INCLUSIVE CITIES AND REGIONS
TERRITOIRES INCLUSIFS

14° Biennale of European Towns and Town Planners, Naples

Edited by
Marichela Sepe

#Parallel Workshop

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Progetto gratico
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Prodotto da
INU Edizioni Srl
Via Castro Dei Volsci 14
00179 Roma
Tel. 06 68134341 / 335-5487645
inued@inuedizioni.it
www.inuedizioni.com
Iscrizione CCIAA 81 4890/95
Iscrizione al Tribunale di Roma 3563/95

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Finito di stampare
Giugno 2024
Officine Grafiche Francesco Giannini e Figli SpA

In copertina
Hug. Napoli, San Francesco di Paola colonnades.
(source: Marichela Sepe' archive)

ISBN: 978-88-7603-254-7 (e-Book)

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Cultural Heritage and UN Agenda 2030 Territorialization through Innovative Inclusive Tourism Strategies

*Gabriella Pultrone**

According to the World Tourism Organization, when properly managed, tourism can play a crucial role in achieving all 17 SDGs, being able in promoting inclusive growth, environmental protection, and the development of resilient societies. At the same time, with reference to the EU *Green Deal* and the *Next Generation EU Programme*, the cultural lever has an increasing importance, also considering the essential elements of sustainability, such as cohesion, social integration and inclusion, innovation, and well-being. In this context, Cultural Heritage (CH) has a significant role to territorialize UN 2030 Agenda and its main goal of leaving "no one behind" through sustainable inclusive cultural tourism models and their planning with an integrated approach in harmony with the local environmental and social context. Furthermore, the valorization of CH can generate new forms of economy and re-generate cities and territories, including inner areas. In this regard, on the occasion of the European Year of Cultural Heritage (2018), the British Council published a report on the role of *CH for Inclusive Growth*, which requires an approach based on the following characteristics: 1) *Inclusive*, so people, by understanding more about their own CH, can value and appreciate it more, contributing to greater social and economic benefits; 2) *Participatory*, because with greater access, skills and opportunities, local communities participate in the planning, management and protection of their CH, to increase sustainable opportunities for economic growth; 3) *Sustainable*, since a bottom-up ethic aims to benefit people more directly, strengthening relationships within communities to promote shared responsibility, as well as investment in the local economy; 4) *Capacity Building*, to develop CH sector skills and networks, to support community engagement and ensure inclusive growth; 5) *Policy Development*, as increasing recognition of the wider potential of CH and understanding of community needs will lead to informed policies that benefit communities; 6) *wide-ranging*, if the actions facilitate access to CH in both urban and rural contexts, with increased dialogue and greater appreciation of cultural diversity; 7) *Locally driven*, if *Cultural heritage for inclusive growth* should come first benefit local communities and countries where CH is located; 8) *Mutual*, as shared learning, exchange and understanding develop skills on both sides and establishes relationships of trust and reciprocity. In essence, based on the findings of the report, CH, in its broadest sense, can contribute to inclusive and sustainable growth, if approached from a people-centred perspective. In this way it can particularly benefit emerging economies, which otherwise risk excluding individuals and communities from society and the economy. Through new and innovative ways to encourage people to engage, share and manage their CH, it is possible to improve the quality of life, create value for communities and distribute economic growth more equitably across society. Inseparably linked to the issues of *inclusiveness*, are those linked to *accessibility*, since it is necessary to guarantee the usability of the CH to all, considering the challenge of connecting policies and practices, challenges and opportunities for disability and aging through the best governance, social innovation, supporting the transition towards inclusive tourism for sustainable, smart, and inclusive growth (Fig. 1-2). As a matter of fact, accessibility does not only mean being a barrier-free destination, but also includes services available digitally to all travelers or visitors, regardless of age, cultural background, or any physical disability, as demonstrated by the recent report prepared for the European Commission titled *Leading Examples of Smart Tourism practices in Europe from the 2023 European Capital of Smart Tourism competition*. The initiative aims to strengthen the innovative development generated by tourism in and around European cities, increase their attractiveness and promote economic growth and job creation. The exemplary practices are divided into four categories: sustainability, digitalisation, cultural heritage and creativity, accessibility. The challenges related to the latter concern the resources a city must have to be physically and psychologically accessible to travelers with special access needs, regardless of their age, their social or economic situation and whether they have disabilities or not. The recognition by public authorities of the shared nature of urban places and of the extent and variety of disabling conditions linked to the emergence of social exclusion phenomena and a progressive aging of the population makes it necessary to create new legislation and strategic tools under the aegis of inclusive design and accessibility for all. A significant example is the new interactive accessibility tool Porto's *System of Accessible Itineraries* (SIA), developed in the Portuguese city, which can help decision-makers, municipal services and citizens to develop pedestrian networks in their cities, starting from an analysis of the main characteristics, weaknesses and potential of public spaces within a selected area of investigation, with the aim of improving the inclusiveness of public spaces and for a change of the existing paradigm, thanks to an interactive framework that presents a considerable potential for adaptive replication in many urban centres, reducing physical barriers, in a more integrative territorial strategy, worthy of further insights and research.

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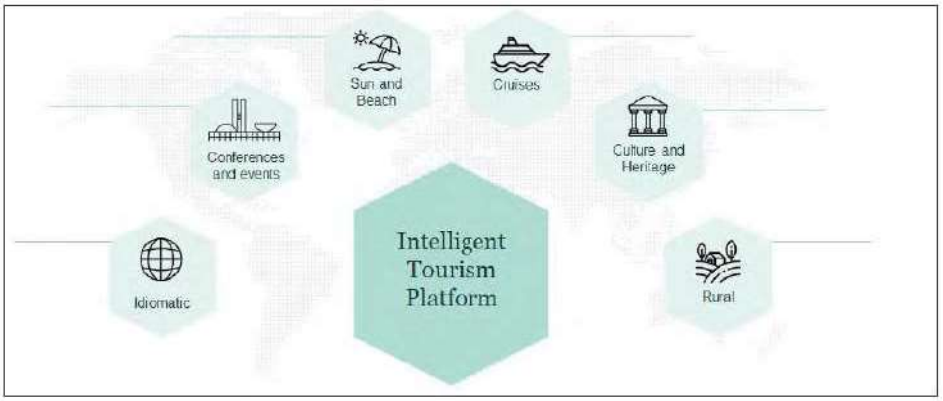

Fig. 1.
Structure of a Smart Tourism Platform responding to the challenges of the destinations in an integrated manner (source: United 4 Smart Sustainable Cities, Smart tourism: A path to more secure and resilient destinations, 2022, p. 13).

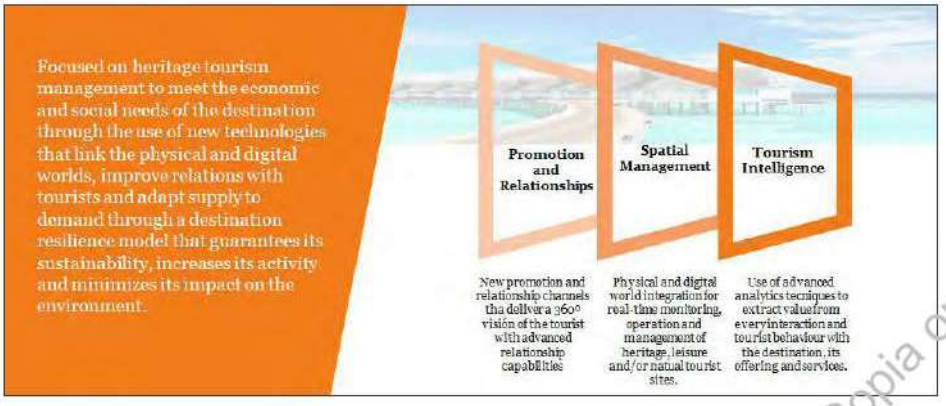

Fig. 2.
Pillars of Smart Tourist Destination, elaborated by the Working Group 4 on Tourism, Health and Resilience Management from the perspective of a Smart City Platform of the U4SSC Thematic Group on City Platforms (source: United 4 Smart Sustainable Cities, Smart tourism: A path to more secure and resilient destinations, 2022, p. 16).

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The Biennial of European Towns and Town Planners is an event of the European Council of Urban Planners ECTP-CEU which aims at discussing the main issues in the European debate relating to urban planning by sharing them with urban planners, architects, engineers, economists, sociologists, historians of architecture, citizens, politicians, private and non-governmental organizations (NGOs).
The theme chosen for the 14° Edition, organized from 22 to 24 April 2024 in Naples with the INU as the main organizer, is Inclusive Cities and Regions/ Territoires inclusifs. Inclusion is understood in its multiple declinations that define the 10 general themes of this Biennial - Regional issues and regional disparity, Metropolitan or city proposals, Urban regeneration and Public Spaces, Migration and cultural inclusion, Cultural heritage, Resilience and adaptation, New economic approaches, IT and the use of artificial intelligence in planning, Ports, airports and other infrastructures, Underground space – and in additional ones proposed by the participants who further specify the general themes namely About Spatial Inclusivity, Urban regeneration and spatial justice with Nature-Based Solution, Inclusive public spaces for water cities facing climate change, Italian UNESCO Chairs vision and actions, A Transdisciplinary Approach to Placemaking and Inclusivity: COST Action Dynamics of Placemaking, Inclusive city Ecosystems, Youthbanism for a New Generation of Urbanists, Fragile geographies. Visions, projects and studies to mitigate and adapt to environmental and anthropogenic risk, Green Oasis for the 15 minutes city model, Making/unmaking urban circular economies with 'otherness', Public space for inclusive cities: the Biennial of Public Space, Universal accessibility and university education, the knowledge network, Findings and Evidences from the PNRR project RETURN, and River Contracts as voluntary and negotiated planning tools.
The works contained in this Catalogue, presented by administrators, professionals, academics, and researchers concern projects, policies and research that have international interest and, at the same time, attention to the local, all at different scales.
It is possible, from this vastness of topics, to understand the broad discussion that resulted, outlining new interested subjects and involved actors, as well as new possible intersections of themes.

Marichela Sepe is Associate Professor at the DICEA Sapienza Università di Roma. She has also joined the ISMed-CNR and the DiARC-University Federico II. In 2013 she has been visiting Professor in the Peking University and held lectures in the Peking, Wuhan and Xi'an Universities. Her research interests include: urban design and planning; place identity; healthy city; livable public spaces; creative urban regeneration; multimedia. On these topics, she has published several national and international journal articles, conference papers, books and book chapters.
Currently she is Responsible of the Urban Impact Unit of the "SUMMA" PRIN 2020, and member of the COST Dynamics of placemaking, and Writing Urban Places. She is responsible of the Scientific Laboratory "Geodesign and Urbandesign" of LUPT University Federico II.
Sepe is President of the Biennial of Public Space Association, Vice President of INU Campania section and member of the national INU Governing Board, coordinator of the GUDesign network, member of the Eura Governing Board and member of Urban Design Group. In 2014-2023 she won: the Ardito-Desio Award for the paper presented at Ipsapa 2014, 2016 and 2018 Conference; the Urban Planning Literature Award of the Italian National Urban Planning Institute (INU) in 2014, 2015 and 2017 and the 2023 Horizon Europe Sapienza Award.

In the cover
Hug. Napoli, San Francesco di Paola colonnades.
(source: Marichela Sepe' archive)

Formato digitale
ISBN 978-88-7603-254-7 (e-Book) Euro 12,50

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