



The Challenges of Mediterranean Historic Cities: opportunities for cooperation

« Synergies between Heritage, Tourism and Digital Culture »

Dubrovnik, 10th April 2018

www.medcities.org

General Secretariat :



Outline of the presentation

1. MedCities network

2. Heritage, tourism and digital culture in Mediterranean Cities

- Examples from Tunis
- Examples from Tripoli (Lebanon)
- Examples from Saida (Lebanon)
- Examples from Chefchaouen (Morocco)

3. Common patterns among Mediterranean historic centres.

4. Challenges and proposals

1. MedCities network

MedCities is a network that brings together more than 50 cities around the Mediterranean basin.



What cities can be member?

The local authorities of the countries on the Mediterranean coast, as well as Portugal and Jordan, which carry out or encourage activities falling within the objectives of the network. 80% of our members are cities in non-EU countries.

Dubrovnik is member of MedCities. On 2015, the General Assembly of MedCities was held in Dubrovnik.

2. Heritage, tourism and digital culture in Mediterranean Cities

- The link between heritage and innovation is of special concern of MedCities members.
- To that end, in 2016 we issued a publication on the topic putting together experiences from different cities.
- This publication is available both in hard copy and on-line: http://www.medcities.org/documents/10180/92710/MedCities_seminari_dubrovnik_EN_lowres.pdf/6fc7ef90-54eb-474f-b063-87d2abe67582



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2. Heritage, tourisme and digital culture in Mediterranean Cities

The case of the old medina of Tunis

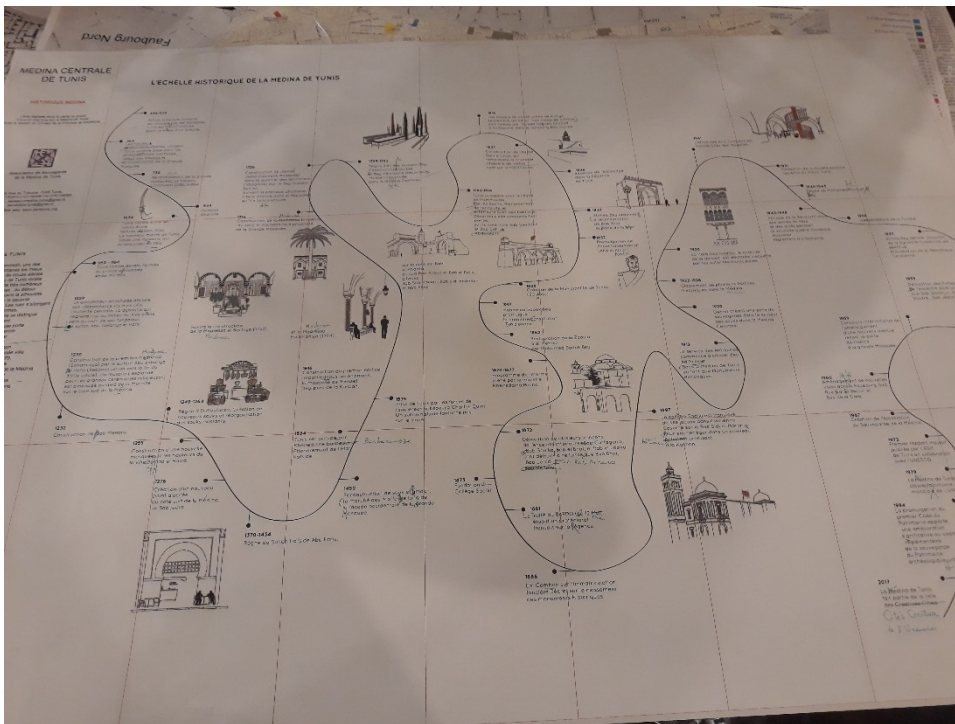
Project partners: Association Sauvegarde Médina Tunis, Conseil Provincial Barcelone, MedCities.

Objective: defining new touristic itineraries, cartography and use of smart technologies.



2. Heritage, tourisme and digital culture in Mediterranean Cities

The case of the old medina of Tunis



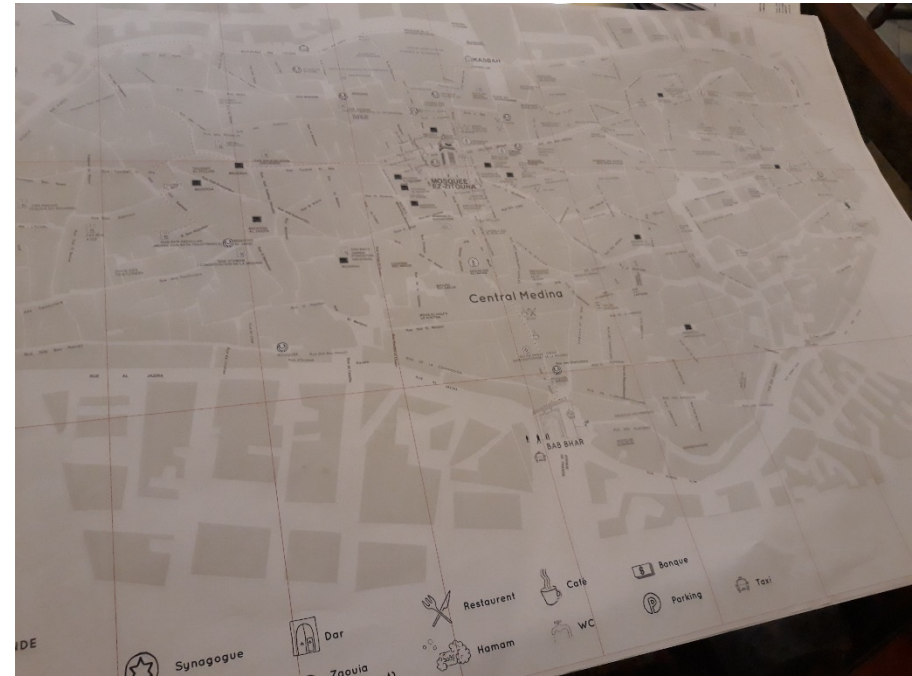
New itineraries within the medina of Tunis developed during the project.



QR codes at the entrance of main sites.

2. Heritage, tourism and digital culture in Mediterranean Cities

The case of the old medina of Tunis



New itineraries within the medina of Tunis developed during the project.

2. Heritage, tourism and digital culture in Mediterranean Cities

The case of the old medina of Tripoli (Lebanon): ISI-MED project

Project partners: Municipality of Marseille, Municipality of Tripoli.

Objective: defining new touristic itineraries promoting the use of smart technologies.



Example of signage and itinerary

2. Heritage, tourism and digital culture in Mediterranean Cities

The case of the old medina of Chefchaouen (Morocco)

Project partners: Municipality of Chefchaouen, MedCities, Center for Mediterranean Integration

Objective: promote innovation among handicrafts and drafting an action plan for the sector.



2. Heritage, tourism and digital culture in Mediterranean Cities

The case of the old medina of Saida (Lebanon)

Project partners: Municipality of Saida.

Objective: smart Led-lighting of the old city of Saida



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3. Common patterns among Mediterranean Historic Centres

- Trade-off between attracting tourism – detrimental effects for citizens.
- **Technology is not an ulterior phase of urban rehabilitation.** In the Mediterranean both come together.
- Sustainable tourism can generate substantial local activity but very often and paradoxically, the **inhabitants of historic centres benefit little from the returns of such activities.**

3. Common patterns among Mediterranean Historic Centres

- Several Mediterranean cities have experienced multi-sectoral urban regeneration programmes including **low-income housing**.
- Social cohesion is not just a question of taking the underprivileged into account, but also of a society's capacity to seek **well-being for all** social categories and to reduce polarisation and inequality.
- **Growing innovation** in Mediterranean historic city centres although a long way ahead: energy efficiency, tourist itineraries, interpretation centres using technologies, intelligent lighting and parking facilities.

4. Challenges and proposals

- We need to find a fair **balance between economic development tourism and inhabitants' daily lives** with a framework of governance and shared responsibility for management.
- Legal frameworks need to evolve constantly to moderate the speculative economic interests that will arise and avoid any consequent upset. **Political instability might hinder this need.**
- Historic neighbourhoods are not suitable places for mass tourism. They have **fragile fabrics vulnerable to crowds.**
- Urban regeneration can help to revive and **diversify business activity** and employment in a social and co-operative economy.

4. Challenges and proposals

- Cities must be ready to take advantage of the **digital transition**, facilitating attainment of direct democracy for citizens, going from a top-down to a bottom-up approach.
- Urban regeneration process requires strong leadership. One major challenge is attainment of **devolution of decision-making and financing to local authorities**.
- **The exchange of experience is always positive**, and it encourages us to take advantage of international co-operation between municipalities.



Thank you!

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