

Lisbon and Porto shared metropolis. Sustainable tourism beyond city center.

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Keywords

Lisbon; Porto; Metropolitan Area; Sustainable Tourism

Partner Institutions

Lisbon Metropolitan Area (AML)

Porto City Council (CMP)

Expected Future Partner Institutions

METREX; EURA – *European Urban Research Association*;
DUyOT – UPM – *Departamento de Urbanismo y Ordenación del Territorio da la Universidad Politécnica de Madrid*; AMB – *Area Metropolitana de Barcelona*.

OBJECTIVES

As an embryo research, the project will balance the metropolitan areas of Lisbon and Porto case studies, in order to study and propose new shared places for tourism beyond the central areas, contributing to preserve urban identities and improve their sustainable development and governance. The project aims:

1. To map the new places for tourism development, considering the cultural heritage of Porto and Lisbon metropolitan areas.
2. To establish the conditions for sustainable tourism in more shared places at larger scale, which may contribute for the improvement of neighborhood's urban environment and the life quality of their residents.
3. To challenge the governance of these two metropolitan areas, for complementary actions as partners of international best practices, considering the attractiveness of their urban and regional differences.

These goals are connected to the Portuguese competitiveness strategy, especially in what concerns the exploration of the cultural heritage, and link also to the regional development strategies: the domain of the symbolic capital, technologies and tourism services in the North, and the intention to reinforce the Lisbon brand, at a larger regional scale.

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ABSTRACT + IMAGES

The metropolitan areas can be presently the most relevant actors for leadership and competitiveness. They shape our present "way of life" and require a higher level of coordination for regional planning and institutional governance. To improve metropolitan governance, previous research have shown that changes in the institutional marks need to be balanced with good results from the technical issues of planning practices (Florentino, R., Fernández Güell, J.M., 2017).

Before the covid 19 health crisis, there was a huge transformation of the two Portuguese major cities – Lisbon and Porto, causing conflicts that affected the urban environment, their citizens, social and economic activities and neighborhoods. The international tourism came as an economic key element for their metropolitan governance and, possibly, it will be even more relevant in the coming years.

In the present decade, the return of tourism attracted for cultural heritage challenge again these Portuguese major capitals and metropolitan areas. And also, previous research have shown that there is some negative perception of residents concerning tourism and urban landscape (Freitas, I.; Sousa, C.; Ramazanov, M., 2021). Therefore, it is important to be prepared and manage the urban changes for a more sustainable tourism development, both in Lisbon and Porto.

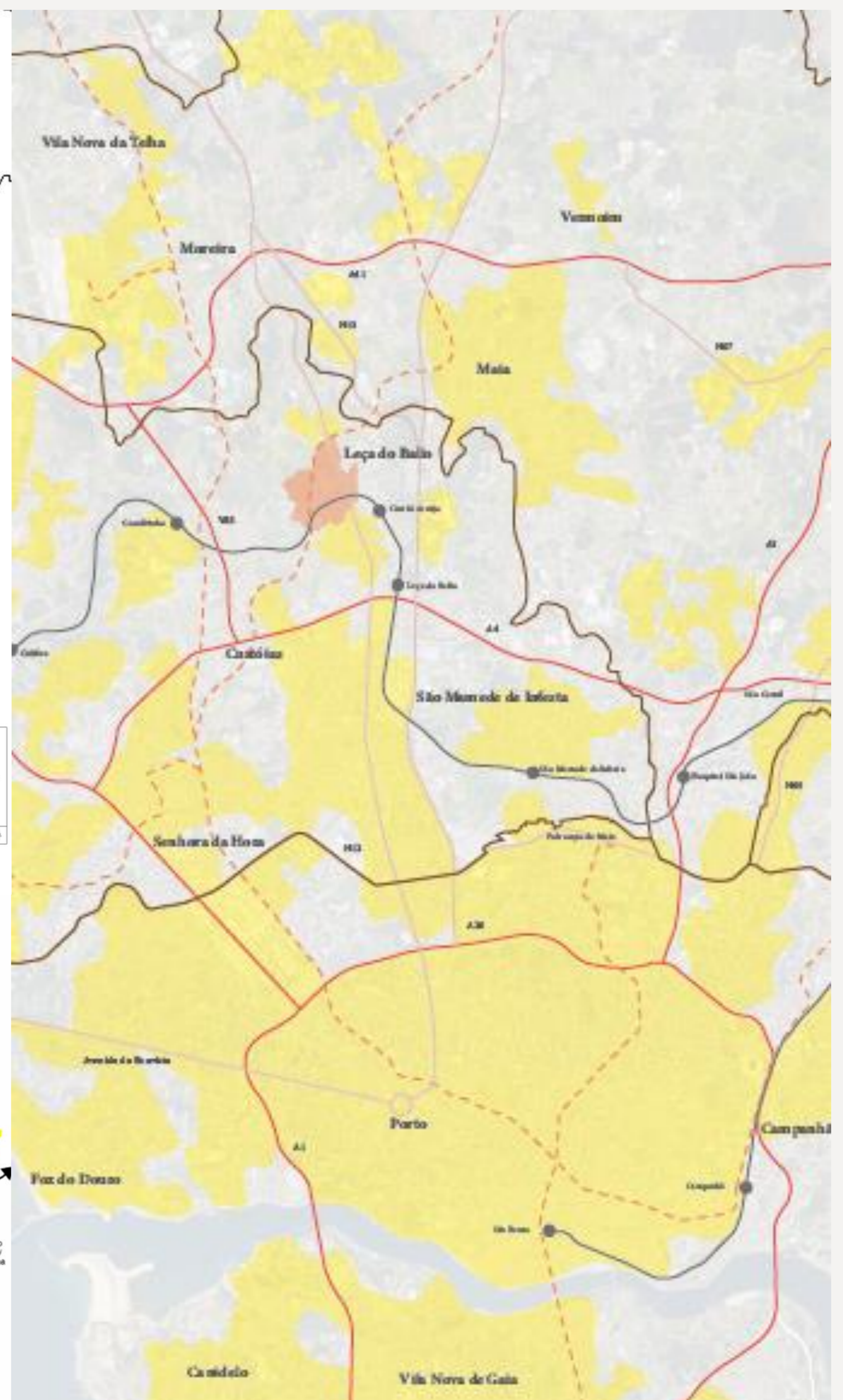
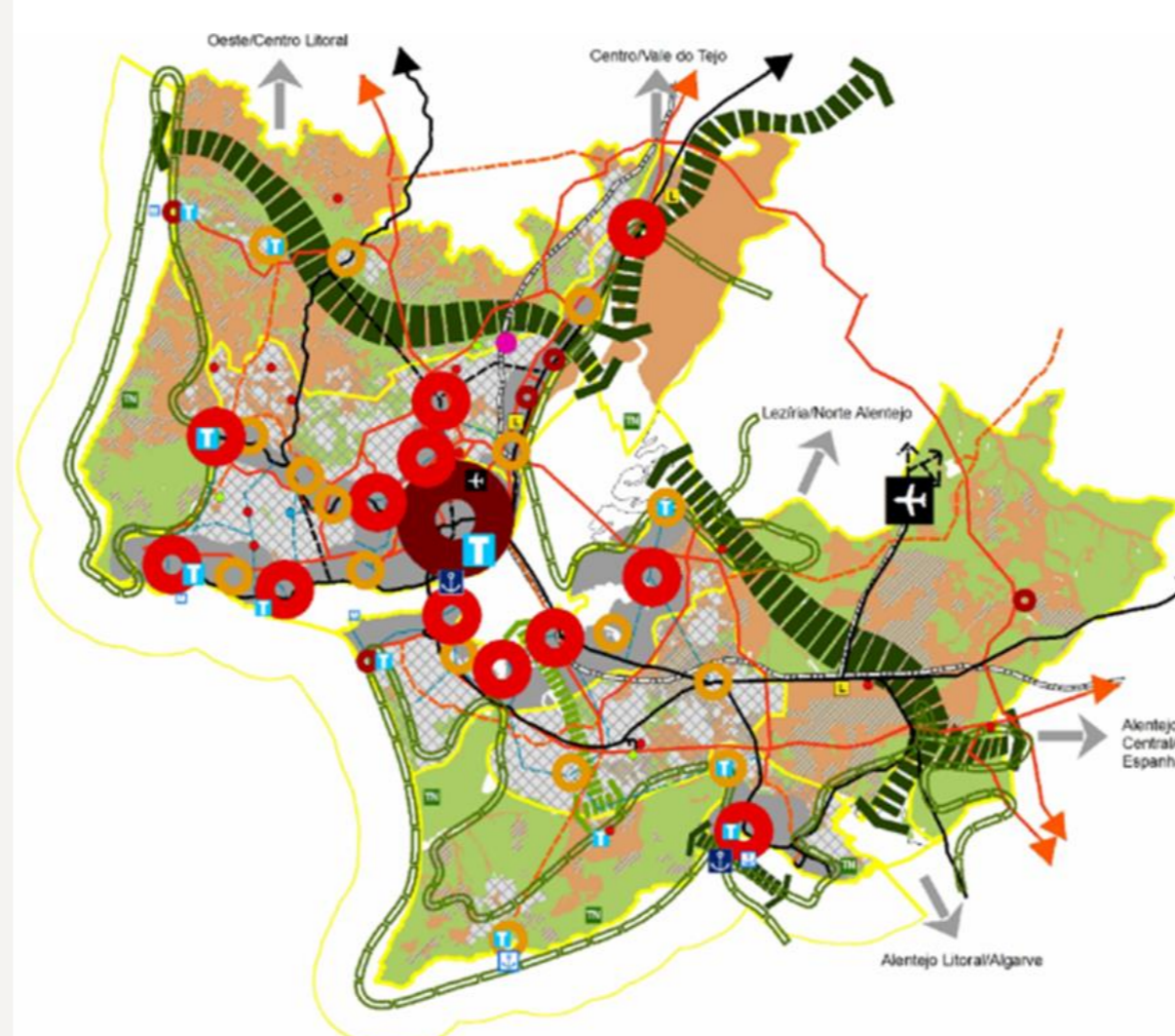
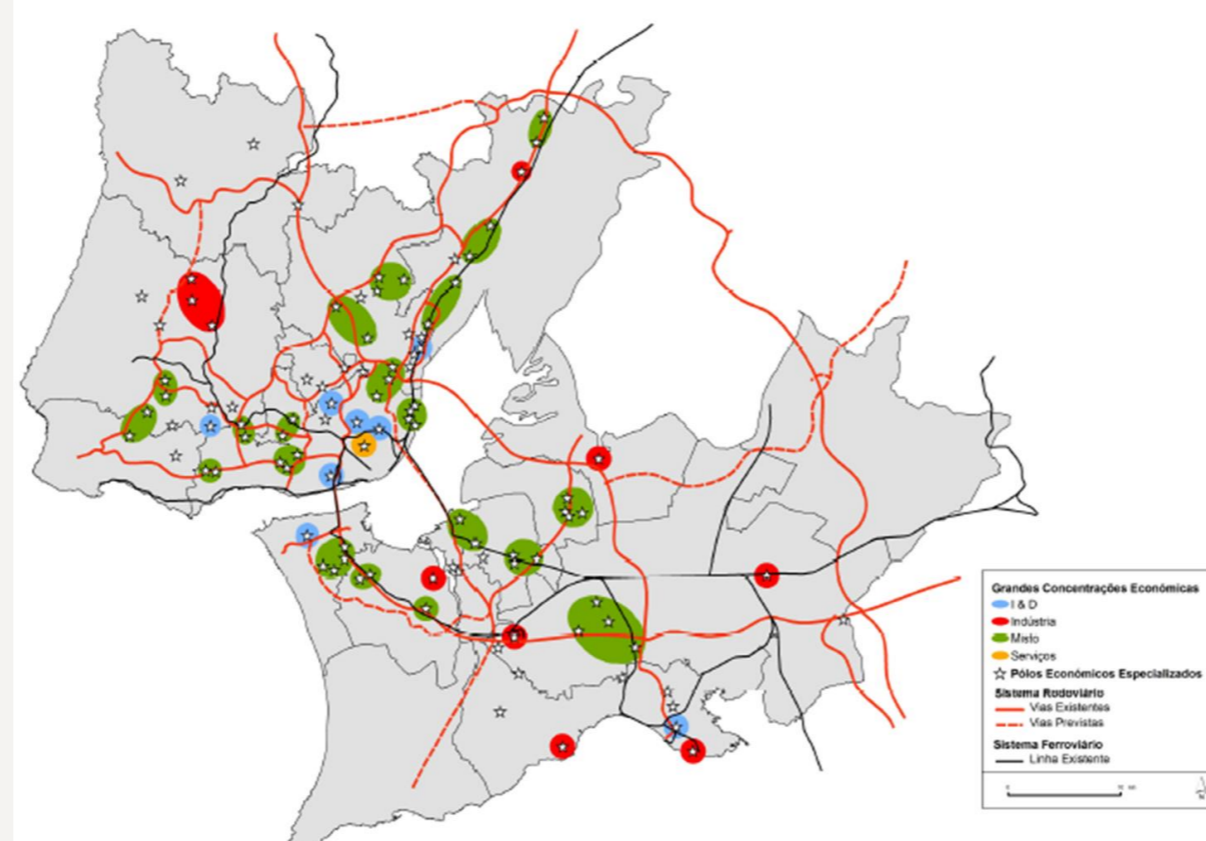
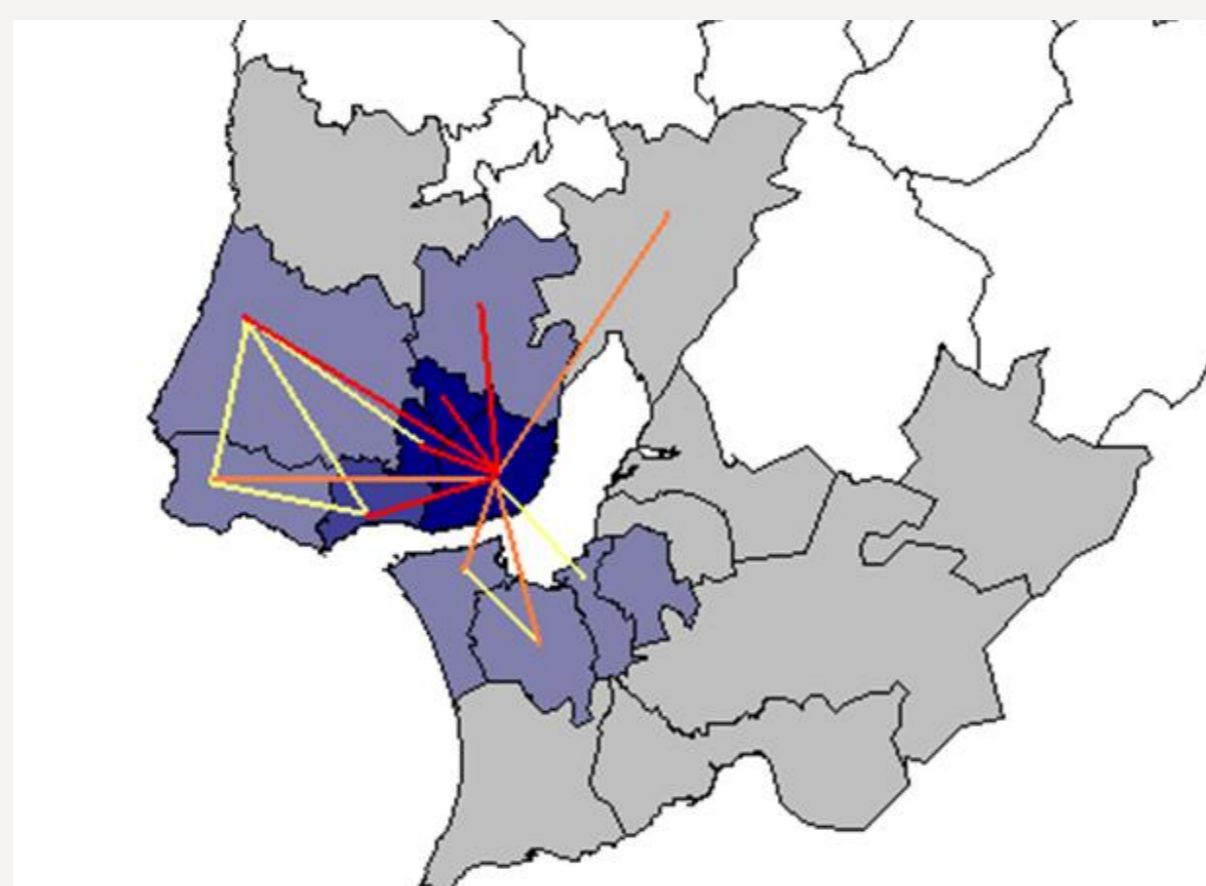
The global mobility has changed specially their historical centers, producing different consequences. Some of them positives, like urban regeneration, the renewal of public space, employment and economic development, but others also negatives, as the real estate gentrification, social fragmentation and the loss of urban identities and their traditional character. As an embryo research project, the analysis will address this main question: How should we balance the tourism activities with the urban cohesion of Porto and Lisbon? If there is an opportunity to growth, maybe we should spread it into their metropolitan areas, beyond the city centers.

The need of balance to solve these kind of problems is connected to the idea of shared places, appropriate for both local inhabitants and tourists. This emerging concept in the field of urban planning matches the contemporary way of business, referred as shared economy. A larger scale approach may improve the quality of public realm, as the new technologies applications, which share the access of goods and services, extending his benefits to wider territories and communities.

The foresight studies are then an important tool to understand what will expect us, as the increase of specialized sectors and clearly impacts on housing, either for landowners and tenants. In the context of the sustainable development goal for cities and communities (SDG number 11), it is possible that the benefits of tourism will contribute to reduce conflicts and extend their positive effects to a larger scale.

The recent transformation of both Porto and Lisbon city centers has been subject of significant social debate mostly between 2010 and 2020 – the decade of higher touristic pressure (Tenreiro, José Pedro, 2021). Porto is often addressed for his urban evolution and socioeconomic shift, as well as the Lisbon downtown, focused in several recent literature on the subject (Fernandes, José Alberto Rio et al., 2019). Nonetheless, the transformations beyond central areas remain unaddressed and need to be considered in the mark of sustainable tourism.

The research project presents a timeline concerning four tasks: a) Survey and data analysis; b) Reshape shared places; c) Sustainable governance guidelines; and d) Dissemination. And also, four milestones: 1 - Website and Geographic Information System - the MetroPoLis platform; 2 - International workshop in Porto; 3 - Publication of the sustainable governance guidelines; and 4 - an International conference in Lisbon. The institutional support to these events will be given by the City Council of Porto (CMP) and the Lisbon Metropolitan Area (AML).



SCIENTIFIC RELEVANCE FOR THE DISCIPLINE

The classics review clearly shows that the cities are the physical expression of the societies, reflecting their evolution through history. Since the emerging of the urban ecology and planning sciences, some of the more striking evidences have been their principal qualities: not only dimension, density and diversity, but also the cultural heritage. These elements are the basis for an international dual city, simultaneously integrated and exclusive. After the revolution (1974), the two Portuguese major urban regions are good examples of this phenomena, with emigration and larger displacements from the small villages and rural hinterland. In the context, the international tourism may contribute to reduce conflicts and extend their positive effects to a metropolitan scale. The scientific subarea Urban Studies (Planning and Development) is considered under the Social and Economic Geography – Social Sciences domain of the Portuguese Science and Technology Foundation for funding. The Urban Studies is certainly the most correct scientific area in which this project belongs, linking planning, tourism, sustainable development and metropolitan governance. The other hypothesis is in the scientific subarea of Design and Architecture, under the Arts and Humanities domain, but an interdisciplinary and exploratory urban approach like the one presented here is not so direct there. The principal researcher and all the elements of the team have relevant experience on urban and regional studies in both metropolitan areas of the project.

EXPECTED ECONOMIC AND SOCIAL IMPACT

This research project links with the expected impacts of the Sustainable Cities and Communities goals of the United Nations agenda for 2030. The number 11 of the Sustainable Development Goals (SDG) is directly aligned to the purposes of the project, namely: to support positive economic, social and environmental relationships between urban, metropolitan and rural areas, reinforcing the national and regional development planning; and strengthen efforts to protect and safeguard the cultural urban landscape heritage, as for Lisbon and Porto, the major Portuguese cities and case studies of the project. Besides that, the research addresses other three SDG, industry, innovation and infrastructure (9), as international tourism activities, to reduce inequalities in urban areas (SDG 10) and improve a responsible consumption and production (SDG 12).

Finally, the institutional support of two local and regional authorities (CMP and AML) links to strengthen the means of implementation and revitalize partnerships for sustainable development (SDG 17). With the intervention of these public stakeholders, it is expected social and economic development as local impact in the suburban areas and the return of metropolitan planning for both Porto and Lisbon regions (images above).

RESEARCH PLAN AND TASKS

This project explores the idea of shared places, for residents and tourists, in the framework of urban planning and metropolitan governance review. It challenges the Portuguese major cities to reshape the strategies for tourism development in balance with the cultural identities of the neighborhoods. Therefore, the methodology addresses a MetroPoLis scope, opening new ways of collaboration.

The planning research considers a data collection on cultural heritage spaces outside the central areas of Porto and Lisbon in the first moment. This will allow the selection of new dynamics for tourism demand and a second moment of contents development for shared places beyond the city centers. The urban cohesion improvement will be then reflected in the implementation of sustainable guidelines at metropolitan scale.

To assure the achievement of the project goals, a comprehensive methodology is established considering geographic analysis, urban studies and planning policies. The research team is complementary and will cover this three dimensions of the research project, concerning the relation between people (the citizens), territories (larger cities) and the economic activity (tourism). Therefore, this exploratory project will manage qualitative and quantitative participatory research methodologies.

Multiple sources will be reflected, such as official documentation, cultural heritage analysis, interviews with tourism stakeholders and direct experience in the neighborhoods with their residents. The first ones are the different municipal plans, tourism strategies and inquiries. The findings will be contrasted with the quantitative results and allow then to define new shared places, urban paths and metropolitan policies.

The knowledge from the two main stakeholders (Porto City Council and Lisbon Metropolitan Area) will balance the indicators of spatial, social and economic evolution and data analysis given by the recent *Censos*, in 2021. One focal point from each municipality will be selected, with an important role in the ongoing assessment and applied dissemination. The link with the Portuguese regional authorities (CCDR-North and CCDR-LVT) will also be very useful to address successful results.

Besides the general management, the research project defines four tasks, the first ones related to the three identified goals: 1) Survey and data analysis; 2) Reshape the shared places; 3) Sustainable governance guidelines; and 4) Dissemination of results. The following will resume the issues on methods and planning to each one of these four tasks.

1. Survey and data analysis. The first task concerns the basic research of the project, with evidences addressed to the first goal, to map the new places for tourism development considering the cultural heritage of Porto and Lisbon metropolitan areas. The project will design a web page (the MetroPoLis platform) and implement it online, linked to a Geographic Information System. It then focus on the potential of new places related to the cultural and natural heritage, beyond the historical areas of these metropolitan regions.

2. Reshape Shared Places. The second task is focus on the second goal of the project, to establish the conditions for a sustainable tourism in more shared places at larger scale, which will contribute for the neighborhood's urban environment improvement and the life quality of their local inhabitants. The involvement of stakeholders addresses the balance of economic development and urban identities, according to the local dynamics. Additionally, it will define new policies, with spatial analysis and a comparative foresight study.

3. Sustainable Governance Guidelines. The third task is related to the third goal of the project, to challenge the governance of these metropolitan areas for complementary actions as partners of international best practices, considering the attractiveness of their urban and regional differences. This aims to present a partnership for sustainable development. It considers the urban and regional dimensions of the new shared places and produce guidelines to improve metropolitan governance.

4. Dissemination. The fourth task is the dissemination of results, with the participation of different professional stakeholders and associations, the booklet with this applied research as an example for other regions and the organization of international events. The researchers will publish scientific articles based on the project findings and the coordination will produce the milestones and reports. The Institutional support for the workshop and the international conference has been accepted, respectively, by the Municipality of Porto (CMP) and the Lisbon Metropolitan Area (AML).

To accomplish the project coordination, there will be meetings every month, assuring the tasks ending, the milestones deliver and monitoring the scientific dissemination. The meetings will also prepare the following phases and coordinate all the project activities. The external researchers for this project, as experts in architecture and history (José Pedro Tenreiro), sustainable development and housing (Patrícia Canelas, from Oxford University) and geography and urban tourism (Jorge Ricardo Pinto, from IS CET), will also review the milestones and ending tasks.

The PI will coordinate and assume full responsibility for the project management, team supervision, advisory, task design, methodological process implementation and validation, timeline and budget compliance, as well as dissemination at both international and national levels. He will be assisted by the Department staff and the research and development support at UPT and CIAUD.

All the research team will work closely and conduct meetings with the stakeholders, before starting the implementation of the tasks and sub-tasks. These meetings will be the basic structure for management and reporting, complemented using new technologies in order to increase the permanent contact through the different phases and the dissemination of the MetroPoLis platform. Concerning this same purpose, the project will design the MetroPoLis web page to share contents and results. This platform will be open to the public at the fourth month and integrated with the Geographic Information System.

The selected team for this interdisciplinary project has complementary research approaches. The principal investigator (PI) Rui Florentino is Professor at the Universidade Portucalense (UPT) and Integrated Researcher at CIAUD, with a diversity of experiences in Portuguese urban and regional projects. He is an expert in metropolitan governance, especially in Lisbon, theme of his PhD, on an international comparative perspective. Rui was responsible for the "Lisbon Metropolitan Area Regional Plan - Economic Studies" in his previous academic experience at the Universidade Católica Portuguesa, project funded by the Lisbon and Tagus Valley Regional Commission (CCDR-LVT, 2009-10). He is author of several publications in international scientific journals, regarding urban and regional studies, and editor of the book "Society and Territory: New Challenges for Urbanism", published by the Serra Henriques Foundation (2016).

Telma Ribeiro, Monica Álcindor, Maria Goreti Sousa, Isabel Vaz Freitas and David Leite Viana are also Professors at UPT, Integrated Researchers at CIAUD the first ones and collaborating the other three. David is an expert in the use of new technologies applied to urban and regional studies and presently Director of Planning at the Matosinhos City Council and Isabel is Full Professor and Director of the Tourism and Cultural Heritage Department at UPT, and researcher in several international projects and publications, the recent ones related to the tourism pressure in the Portuguese urban centers. Monica, Goreti and Telma are Professors in the Integrated Master of Architecture and Urbanism and have also with previous research experience.

As external researcher, José Pedro Tenreiro has already published on the impact of tourism in a recent scientific project. He completed his PhD dissertation (Universidade de Lisboa, Faculdade de Arquitetura) in 2020 under the title "The Threshold of the Modern - Eclectic architecture in Porto and the North of Portugal - 1895-1925", approved unanimously with distinction and praise and partially financed by FCT scholarship SFRH/BD/118667/2016. José Pedro was previously graduated from FAUP (Faculdade de Arquitectura da Universidade do Porto), where he completed his master's degree in 2012, under the subject of urban and regional mobility, and has been part of several research teams and public disciplinary initiatives.

Patrícia Canelas is Departmental Lecturer in Sustainable Urban Development at the University of Oxford. She is an expert on economic studies related to urban planning and will contribute to the tasks 1 and 3 of the project: in the benchmarking of international best practices on shared places urban design, and secondly in the sustainable development guidelines. Additionally, Patrícia will help on the international dissemination, the Workshop, the Conference and the Booklet.

Finally, Jorge Ricardo Pinto is researcher in Geography and Professor at the Institute of Tourism and Business Sciences (IS CET), where he coordinates the Observatory in Hotels and Tourism. He will contribute as an advisor in the Geographic Information System of the project and with his expertise on urban tourism. Jorge will also help the research team in the task 4, international dissemination, the Workshop, the Conference and the Booklet.

EXPECTED SCIENTIFIC RESULTS

The dissemination is the task 4 of the research project and links to the expected scientific results. There will be an open access website (the MetroPoLis platform) with mapping for tourism development and geographic information system for the two metropolitan areas. In the 1st semester of 2024, a scientific international workshop in the UPT Campus, with the participation of European and American Universities. The Câmara Municipal do Porto (CMP) accepted to give an institutional support to this workshop. The CMP is the city council of Porto with several responsibilities in urban management. At the end of the 3rd task, the publication of the Sustainable Governance Guidelines, a main result addressed for the case studies. And in the 2nd semester of 2024, a Scientific International Conference in Lisbon, with the participation of other European metropolitan regions, from the Metrex network. The Área Metropolitana de Lisboa (AML) accepted to give an institutional support to this Conference. The AML is the intermunicipal body that covers the 18 city councils of his two territorial units, Greater Lisbon and Peninsula of Setúbal, with the purpose of strategic projects and metropolitan cooperation. Additionally, the papers of the research team and the workshop and conference outcomes, will be available in a digital booklet, as final international publication, to disseminate the findings of this applied project, linking tourism and metropolitan planning, as an example for other regions and cities.

BUDGET: € 7.000,00

The proposed budget is aligned with the four milestones and the final booklet of the research project. Each one of these activities requires 1.400 €.

- 1 – Equipment for the Website and Geographic Information System – the MetroPoLis platform (beginning of the project);
- 2 – Scientific International Workshop in Porto (1st semester of 2024);
- 3 – Publication of papers and the Sustainable Governance Guidelines (September of 2024);
- 4 – Scientific International Conference in Lisbon (2nd semester of 2024);
- 5 – Digital Booklet (end of the project).