

ESPON PROJECT 1.3.3 – THE ROLE AND SPATIAL EFFECTS
OF CULTURAL HERITAGE AND IDENTITY (2004-2006)

Project proposal:

**“Mapping the Dynamics of European Culture: Pressure
and Opportunities from the European Enlargement”**

By the

DYNAMO

TRANS-NATIONAL GROUP



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1. PRESENTATION OF THE TRANS-NATIONAL GROUP “DYNAMO”

1.1 Leading partner (tenderer) and coordinating team

UNIVERSITY OF VENICE CA' FOSCARI, ITALY – Department of Economics
(acronym: **CAF**)

Cannaregio 873 I-30121 Venezia, ITALY
Tel. 0039 041 2349183 Fax. 0039 041 2349210

The **coordinating team** for this project includes staff of the Leading Partner and staff from partner institutes at Erasmus University of Rotterdam, Universitat Autònoma de Barcelona, Katholiek University Leuven, and University of Copenhagen.

1.2 Consortium partners¹

The consortium or trans-national group for the ESPON project 1.3.3 - “DYNAMO” includes the Italian LP plus the following 11 partners from an equal number of member states:

- PP1: Ernst-Moritz-Arndt Universität, Greifswald, GERMANY (*acronym*: TOUR)
- PP2: European Institute for Comparative Urban Research (EURICUR), Erasmus University Rotterdam, THE NETHERLANDS - (*acronym*: EUR)
- PP3: Katholiek Universiteit Leuven, BELGIUM (*acronym*: KUL)
- PP4: Universitat Autònoma de Barcelona, SPAIN (*acronym*: UAB)
- PP5: Nottingham Business School, Nottingham Trent University, UNITED KINGDOM (*acronym*: NBS)
- PP6: University of Thessaly, Volos, GREECE - (*acronym*: ENPL)
- PP7: Institute of Urban and Regional Studies (IERU), Universidade de Coimbra, PORTUGAL (*acronym*: IERU)
- PP8: University of Copenhagen, DENMARK (*acronym*: GI-DK)
- PP9: Stanislaw Leszczycki Institute of Geography and Spatial Organization (IGSO), Polish Academy of Sciences, POLAND (*acronym*: IGSO)
- PP10: University of Joensuu, FINLAND (*acronym*: SKK)
- PP11: University of Pardubice, CZECH REPUBLIC (*acronym*: PAR)

The **Council of Europe** will be officially associated to the project (without financial involvement) and will support selected activities carried out within it ensuring the maximum link with their own activities and the maximum dissemination of the project results through their own channels.

¹ The complete address list of all partners and subcontractors is included in Annex I.

1.3 Subcontractors

The TGP includes a small number of subcontractors. The University of Pardubice will subcontract the Stenava Institute of Czech Republic, for the conduction of a case study of the Czech natural heritage.

The Danish Team is negotiating parts of forthcoming case study with the Greater Copenhagen organisation of cultural institutions. The organisation will provide data input.

Part of the conduction of the Spanish case study is subcontracted to the “Red de Juderias” Association, providing an analysis of the presence of Hebrew heritage in Spain and management issues concerning its conservation and valorisation.

The Belgian team will subcontract part of the case study regarding accessibility to the French heritage to INRETS - Institut National de Recherche sur les Transports et leur Sécurité.

1.4 Co-ordination and control

The DYNAMO network foresees three layers of involvement (different colours in Fig. 1).

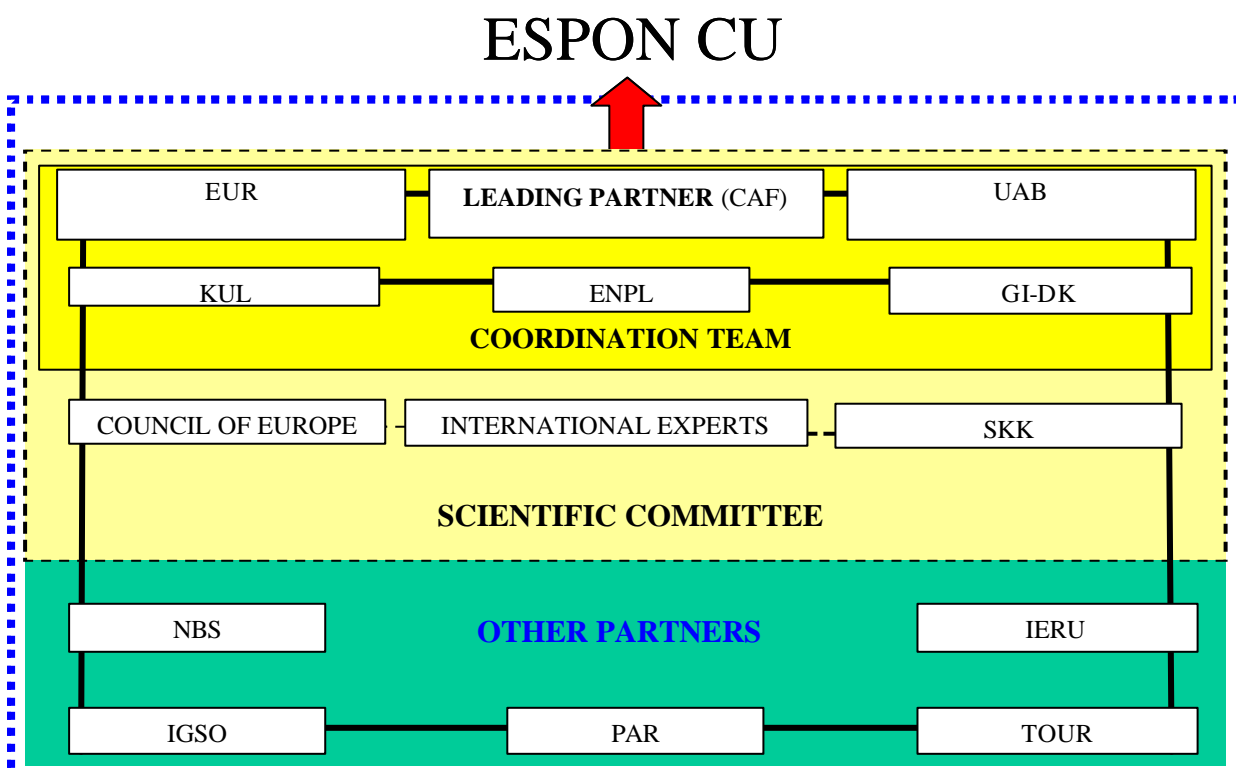


Fig. 1 – Structure of the DYNAMO partnership

Leading partner (LP) and Coordination team (CT)

The Leading Partner (LP) Jan van der Borg of Ca' Foscari University of Venice coordinates the whole project and is responsible for the deliverables stipulated in the subsidy contract with the

EC, and for the sound financial management of the project. The following partners form the coordination Team (CT) for this project:

1. Jan van der Borg, LP (Ca' Foscari University Venice, Italy)
2. Antonio Russo for PP2 (Erasmus University Rotterdam, The Netherlands)
3. Gerda Priestley Kearney for PP4 (Universitat Autònoma de Barcelona, Spain)
4. Myriam Jansen-Verbeke for PP3 (Katholieke Universiteit Leuven, Belgium)
5. Christian Wichmann Matthiessen for PP8 (University of Copenhagen, Denmark)
6. Harry Coccossis for PP6 (University of Thessaly, Greece)

The CT includes a “hard core” of scientists with a long-established history of networking and collaboration on specific educational and research projects, and with a strong expertise on ESDP issues.

The CT will deal with the following tasks:

- Preparing the discussion agenda for the Scientific Committee meetings, the general partner's meetings, and all the other events connected with the project
- Ensuring the quality and maximum diffusion of all the project results and internal information exchange, with the active involvement of all the project partners
- Taking all the decisions related to exploitation of the marketable results
- Proposing to the ESPON CU any changes to the work plan, the costs or the time schedules reflected in the contract signed by the LP with ESPON
- Assisting the LP in the relationship with the ESPON CU
- Resolving any conflicts between the partners
- Organising all internal and review meetings
- Supervising the management of the project website

The CT will work through close e-mail and telephone contacts and occasional personal contacts. All decisions are taken collegially and eventually by vote, with the vote of the LP counting twice.

Scientific committee (SC)

The **Scientific Committee (SC)** advises the CT regarding the following issues:

- Co-ordination of scientific-technical development within the project
- Co-ordination of the participation of the project at presentations, conferences, and exhibitions
- Co-ordination of dissemination activities, and relations with other projects
- Monitoring and evaluating the project progress and the quality of deliverables
- Enhancing the dissemination of the project results through the mentoring of a number of scientific publication and the preparation of ESPON-DYNAMO seminars
- Coordinating knowledge exchange between DYNAMO and other activities carried out within and outside ESPON

The SC includes:

- the 6 members of the coordination team
- the representative of the Finnish ECP at University of Joensuu, in order to ensure the maximum adherence of the project to the general framework and specific activities carried out in the ESPON project
- a representative of the Council of Europe, Mr Mikhael de Thysse
- international experts in the different disciplines that are relevant to the objectives set out in the TOR. At the moment four distinguished experts have been contacted and accepted to be part of the SC in the case that the tender presented by the “DYNAMO” trans-national group is selected for funding:
 - Prof. Roberto Camagni, Polytechnic University of Milan, President of European Regional Science Association ERSA
 - Prof. Margherita Ravaira, expert in legal issues of the University of Perugia
 - Prof. Xavier Greffe, Université Sorbonne Paris-I.
 - Prof. Paolo Costa, Mayor of Venice and President of TRAN, European Parliament.

The scientific committee may be enriched with peer reviewers following the suggestions of the ESPON CU and the partner institutions in the network.

There will take place at least one meeting of the SC per year in occasion of a General Partners’ Meeting. The rest of the work will be done through email and telephone contacts. All the partners in the project as well as representatives of the ESPON CU will be invited to the meetings of the SC.

Other DYNAMO partners

The partners which are not part of the CT or the SC will keep bilateral relationship with the CT on specific tasks of their competence within selected work packages, and will be given the opportunity to networking through the DYNAMO website and the general meetings and ESPON seminars held regularly during the project duration.

2. PROJECT PROPOSAL

4.1 Project synthesis

Objectives

The overall objective of the ESPON project 1.3.3 - “DYNAMO” is to understand and illustrate the spatial and functional diversity of the cultural heritage and identity in European regions and neighbouring countries. The project also aims at the production of new knowledge on the significance and dynamics of the cultural heritage, through the development of innovative methodological tools to evaluate the threats and opportunities arising from the interrelation of culture with the main social and economic trends shaping the European territory at various scales. The role of cultural heritage both as a capital asset with ethical and economic value, and a stimulus to change will be taken into account, implying that new, wider notions of “heritage” will be taken into the picture compared to previous research efforts developed within the ESDP programs.

Description of work

The ESPON project 1.3.3 - “DYNAMO” is carried out by a network of 11 European research partners in an equal number of European countries, under the general coordination of the Leading Partner Ca’ Foscari University of Venice, Italy. The project runs for 24 months since the signature of the contract and costs 459,530.14 € (including a 5% contingency reserve). The project foresees four main fields of activity as foreseen by the TOR (methodological consensus and project preparation / data collection, analysis and identification of regional typologies / in-depth case studies / production of policy recommendations for ESDP), which are subdivided for management purposes in six work-packages (five operational work-packages and a “management” work-package), each carried out by a variable number of partners of the network under the general coordination of the LP. The deliverables of each work-package (reports and electronic sources containing data banks, analyses and maps), are given the maximum dissemination through the project website, seminar and conference activities, and publication in refereed journals and books.

Milestones and expected results

- 1) improved insight into the various regional specificities about the state, organisation, dynamics and pressure and threats of the European cultural heritage and identity, in a long-term perspective
- 2) new modelling insight into the impacts of culture as an engine of sustainable social and economic development
- 3) clear and well-founded guidelines for cultural policy and heritage management on European, national and regional/urban levels
- 4) two ESPON-DYNAMO seminars and a final ESPON-DYNAMO international symposium, including full documentation, reports and scientific publications
- 5) maximum consistency and exchange with other projects carried out under the ESPON programme and other relevant EU activities in the fields of culture and spatial planning.

4.2 The background of DYNAMO

Access points

Culture counts. There is today widespread acknowledgement of the ethical value of the heritage, which can be seen to shape a number of human practices (from travel to pilgrimage, from heritage stewardship to environmental protectionism) and to elicit a number of policy responses at various levels. However, both at European government level and at the local (especially city) level, there is today recognition that culture has *strong economic implications* for the development of a territory.

Much research on the economics and geography of culture has been opportunity-driven. Tourism, and cultural tourism in particular, has unsurprisingly been the main focus. Cultural tourism is possibly the most immediate strategy to make the heritage “rentable”. On the other hand, the threats determined by excessive tourist pressure on the cultural assets have been (and to a large extent still are) an “emergency” for many European regions all through the 1980s and 1990s, causing fundamental revisions in common thinking and strategic attitudes towards tourism development. Established destinations like Venice, Toledo, Rhodos, Sintra, Salzburg, the Loire Valley, or world heritage sites in the “new Europe” like Český Krumlov, Pécs, Cracow, Tallinn, Paphos are regularly flooded with visitors without any sensible long-term benefit being brought to the host community. Furthermore, a multiplication of occasions occurs in which the very integrity and symbolic significance of such heritage assets is under threat.

The rationale for cultural landscapes comes from the Council of Europe’s European Landscape Convention and UNESCO’s ‘Man and Biosphere’ program. A list of arguments quoted to justify preservation of cultural landscapes is provided in the final SPESP 1.7 document at p. 18. The ESPON work carried out by the Venice team on built cultural heritage bases the reasons to protect heritage on two layers of significance: an “implicit” significance for symbolic and aesthetic reasons (heritage as a reflection of a people’s identity and as a marker of human history), and an “explicit” or functional significance which has to do with the necessity to preserve the “quality” of the heritage in order for economic development strategies based on its use to be long-term sustainable. **Cultural landscapes and built heritage need to be protected and enhanced not only because they are valuable markers of human history, but also for general development to be sustainable.**

To address the dilemmas posed by tourism development in heritage cities, a stream of research has been carried out by the main contractor Ca’ Foscari University of Venice and other partners under the aegis of UNESCO-ROSTE during the 1990s². The “Alternative Tourist Routes in Cities of Art” and “Tourism Management in Heritage Cities” projects, both conducted in a partnership with the EURICUR organisation at the Erasmus University of Rotterdam, established in operational terms the value of heritage as a resource for cities and small historical towns, which may promote tourism as a strategy for local economic development based on local assets, seeking to optimize the levels of pressure of tourism under the constraint of viable socio-economic

² See Borg, J. van der, and G. Gotti (1995) Tourism and Cities of Art. UNESCO/ROSTE Technical Report n. 20, Venice; van der Borg J. (ed.) (1996) Alternative tourism routes in cities of art. UNESCO-ROSTE Technical Report n. 23; Russo, A.P. (ed.) (2000), Tourism Management in Heritage Cities. Proceedings of the 2nd International Seminar, Nazareth, Israel, 35 February 2000. UNESCO Venice Office Technical Reports Series, n. 30; Russo, A.P., P. Boniface, and N. Shoval (2001), “Tourism Management in Heritage Cities”, *Annals of Tourism Research* 28(3): 824-826; Russo, A.P. (2002), “A Stakeholders Approach to Tourism Policy in Bruges”, in *Tourism Studies in Bruges*, ed. by WES, Bruges.

development. Widely-used tourism management tools such as the *tourist carrying capacity*³ and *tourism area life-cycle*⁴ have been extended to encompass the most evident relations between the tourism development patterns in a city and the possibility to bring forward the conditions for sustainable growth. Their operationalisation in a network of European “heritage cities” has allowed to refine practices and processes of urban policy, and to identify a number of best practices — as well as worst case scenarios — that are currently widely used as a benchmark in tourism studies, among which Venice, Bruges, Salzburg, York, Granada, Nazareth, etc.

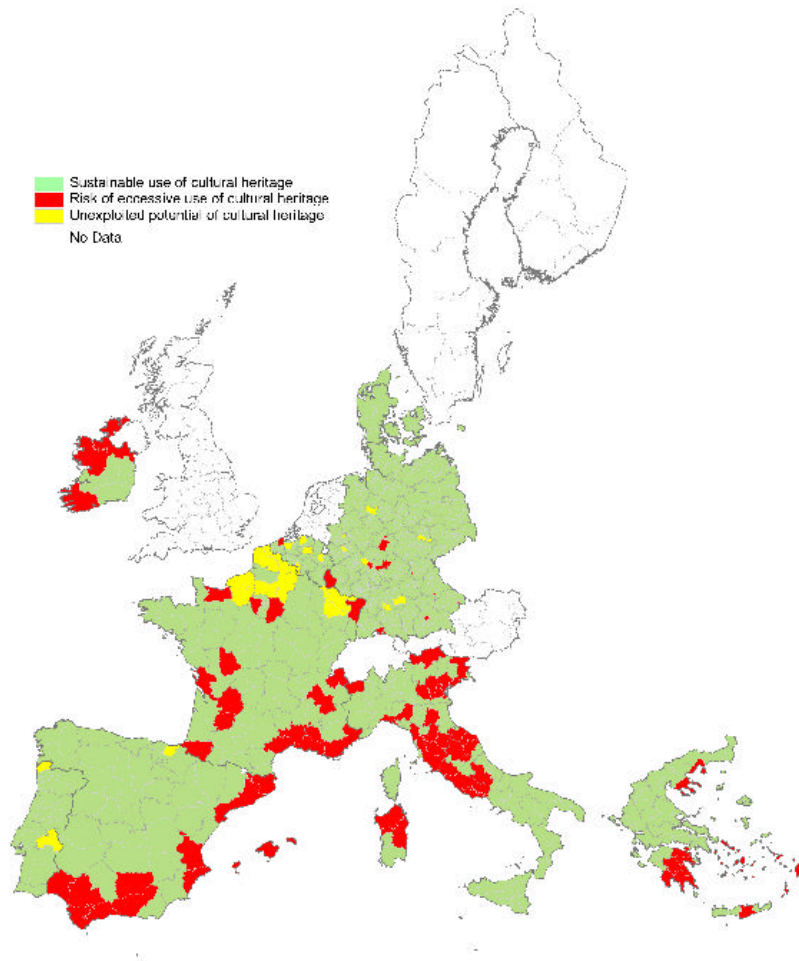


Fig. 2 – The “sustainable use” of the European Cultural heritage as produced by Group 1.7 of SPESP

³ Borg, J. van der (1993), *The Social Carrying Capacity of Venice*. EURICUR, Rotterdam (1993-8). Canestrelli, E., and P. Costa (1991), “Tourist Carrying Capacity: a Fuzzy Approach”, *Annals of Tourism Research* 18 (2): 295-311. Lindberg, K., S. McCool, and G. Stankey (1997), “Rethinking Carrying Capacity”, *Annals of Tourism Research* 24 (2): 461-465.

⁴ Butler, R.W. (1980), “The Concept of a Tourist area Cycle of Evolution: Implications for Management of Resources”, *Canadian Geographer* 24(1): 5-12. Martin, B. S., and M. Uysal (1990), “An Examination of the Relationship Between Carrying Capacity and the Tourism Lifecycle: Management and Policy Implications”, *Journal of Environmental Management* 31: 327-333. Russo A.P. (2004), “Crowding, Carrying Capacity and the TALC Model”, in *The Tourist Area Life Cycle: Conceptual And Theoretical Issues*, ed. by R. Butler. Channel View Publications, Clevedon, in press.

Governance issues have been also dealt with, developing the concept of *heritage stakeholdership* as the community of interest which can guarantee the (re)production of culture in a given territory. This concept, which hints at notion of *social* and *intellectual capital* of a community, has marked spatial and economic features and is significantly dynamic in nature. It is assumed that heritage stakeholdership is tied to the development cycle activated by tourism in a region, which may ultimately result in unsustainable changes. **This principle informed, among other things, the work carried out by the Working Group on “Built Heritage” in SPESP 1.7:** That study set out to simplify the relation between heritage and territory identifying “crisis areas” (at NUTS III level) where the tourism development of a given territory was subject to “unbalances”: either an excessive pressure threatening to harm cultural assets, or an insufficient capacity to put to proper value the concentration of heritage assets in one area. As a consequence of the erosion in their stakeholdership base, a territory would not generate the resources needed for heritage preservation, and in the long term it is subject to dangers of “simplification” and loss. These principle resulted in the construction of an European “map of sustainability” for the use of the cultural heritage (Fig. 2). The map illustrates at NUTS III level and for old Europe-15 which regions make the “best” out of their cultural endowment from the point of view of a good balance between attractiveness and pressure levels (in green); which ones are subject to possibly unsustainable pressure levels compared with their size and population (in red); and which ones can enhance their profile as tourist destinations, expecting benefits for the local resources (in yellow).

New challenges from globalisation and the European enlargement

Coming after the first stage of the ESPON project, the main purpose of ESPON 1.3.3 is to identify an innovative methodology to assess the relevance, regional impacts and spatial dynamics of culture on the European territory, and to derive policy guidelines for European planning spatial from the analysis of the territory done according to these new principles. The Project Guidelines Specification and the Terms of Reference published on the ESPON website set out a number of pointers and recommended courses of action for the new project:

1. **Culture and globalisation:** the dynamics of European integration and world globalisation endanger culture and at the same time highlight its role as a critical element for the sustainability of the process of change.
2. **Lack of comprehensive definitions and conceptualisation of culture.** New efforts will have to take into account the ‘dynamic elements’ related with the categories of indicators identified in the previous SPESP research on cultural diversity (see “Existing access points” in GPS).
3. **A new categorisation of European regions** is needed highlighting “threats and opportunities” of culture in the European dynamic environment
4. **“Cultural landscapes” as the conceptual rendition of the interrelation of cultural heritage with the territory:** people, values, economic systems and functions (see SPESP 1.7.final.pdf pp. 15-17).
5. **Cultural heritage** as a dynamic (“looking at the future”) and broad (not only architectural heritage) concept, which hints at the preservation of the cultural capital stock and at the presence and solidity of cultural production and reproduction systems.
6. **A policy focus** is needed to address the problems posed by the conceptualisations above on territorial development. Cultural “boundaries” in Europe and at its edges need to be addressed.

This study moves from a specific context: the intertwined dynamics of globalisation and the renewed interest for the local. The European enlargement is an illustration of these forces at work, and the main pretext for this study: new member states generate new economic, social and physical pressures on the European cultural assets, but at the same time contribute to a redefinition and a re-focalisation of the very concepts of culture and identity.

In May 2004, 15 new countries have joined the European Union, and other two are going to join in 2007. The new countries represent not only an addendum of 74 million new citizens and a territory of some 738,000 km², but also numberless languages, dialects and ethnic groups, and a remarkable total of 49 sites in UNESCO's World Heritage List (plus 16 in Bulgaria and Romania and 11 in neighbouring Norway and Switzerland), which add up to the 240 existing in the EU-15 territory.

What does enlargement mean in term of valorisation and conservation of the cultural heritage of Europe, and what is the impact of an extension of the "cultural boundaries" of Europe for economic and social development? The two issues are closely related.

- More *cultural complexity* at the local, regional and pan-continental level: Europe, and each of its territories, will be richer in cultural resources: more attractive, more interesting, more "contestable".
- More opportunities for *cultural identification* for European communities: the enlargement toward neighbouring countries re-brings in the European community traces of the heritage of its citizens, who have the opportunity of re-discovering their past traditions and languages.
- More room for *cultural planning*: the enlarged "scale" of the cultural resources of Europe, in terms of landscapes and intangible heritage, means that more possibilities are given to integrate development strategies based on the recognition and valorisation of culture *across territories*.
- Additional *impulses to human mobility*, both driven by cultural consumption (tourism), and a result of a wider availability of cultural intangible elements (a "safer" migration, higher levels of quality of life in selected locations, the attractiveness of cultural production milieus, etc.).

Face to these interesting trends, lies the threat that economically backwards regions will be tempted to "fill the gap" that divides them from the richer regions by abusing the cultural resources, for instance investing in a "bite and run" model of tourism development with little consideration for the necessity to conserve the resources when compared with large short-term receipts. With unemployment levels in the entering countries almost double than that of EU 15, these countries are only partially to blame if they can't – alone – control the development of a tourism industry which is ever more global and hence less constrainable by regional policy frameworks. Examples where the heritage has been partly "given up" to easy rentability are already abundant. Prague, Cracow, Tallinn are examples of cities where the models of use of the heritage have entered in partial conflict with the present and future needs of the local population. Whole regions such as Buchovina in Rumania or the Baltic coast are undergoing social and economic transformations that put in peril a fragile and largely intangible heritage.

Other dangers come from the loss of "stakeholdership" for heritage and culture in general which result from migration and added ethnic complexity; from the possibility of conflict in the

“recognition” of heritage⁵ ; and from the new physical pressures that a larger, more complex Europe poses to irreproducible assets in terms of infrastructure development and pollution levels.

Clearly, a larger Europe could be a challenge but a larger and institutionally stronger Europe could also be a way to come to terms with it: in terms of regulation for the conservation and promotion of the heritage, and because in it there may flourish “networks of knowledge” which reinforce the capacity of each member region to address and manage emerging issues.

At the same time, European culture stands at the heart of a fast-globalising world...

Main theoretical standpoints of the ESPON project 1.3.3 - “DYNAMO”

The concepts developed in the UNESCO Venice Office research activities and made operational as an analytic method in SPESP 1.7 can be extended in a number of ways to fit the agenda proposed in the TOR of the ESPON 1.3.3 project.

First, **different sources of pressure on the heritage than tourism are taken into consideration**, among which the main social and economic trend shaping the world and more specifically Europe, such as the increased mobility of people, goods and information, on one side, and the restructuring of governance on the other.

Tourism can still be regarded as the “microcosm” illustration of the conflicts and opportunities generated by globalisation, footlessness of capital and people, and technological progress in travel and information. The impacts of tourism in a context of social, cultural mobility greatly exceed the *hard* economic multipliers which have been the focus of decades of tourism analysis. Today, with visitors caring for “intangible” elements of a place at least as much as they do for the tangible heritage assets, what is mostly looked at is the impact of tourism consumption on the social and cultural processes which are in the end the *soft* factors behind the *attractiveness* of a place. The key question arising from cultural tourism is whether a “right” of travellers in the world to make contact with - and ultimately consume - the culture of a particular place is compatible with the correspondent “right” of the locals to preserve and access their very culture, which of course underlies an even more fundamental dichotomy between mobile and immobile masses of the world, those who have the “power to visit” (mostly the educated middle classes, who also have the capacity to appreciate the degradation of the cultural climate of a place just by comparison) and those who are dispossessed even of their own destinies⁶. The conflicts or synergies – tourism as a source of empowerment for the local community – are difficult to capture because obscure, under-defined, and arising at different time horizons. **Fundamental advances are needed for the appraisal, if not measurement, of such “critical points”, in order for policy to come at ends with irreparable losses in social capital from the mismatch of demand and supply of localised cultural assets.**

The cultural heritage assets can thus be seen as dynamic factors in the urban or regional system:

- core elements in leisure clusters

⁵ Graham, B., G.J. Ashworth, and J.E. Tunbridge (1998), *A Geography of Heritage: Power, Culture and Economy*. Arnold, London.

⁶ Go, F.M., Lee, R.M., and A.P. Russo (2004) “Heritage in the Globalizing World: Reconstructing a Business Model”. *Information Technology and Tourism*, Vol. 6, n. 1, pp. 55-68.

- key-factors in the destination attraction capacity and magnets in the TOS ⁷
- landmarks in place marketing
- levers in urban regional revitalisation projects
- carriers of local identities.

Any development process which feeds back to the symbolic or economic value of the heritage has inevitable repercussion on the development opportunities for the territory.

The loss of cultural identity and complexity, the changes in the landscape, the destruction of symbolic values, can be *accelerated* and made more dramatic in context of high tourist pressure, but can take place at a deeper scale as a result of changes in the demographic, social and economic composition of the territory. In fact, the blurring of boundaries between visitors, travellers and “global mobiles” and a corresponding confusion between the practices and attitudes of “host” and “guest” populations is taking place, undermining the very foundation of such notions. The post-modern, global world is divided between empowered travellers, who make the same “use” of a place that is made by local global denizens, and the substantial mass of minorities (by gender, race, social class, access to education) who do not partake this mobility and are “condemned” to be the object of the travellers’ gaze⁸.

In this sense, the pressures from tourism — cultural pressures which turn out to have a substantial economic relevance, or economic pressure with a deep cultural impact — are today not distinguishable anymore by any hazard on “local assets” generated by the globalization of the economy and of the society, with one significant additional concern: the low grade of resiliency, or incapacity to adapt, of such sensible and volatile resources when confronted with fundamental changes in the social and cultural contexts that gave them life. Such changes are also less and less “tangible”, and receive untimely an inadequate attention from governments. There is a widespread feeling that while you can plan “against” tourism for the sake of heritage conservation, you can hardly steer world trends in order to protect culture; in other words, that culture itself and the heritage are by-product of economic and social changes, with little room for local policy to control them. However, **there must be the capacity to assess and evaluate such changes and to anticipate them in order for the necessary conservation processes to be set in place at due time.**

Secondly, the consideration of “built heritage”, or tangible cultural assets and features of the territory which informed the previous stage of the ESPON programme (SPESP) is inherently a “static” conceptualisation. While useful for the description and the analysis of the territory, it is inevitably of little use for policy — especially when it comes to define strategies for the reconstitution of the cultural stock of a region and at the “nesting” of culture in local economic development. Culture is not only heritage, but a whole “system of knowledge”: that is, localised capacity to produce objects, practices and experiences of symbolic value for the community and for visitors. In this wider meaning, heritage itself can be an “expression of the past and present identity of a community”, reflecting its creativity and significance, but also the epochal changes to which it was subject, and its conflicting, contested character.

⁷ TOS Tourist Opportunity Spectrum / ROS Recreation Opportunity Spectrum, in Jafar, J., (ed.) (2000), *Encyclopaedia of Tourism*. Routledge London New York.

⁸ Urry, J. (1990), *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. Sage Publications, London.

In short, culture is a fundamental element of the “knowledge society” which many cities and regions of Europe are trying to build, either by endogenous growth, or by the attraction of valuable skills and assets through place marketing and networking. At the same time, culture is a “consequence” of the cultural features of the territory: according to Manuel Castells⁹, the heritage might represent a link between the “space of flows” and the “space of places”, which become fundamentally separated from one another under the tensions of a globalizing society. In this sense there is “continuity” in cultural heritage and no contradiction between identity as a fundamental feature of a region and the changes in the social composition, and thus in the cultural capacity of a region. Identities need to be promoted and made known, made attractive, but they cannot escape change, adaptation, and this is also part of the cultural heritage of a region. The appraisal of the cultural heritage then extends to the methodologies to preserve the cultural capacity inherited from the past, as taught in higher education and nourished by cultural institutions such as archives and libraries. And it regards, inevitably, **the dynamics of the cultural stock, and thus the capacity to produce new culture: not only art objects and performances, but also whole new systems of symbols, languages and beliefs** .

Both these axes will be considered in the ESPON project 1.3.3 - “DYNAMO”:

1. a thorough account of the pressures on the heritage and identity of European regions, which basically extends the approach of SPESP 1.7 to other, more general social and economic dimensions
2. and a critical analysis of the opportunities arising from globalisation and the enlargement on the “local cultural capacity” of places and the way in which they may affect local economic development and long-term sustainability.

An important aspect of the use of our old study and the centre of this new stage of ESPON is the “mapping” of issues and the derivation of indications and methodological innovations on land use policy and cultural planning at the European level, that is, over current national boundaries.

The construction of “functional” regions or of regions characterised by cultural homogeneity and varying degrees of complexity can be seen as the precondition to elaborate EU-wide cross-regional policy guidelines on sustainable heritage use and the promotion of culture as an engine of economic and social development.

Continuities will be identified at different levels: the **physical** (portions of the heritage and especially of landscapes that extend cross-border), **thematical** (cultural specialisation or complex textures from the superimposition of different heritages which extend cross-border and need to be preserved with the adequate planning tools), **functional** (development strategies which extend cross-border: e.g. tourist routes or multi-polar cultural economies).

To this extent, three dimensions are crucial:

- The relation between cultural heritage and identity and economic development
- The relation between cultural heritage and identity and society
- The relation between cultural heritage and identity and environment

⁹ Castells, M. (1996). The information age: Economy, society and culture. Volume I: The rise of the network society. Blackwell, Oxford, UK.

Culture and economic development

The production (or reproduction) of cultural goods and services is a full-fledged — though spuriously organised¹⁰ — economic industry per se, employing a high and increasing number of people in Europe (see Table 1). The recent EUROSTAT study highlights that cultural employment represent some 2.5% of the total employment¹¹ in EU25 and neighbouring countries (See Table 1), that is some 4.2 million people are active workers in cultural sector, ranging from 1.4 % in Portugal and Slovakia to some 3.2 % in the UK, whereby a restricted delimitation of cultural activity has been considered. The same report also highlights the prevalence of the flexible, unstructured nature of cultural occupation, as well as the high proportion of self-employed and entrepreneurs among cultural workers compared with other sectors of the economy.

Exceeding its quantitative importance as a generator of employment is only the acknowledgment of the symbolic poignancy of culture as a pillar of inner city economies and a potential factor of transformation of rural landscapes. The consumption of culture, available in large varieties and combinations, is a high-rank service which qualifies at many levels urbanisation, becoming a factor of attraction for a wide range of uses and users.

Table 1 - Dimension of cultural employment (thousands of jobs) and % of total employment in EU25 and neighbouring countries

| | | | | | |
|-------------|----------------|-------------|-------------------------------|-------|------|
| EU25 | 4,164.3 | 2.5% | Slovakia | 27.0 | 1.4% |
| Denmark | 79.9 | 3.1% | UK | 877.1 | 3.2% |
| Greece | 81.7 | 2.5% | Czech Rep. | 79.6 | 1.8% |
| Ireland | 42.8 | 2.7% | Estonia | 19.9 | 3.7% |
| Latvia | 15.0 | 1.8% | France | 434.0 | 2.1% |
| Hungary | 69.0 | 1.9% | Cyprus | 7.3 | 2.5% |
| Austria | 70.4 | 2.0% | Luxembourg | 3.2 | 1.8% |
| Slovenia | 20.1 | 2.5% | Netherlands | 249.1 | 3.3% |
| Sweden | 139.6 | 3.3% | Portugal | 60.4 | 1.4% |
| Belgium | 89.0 | 2.3% | Finland | 78.8 | 3.5% |
| Germany | 929.7 | 2.7% | Luxembourg | 3.2 | 1.8% |
| Spain | 307.9 | 2.0% | Neighbouring countries | | |
| Italy | 453.0 | 2.2% | Iceland | 6.1 | 4.2% |
| Lithuania | 30.1 | 2.7% | Norway | 48.4 | 2.2% |
| Malta | n/a | n.a. | Bulgaria | 50.5 | 2.1% |
| Poland | n/a | n.a. | Switzerland | 93.3 | 2.7% |

¹⁰ O'Connor, J. (2003), The Cultural production Sector in Manchester. Manchester City Council, Manchester.

¹¹ See EUROSTAT news release 68/2004, 26 May 2004.

The appreciation of the benefits from an economic development model based on culture cannot be separated from concern for the preservation of the capital assets on which development is based, but the relation is bi-directional, as was assumed in the first ESPON study 1.7: preservation is possible (and desirable) to the extent to which the heritage is inserted in a positive valorisation cycle which leads to the generation of diffused benefits to the community, generating a direct community interest in the preservation of those assets and an assumption of responsibility for its care (stewardship). In a historical phase of shrinking budgets and deregulatory trends, conservation based on state transfer out and a “top-down” selection of valuable cultural assets is a dangerous and unstable process. In this light, one has to welcome the meritorious dissemination of practices ascribable to the philosophy of “sustainable heritage management” as endorsed by translational bodies such as UNESCO, the Council of Europe, ICOMOS, etc. and heralded by the ESPON first stage of research conducted by SPESP Group 1.7 (“Cultural assets and landscapes”) for the identification of key pointers for the mapping of the European heritage.

Culture and society

The map of threats and opportunities arising from a “wise management” of the cultural heritage and identity of cities and regions is constantly changing with the dynamism of the social environment in which culture (“a social construct”) is inserted.

Culture reflects a new society, and roots it in old ones. Culture facilitates integration, and supports the emergence of new identities when they are hidden, as ethnic and social minorities. In the new Europe-25, and especially in its two opposite and parallel dimensions, urban Europe and rural Europe, precisely these issues are at centre stage: the capacity of cities and regions to talk to each other, the capacity to plan for development not in competition, that is subtracting resources to one another — which may ultimately lead to a zero-sum game not making Europe any better as a whole —, the capacity of regions to include and make the best of rural an peripheral areas rather than leave them behind in search of a higher “centrality”.

Culture is an “unifying thread” that builds links across Europe, between citizens, social groups, and local governments. Cultural investments may result in a more cohesive, safer, happy Europe based on knowledge of itself and the other. Mapping European diversity and tracing these “threads” that extend over territories and across regions, as it has been done by the Council of Europe with its “cultural routes” but giving them more substance in terms of scientific meaning and integral character, could be the backbone of a new European cultural policy for the development and progress of all the European regions.

Culture and the environment

Culture is a material and intangible element of the European landscapes, and variously interferes with the relation between man and the environment: heritage assets represent an element of distinction, providing value to landscapes, and to various extent channelling changes. Traditional values, economic and social patterns, as well as social dynamics drive the pace of such changes and the willingness of the locals to attach value to conservation.

Thus culture can be seen both as the result (heritage) and the main driver (cultural standpoints) of landscape transformations. An Europe-wide conservation policy with rigid rules would inevitably determine an element of “fixity” in spatial development, possibly hampering economic and social strategies. At the same time, these very strategies can be based in a proactive approach to cultural development that takes into account the full deployment of assets, skills, and institutions that are present in a territory. Cultural investments in the territory inevitably have impacts on the very natural conservation strategies and in the way in which culture mediates the relationship of man and nature.

Culture then *qualifies* the European landscape and interferes with its changes. Mapping cultural assets would represent a fundamental input to environmental policies, because it indicates the stringency and consequences of changes.

4.3 Research Questions of ESPON 1.3.3. – “DYNAMO”

The Primary research questions for the ESPON 1.3.3. (as set out in the TOR), can be further elaborated coherently with the project background and approach endorsed by this TPG:

- a. Provision of a broad concept for cultural heritage which builds upon practicable and measurable categories. Under this heading, some main questions need to be addressed:
 - what heritage assets can be identified and how can differing levels of complexity and relevance can be captured by spatial analysis. In this field, it is necessary to revise the categories of heritage currently monitored by ESPON to include intangible elements and “cultural industry” and “material culture” data;
 - how to produce an represent indicators of significance and diversity of the heritage in one specific region;
 - how to illustrate the “dynamic” aspects of culture, and its interrelation with the fundamental elements of the place.

The issue involves a revision of the methodology adopted in SPESP – Group 1.7 and other activities of spatial analysis carried out under ESDP. Moreover, protocols for GIS technology need to be developed.

- b. Identification, gathering of existing and proposition of new indicators and data to measure and to display the state, trends and impacts of the developments referred to above covering EU 25+2 as well as Switzerland and Norway. Compilation of national studies with European focus.
 - It is necessary to harmonise the collection methodology indicating a standard that could be adopted at EU level;
 - The proposed indicators need to comply with existing typologies and fit the general requirements of reliability, measurability and significance.
- c. Examination of territorial typologies with reference to the most important conflicts and mutual support between cultural heritage and current human (economic) activities

- The key idea is that breakthroughs in the representation capacity by means of indicators and GIS tools will allow a deeper understanding of the range of threats and opportunities arising from European enlargement and globalisation.
- d. Identification of types of regions with particular strong relations between the following aspects: cultural heritage, identity and social, environmental and economic development.
- In this field there will be an attempt to come to a cross-thematic categorisation of regions on the basis of interrelated cultural, social, environmental and economic trends as captured by the works carried out under different projects such as ESPON 2.4.2 “Integrated analysis of trans-national and national territories based on espon results (2004-05)” and ESPON 3.2 “Spatial scenarios and orientations in relation to the ESDP and EU cohesion policy (2004-06)”.

4.4 Innovation and complementarity of the project in ESDP

DYNAMO addresses most of the issues posed by ESPON 1.3.3 GPS and TOR. Its ambition is to produce not only an innovative methodology for the analysis the European heritage but also a whole new conceptualisation of how cultural and heritage assets affect the European regions and are on their turn affected by the main social-economic trends shaping the new Europe. The character of this analysis — transversal as it is to many themes developed with ESPON, like social cohesion, economic development, regional integration, mobility etc. — represents added value to the construction of European Spatial Development Perspectives rather than remain an “island” in spatial planning and policy as all too often happens with analyses of cultural heritage. The most innovative and complementary elements of this analysis are illustrated below.

Breadth in the conceptualisation of the heritage

In this project the broadest possible conceptualisation of culture is adopted, as defined by international bodies and UNESCO in particular, with the constrain of operational value.

➤ **Nature of culture: tangible, intangible, material culture**

We refer to the categorisation of UNESCO’s World Heritage List including **tangible heritage** (architectural and natural), **intangible** (places with historical value, traditions, cultural and artistic expressions), and adding **“material culture”**: expressions of local lifestyles and territory produces (wine and food production, crafts making, creative industries, etc.).

➤ **Functions of culture: production sector, innovative input, condition of the territory and of the society**

We may further refer to the general subdivision introduced by SPESP (functions of cultural landscapes subdivided in categories of social, political and regional functional areas, economic functional areas and social and cultural functional areas, introducing a more general but meaningful distinction between conceptualisations of culture as **output** (production of cultural goods and experiences as a territorial speciality), as **input** (innovative potential of a territory as a result of availability of educated and creative human resources), as **condition** of the territory (social and environmental structure: preservation of diversity and protection of identity).

Dynamic conceptualisation of the heritage

The most innovative challenge for DYNAMO is to “map” cultural dynamics in the space and to derive operational policy recommendation from the analysis of the spatial differentiation so

produced. The dynamic concept of a sustainable cycle of use and reproduction of culture is explored, which has inherent social and economic dimensions, rather than the static observation and analysis of the role of heritage assets within a moving European picture.

We refer to the most challenging advances of the new cultural and economic geography, which highlight the close interrelation between human activity and social organisation and the possibility to preserve, reproduce and valorise the heritage. Authors such as Castells¹², Graham, Asworth and Tunbridge¹³ and more recently Scott¹⁴ and Florida¹⁵ started a new debate on the social embedding of culture, clarifying that the heritage and culture in general are but a social construct whose mechanisms of accumulation and life-cycles result fundamentally from the capacity of local actors to recognise the heritage and to build a project around it with strong community connotations. Art and culture can be seen as resources for community development, for social cohesion and ethnic integration, and finally as location factors for firms and industries that are not “footloose” but rely on the relation with the territory for their business. Thus, social and economic trends shape the relation of the culture’s stakeholders with the cultural heritage and objects; for instance influencing the possibility of funding preservation, or the educational skills required for a full appraisal of the value of the heritage, or the cultural background of the constituency that decides on the cultural politics of a place. By crossing social-economic data, spatial data and cultural industry data, especially at specific local or cross-territorial thematic levels, DYNAMO aims to shed more light on such processes in order to define a conceptual platform for future European policy.

Normative value of the analysis

Rather than a mere descriptive illustration, DYNAMO aims at a “prescriptive model” with a strong and operational policy approach oriented towards an intelligent, balanced, sustainable and “proactive” use of heritage rather than the extremes of exploitation or sterile conservation. His approach follows directly from the most interesting results of the SPESP study (Group 1.3.3) where it was highlighted that an unsustainable use of the heritage could follow not only from over-exploitation from tourist pressure but also from a lack of capacity to be relevant for local economic development.

Efficiency and user-friendliness

Last but not least, the project will not infinitely search for the perfect indicators and the data to calculate them, but rather pragmatically use the existing data sources as efficient as possible to provide policymakers with clear-cut and reliable tools for regional heritage policies in the form of a ready-to-use Decision Support System.

Complementary character of the project

The project will not only benefit from knowledge exchange and coordinated elaboration with a number of programmes (ESPON 2006, INTERREG IIIC, Council of Europe’s Programme of Technical Assistance, UNESCO’s WHC programmes to name but a few relevant examples), but

¹² Castells M. (1996) *The information age: Economy, society and culture. Volume I: The rise of the network society.* Blackwell, Oxford.

¹³ Graham, B., G.J. Ashworth, and J.E. Tunbridge (1998), *A Geography of Heritage: Power, Culture and Economy.* Arnold, London.

¹⁴ Scott A.J. (2000) *The Cultural Economy of Cities.* Sage Publications, London.

¹⁵ Florida R. (2002) *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life.* Basic Books, New York.

the Decision Support System that it intends to construct will become a valuable source of information for these programmes too.

The project is complementary to other Europe-wide research activities with a policy focus, as those carried out within the EURO CULT 21 project (<http://www.eurocult21.org/>), a thematic network funded in the 5th Framework Programme under the key action “City of Tomorrow & Cultural Heritage”, whose main aim is to promote discussion, identify challenges, exchange best practices and diffuse knowledge concerning the current role of culture in urban governance, from city objectives (policy making and programmes) to the methodologies (strategic planning or public-private partnerships).

4.5 Data sources and data collection methodology

As already explained, the search for relevant data will be thorough and academically sound but will always take place with the objectives of the programme in mind. Data collection may never be a goal in itself but should always be oriented towards problem solving. It is with this spirit that the Lead Partner and its Partners will construct a DSS that allows those interested in understanding cultural dynamics in European regions and use these dynamics to design and implement policies to obtain the information they need. Too many projects suffer from the “perfect data -set syndrome”.

Privileged sources to tap to will be the EU data banks such as EUROSTAT, CORINE, but also policy data banks available at the Council of Europe, HABITAT, EURO CULT 21, PoliciesForCulture.org, will be taken into consideration as well as the single national data bases on cultural heritage (to be harmonised when possible) and cultural industry data from EU and national-regional sources.

4.6 Indicators to be further developed

Mapping the significance, relevance, spatial complexity and the dynamic profile of the presence of cultural assets on the territory involves a through discussion on such themes to be carried out within our WorkPackage 1. “Standard” indicators will regard:

- the collection of historical, heritage, monumental, and artistic assets on the territory, as registered by European statistical offices and national bodies (to be harmonised to keep into account existing differences in the methodology of collection);
- the collection of intangible assets and their spatial organisation (ethnic groups, traditions, languages, religions)
- the spatial organisation of homogeneous “cultural systems” and the superimposition between different ones
- the significance and endangering of cultural systems with regard to socio-economic development: human activity, infrastructure development, energy and natural resources.

The element of novelty will be captured by the inclusion of intangible element of the heritage and identity of a territory in this data collection, with necessarily has to rely on heterogeneous and possibly untested data sources.

However, two main obstacles should be taken into account and dealt with in effective (and scientifically sound) ways:

- the impossibility or impracticability to obtain a meaningful evaluation of the “cultural value” of a territory (which leaves space to “proxies” regarding the perceived level of attractiveness for different user groups, possibly in conflict, like local residents and visitors);
- the absence of standardised data bases regarding the cultural industries (jobs in the cultural sectors, firms involved in the production of cultural goods and services), which are an important element in our analysis of the trends and pressures on the heritage. This analysis is much more feasible at punctual (local or regional) levels where case studies can be developed to demonstrate the association of heritage and identity concern with the state and organisation of such industries develop further knowledge on policy frameworks where such associations have grown into synergies for local development.

Hence a discriminator in our analysis regards the scale at which data will be collected, which will regard both the whole European territory and its single regions (NUTS III), and specific “critical areas” – mostly urban areas - where there is a concentration of cultural assets and where there are most evident interrelations between culture and social / economic development (both at spatial and functional level).

As an example of quantitative and qualitative indicators that could be produced at the local level, the following could be quoted:

- the density of historical buildings in a city (numbers per sq. meter in the city / surface in total urban area)
- % of historical buildings : in private / public use / tourist - commercial -/ cultural use...
- Heritage assets by time period or genre and cultural complexity of the territory
- The mix of historical and modern landmarks (location, image, ..)
- The capacity of cultural assets in the place / region
- A cultural activity index and the role of individual cultural assets
- The role of cultural assets in leisure clusters
- The jobs generated by culture in a city or region
- Cultural education and cultural management institutional capacity in a city / region

4.7 Approach to the development of territorial typologies

From the already cited objectives that have been posed, it becomes clear that an important role will be reserved to the development of territorial typologies, typologies of regions that share a number of particular features and or problems and that may therefore be helped by similar families of policies with that respect. This facilitates the diffusion of best-practice and the possibility of benchmarking. The case-studies that are collected for example through the participation of networks (the Italian network of art cities for example but similar other examples of networks as well) will provide additional information with which the national and regional profiles may be interpreted more accurately.

Four kinds of typology could be developed:

- **Regional or cross-regional homogeneities and heterogeneities** in the spatial organisation of heritage assets or portions of them. Different regions can be identified which display a certain homogeneity of heritage assets, possibly extending over administrative boundaries; thematic itineraries linking different regions; and “clusters” of different types of heritage assets and identities in a portion of the territory.
- **“Functional regions”** (in terms of human / traffic flows, entrepreneurship, job creation) activated by the presence of cultural assets on the territory;
- **Areas of pressure** generated by the superimposition of financial and physical flows on a territory and its cultural assets;
- **Opportunities for development**, possibly unexploited, generated by the presence of a critical mass of homogeneous or heterogeneous cultural assets over a given territory in conjunction with social-economic trends (e.g. the presence of a vast pool of skilled human resources in heritage and cultural management, the existence of a diverse population, the capacity to generate tourism revenues).

4.8 Approach to the formulation of recommendations for policy: towards a Decision Support System for Cultural Management

In fig. 3 the whole process leading from the spatial analysis of the European cultural heritage and identity through indicators to the mapping of cultural landscapes and eventually to the identification of regional typologies through a cross-analysis with the results of the work conducted under other ESPON projects is illustrated. In the last stage (south-right corner) the conjunct analysis of regional typologies and case studies yields a framework to develop **policy guidelines**. These will regard three main areas:

- **Innovative heritage management & spatial planning.** The analysis of pressure factors on the heritage and identity of EU 25+2, as well as the opportunities provided by culture to a better valorisation of local resources (human, knowledge, environment), will allow a deeper understanding of the spatial planning framework in which cultural management policies have to be deployed.
- **Socio-economic development strategies.** The integrated analysis of the role and significance of the heritage assets and of the cultural industry trend will highlight how a better management will lead to formulate a number of recommendations on how to better link general economic development strategies with cultural policy at various spatial scales: the very local, the regional and cross-regional, and the pan-European.
- **Further research and data base requirements.** The “gaps” left by this study’s analyses will highlight which aspects of cultural consumption, production and conservation have to be given a greater focus in order for spatial planning to be most effective. All too often cultural statistics ignore fundamental dimensions of the “spatial organisation” of culture which matter the most for policymaking: funding, mobility flows activated, sustainable use of the territory. And conversely, it is often the case that planners do not consider cultural data among the most fundamental dimensions of spatial analysis and policy response.

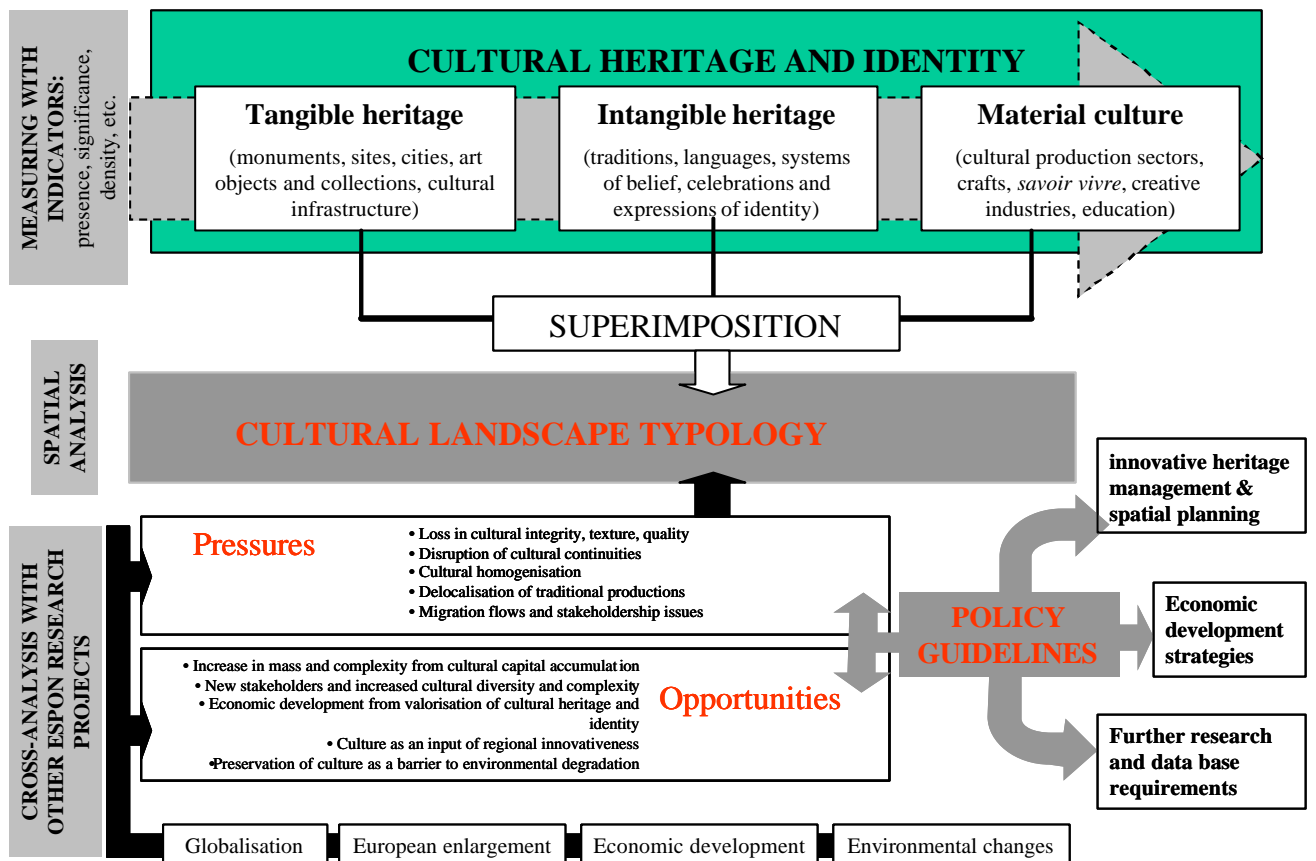


Fig . 3 – The ESPON project 1.3.3 - “DYNAMO”

The ESPON project 1.3.3 - “DYNAMO”’s ambition is to eventually result in the set up of an essential part — focusing on cultural assets — of a more comprehensive **Decision Support System** regarding the European Spatial Development Perspective. It will therefore be extremely policy oriented, notwithstanding its academic rigour. The parameters will be built on the basis of the elaboration of data effected by the partners, and interpretations of the indicators will be given using the case studies that allow for a more in depth approach.

Such a system, or toolkit, could constitute a clear and distinct objective for the project, and could render the task of advising policy makers both an immediate and a scientifically sound one. Such a DSS should not be a complicated “expert system,” but rather it should be a user-friendly and easy-to-deploy training toolkit that would allow administrators to retrieve and process information on policies for cultural-tourism management and its impact, based on qualitative and quantitative information, as well as models and case studies of “best” and “worst” practices.

Objectives of a Decision Support System

A Decision Support System (DSS) is a system for the storage, processing, and diffusion of information with the aim of assisting policy makers in taking rational decisions.

DSSs must be context-specific (what is sustainable in a place, under certain circumstances, may not be so in a different place and situation), and based on a clear indication of *measures* (indicators of sustainable development), *threshold values* (based on experts' opinions and simulations). Moreover, they rely on an underlying *impact methodology* to estimate the influence of global trends and shocks, which utilises models from a number of disciplines. Finally, DSSs must be *interactive* and *user-friendly*. In principle, any interested actor should be able to access the DSS services formulating a problem and retrieving solutions. For this reason, the architecture of a DSS must be integrated with a *software framework* allowing easy operations of data storage, processing and retrieval.

In general, it would be desirable to build a comprehensive impact model encapsulating the complex interacting patterns of tourist development in urban regions and the connected land uses with respect to social-economic variables. This can be done, for example, through general econometric models utilising empirical data, or through simulation models.

The utilisation of Geographical Information Systems (GIS) in connection with the DSS is particularly relevant in the case of cultural management where land use options are at stake; GIS represents a powerful analytical tool for sustainable development of a territory.

The DSS should deliver the following services:

- store and process data on cities;
- analyse the impacts of decisions in comparable contexts;
- assist decision makers with *rules* to guide the decision process;
- identify actors and levels of government that should be involved in specific decisions;
- improve the communication between stakeholders involved in ;specific decisions
- provide clear representation (e.g. cartography utilising GIS, simulations based on multimedia technology) on the consequence of decisions taken.

Moreover, the system should automatically up-grade its modelling capacity according to a learning process. DSSs should employ multimedia technology (on-line telecom data; printed sources; electronic data banks; video footage; access to archives and links). Internet access to the DSS should be partially open to the general public (e.g. general working, retrieval of selected information), partly restricted to network membership (e.g. modelling, access to decision rules, etc.).

Applications of a DSS for heritage and the identity of EU 25+2

The DSS allows decision-makers to take and implement decisions in complex cultural contexts and regional typologies, such as those identified through the ESPON project 1.3.3 - "DYNAMO". Examples of possible uses of a DSS for a decision-maker of a heritage city are the following:

Qualitative information on comparable destinations

- information on other sites (in connection to a data base of information provided by the member cities themselves)

- interactive identification of cases of “best practice” according to the judgements of member cities
- classification of sites according to a system of state indicators - e.g. stage of evolution, geopolitical contexts, geographical resources, characteristics of historical assets, social composition, etc.

General information on sites (no-change scenario), to be utilised as a tool to enforce cultural management programs

- the general trends of development in the city (analysis of *state* and *pressure* economic indicators, to be extrapolated from historical data sources) - e.g. historical trend of tourist pressure ratio, stress on historical areas, etc.
- the impacts of tourism on the local/regional economy (analysis of *state* and *pressure* economic indicators, in connection with regional I-O tables) - e.g. revenue and employment multipliers, leverage towards strategic sectors, impacts on price and wage, structure, etc.
- carrying capacities of single resources (physical carrying capacity)
- carrying capacities of extended areas (based on linear programming models)
- impacts of tourism development on the environment (analysis of *state* and *pressure* indicators based on ecological models) - e.g. waste production from tourism activity, use of water and land resources, pollution from tourist mobility, etc.

Specific information (evolution scenario) to assess the degree of sustainability of various policy alternatives

- the consequences of decisions taken in the cultural domain on other sectors of the urban economy or on the environment (analysis of *response* indicators based on comparable experiences/contexts)
- the consequences of decisions taken in other sectors of the urban economy or on the environment on culture (analysis of *response* indicators based on comparable experiences/contexts)
- analysis of impacts and qualitative information in a sustainability context
- analysis of change through simulation models utilising GIS technology

Decision support rules

- whether to take or not a certain decision, based on values of objective functions to be decided by the decision maker itself and on the comparison between *no-change* and *evolution* scenarios
- consequences of decisions taken by comparable cities in similar circumstances

Architecture of decision-making processes based on comparable experiences and “best practice” cases

- Actors to involve
- Levels of governments to mobilise
- Organisation
- Funding institutions for projects
- Main obstacles to decision implementation

Technical specifications

The DSS involves a plurality of sources.

- *Data banks*, storing data on main economic variables (heritage assets, cultural industries, tourism, other sectors of the economy, infrastructure, mobility flows; demographic, socio-economic, environmental) at local and regional level for member cities;
- Access to other data banks through web links;
- System modelling, based on such approaches as:
 - linear programming
 - growth models
 - econometric models
 - time series analysis
 - factor analysis for the analysis of qualitative data
- CD-ROMs containing exhaustive qualitative multimedia information on member cities, policies implemented and economic analysis
- Printed guidelines for action

Operation of the DSS

The DSS could be run by a central office (linked or dependent on ESPON, at least in a first stage), which caters for the system operation, collects and processes information among partner cities, entertains relations with cities (e.g. manages membership and circulation of information via bi-weekly electronic newsletter), promotes the DSS activities through other cities, networks, IGO's, NGO's and produces and delivers physical products (e.g. CD ROM, publications, training programmes, etc.)

Scientific activities can be organised aside of DSS operations with the goal of improving its performance, in the following fields:

- studies and seminar activities on cultural statistics;

- studies and seminar activities on system modelling;
- studies and seminar activities on policy theory.

4.9 Coordination and networking with other ESPON activities

It goes without saying that intensive interaction with other parts of the ESPON activities will be sought. Not only will the findings and methodologies used be of interest to other groups that are involved in projects regarding related field and vice versa, but given the *transversality* of the theme it is difficult to imagine not to cooperate with the other parts of the ESPON programme.

The activities of completed or on going ESPON projects such as ESPON Project 3.2, “Spatial scenarios and orientations in relation to the ESDP and EU cohesion policy”, ESPON project 2.4.2 “Integrated analysis of trans-national and national territories based on espon results (2004-05)” and ESPON project 2.3.2 “Governance of territorial and urban policies from EU to local level” are of the utmost importance to the DYNAMO group, which will actively look for information exchange and debate.