for instance, scheduled airlines typically fly at a 65% load factor, even so-called 'low-cost' airlines achieve only about 70% on average.
- ¹⁷ See META- (2001) Marine Ecotourism for the Atlantic Area at <http://www.tourism-research.org/planning>
- ¹⁸ The average figure of 6.4 kilograms per guest, per day as used for hotel residents was derived from UK economy-wide figures.
- ¹⁹ See META- (2001) Marine Ecotourism for the Atlantic Area
- ²⁰ For example http://www.visitsouthwest.co.uk/feelgood/GTBS_award.cfm
- ²¹ <http://www.seat61.com> is the website of a former railway information office manager. It contains options for surface travel mainly from the UK and includes excellent links to other relevant sites for information and booking. "Seat 61" quirkily refers to his favourite seat on the Eurostar cross channel train
- ²² <http://www.studiosus.de> (in German).
- ²³ For example the 'Parenzana' cycle way near Piran or the development of the Sustrans Millennium cycle network (www.sustrans.org.uk) and its associated European partner initiatives
- ²⁴ <http://www.climatecare.org.uk> gives a personal carbon calculator and a service to companies.
- ²⁵ <http://www.tourism-research.org/reports.html>

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NOTES



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Tourism workshops in Piran

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's-Hertogenbosch



Lörrach

