

# *Regions*

**THE VOICE OF THE MEMBERSHIP  
NO 303, 2016 ISSUE 3**

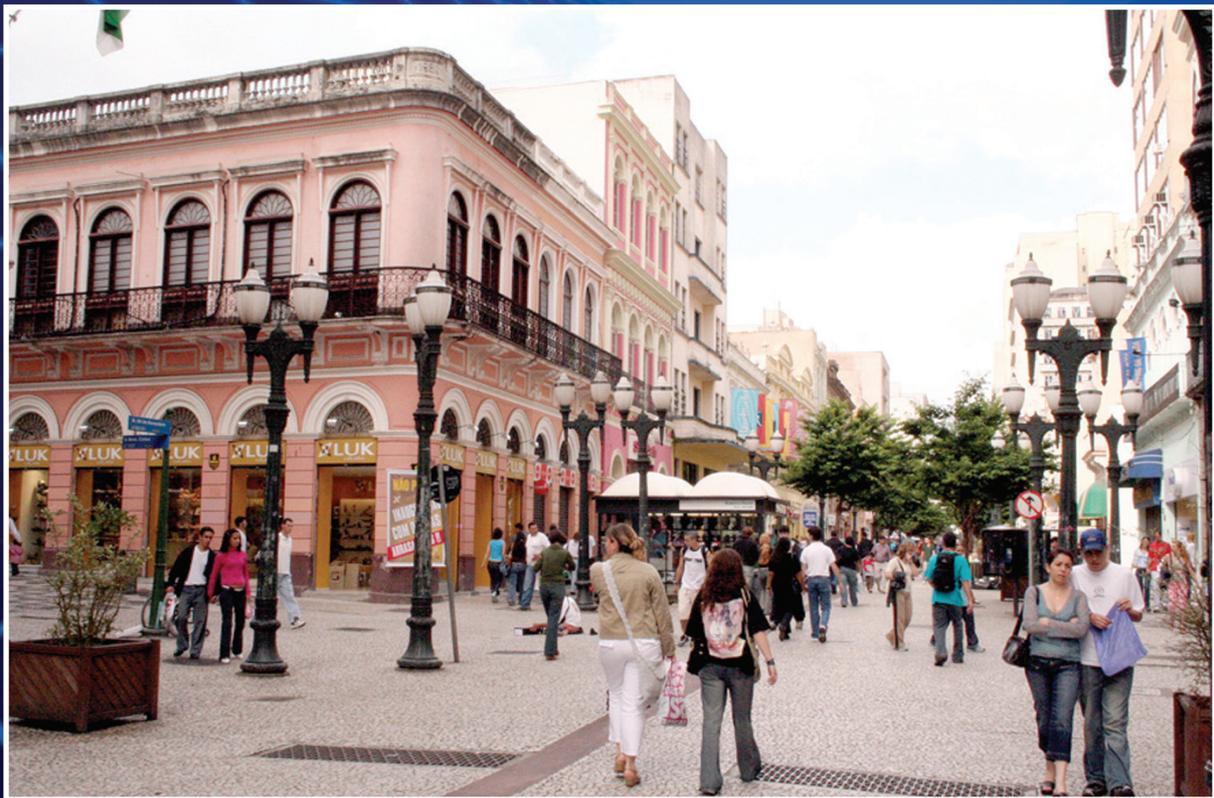
QUARTERLY  
MAGAZINE OF THE

**Regional  
Studies  
Association**

**THE GLOBAL FORUM FOR CITY  
AND REGIONAL RESEARCH,  
DEVELOPMENT AND POLICY**

Issn: 1367-3882

TOWARDS INCLUSIVE CITIES



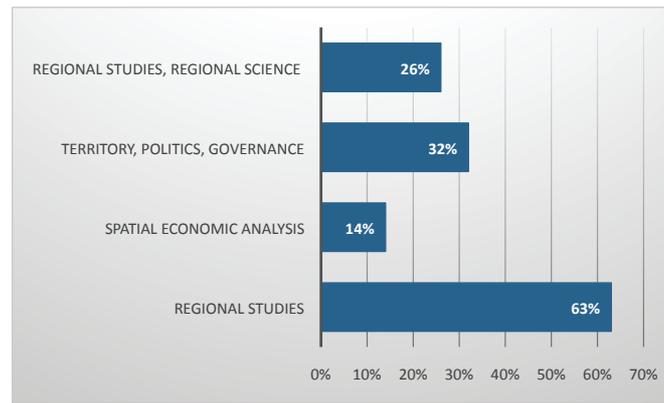
- **Urbanisation - Lessons from the UK and Brazil**
- **Regional incomes in Greece**

### RSA Conferences and Events

Our diverse and global events' programme provides latest research, continuing professional development and networking opportunities. All of these aspects are highly valued by our members. As part of the survey, we asked what is preventing you from attending the RSA events?

The top three reasons named were the costs of travel and accommodation which were perceived as very or extremely relevant by 56%. For 46% of respondents the delegate fee was very or extremely relevant as a factor holding them back from

Figure 3: Journal Usage



attending and for 32% it was the accessibility of the destination.

To address this feedback, we have reviewed our policy to hold major conferences

in second or third tier cities and thus next year's annual conference will be held in Dublin which offers a variety of accommodation at

different price levels as well as good and affordable transport links. We also reviewed our conference pricing and made sure that our fees are lower than conference fees of other organisations in the field.

### Stay in touch

For us, the survey was extremely valuable and we wish to thank you for taking the time and sharing your feedback and ideas. If you have more ideas you wish to share, then please email Daniela at [Daniela.Carl@regionalstudies.org](mailto:Daniela.Carl@regionalstudies.org) or call +44(0)1323-899 698

## REPORT ON THE ANNUAL WORKSHOP OF THE RSA TOURISM RESEARCH NETWORK

**“Beyond the great beauty: rescaling heritage and tourism”, 10-12th February 2016, Alma Mater Studiorum, University of Bologna, Rimini campus, Italy**

**Alessia Mariotti, Center for Advanced Studies in Tourism (CAST), University of Bologna, Rimini Campus, Italy**



The Center for Advanced Studies in Tourism (CAST) was established in 2014 and is located in the branch campus of the University of Bologna, in Rimini. The research team of CAST promotes an holistic approach to tourism studies that relies on the synergy and integration of different perspectives, such as economics, business, statistics, sociology, history, geography, law and environment. CAST can be considered an unique and distinctive institution in Italy due to its multidisciplinary approach

to research, its participation in European projects and prestigious national and international academic networks (UNWTO, UNESCO, Council of Europe), and its focus on innovative teaching and learning methods.

The aim of the RSA research network in Tourism and Regional Development is to examine tourism diversity from the perspective of regional development in order to identify current challenges and opportunities in a more systematic manner, and hence provide the basis for a more well-informed integration of tourism into regional development strategies and move beyond political short-termism and buzzword fascination. The network has held a series of workshops on various topics from destination management to rural tourism.

In line with the aim of the research network, the workshop

has attracted papers focusing on the relationships between the enhancement and preservation of cultural heritage and tourism as a fundamental driver for regional development. In particular, the time has come to give due recognition to the rescaling processes affecting heritage and tourism destinations, intended both as upscaling and downscaling. Rescaling heritage and tourism destinations can be seen as both a strategy pursued by national and regional agencies or as unintended consequences of the constant interplay between an increasingly complex range of stakeholders, including cross-national institutions and local communities.

More than 80 abstracts were submitted and more than 50 presentations were held in Rimini, involving more than 90 contributors. Presenters came from Colombia to Russia,

from Denmark to Australia, turning the workshop into a truly international and interdisciplinary research meeting.

Delegates were welcomed by Alessia Mariotti, director of CAST, Henrik Halkier, Co-organizer of the RSA research network, Patrizia Battilani on behalf of the Rimini Campus, coordinator, Noemi Bello from Rimini Strategic Plan and Lorenzo Succi, Director of Uni.Rimini.

A keynote speech was given for each day of the workshop. On the opening day, Roberto Cellini (Department of Economics and Business, University of Catania, Italy) examined the role of econometric analysis in evaluating the nexus between heritage and tourism. He discussed the extent to which discourses on the effectiveness of cultural heritage more than often rely on biased interpretations and

unrigorous data analysis. The discussion was supported by several case studies covering many countries. On the following day, Mihalis Kavaratzis (School of Management, University of Leicester, UK) engaged with the issue of inclusive destination branding, examining the implications caused by local people involvement in the process of tourism imaging. These reflections can be used to rethink destinations as systems of stakeholders' relationships and constellations of place brands. Finally, on the last day, Maria Gravari-Barbas (Université Paris 1 Panthéon-Sorbonne, France) discussed tourism "off the beaten track" in France. Tourism "off the beaten track" consists of a varied set of practices and products regarding ordinary sites. These experiences focus on giving a core role to social interactions and also contribute to re-shaping centre - periphery dynamics in regional development.

The workshop was structured into 14 chaired sessions covering 10 topics:

- Regional Development: this session explored the value of including tourism in strategic planning, through case-studies based in Iran, Hungary, and Italy.

- Tourism Policies and Heritage: this session focused on various issues related to the use of EU funds in the promotion of cultural tourism and tourism-based urban regeneration.

- Host-Guest Relations and Conflicting Interests: this session was concerned with the relationship between tourists and residents, touching upon conflicts of interest, stakeholders' networks, and residents' perception of tourist initiatives.

- Responsible and Sustainable tourism: this session discussed sustainable tourism through the perspectives of accounting and creativity, with virtual volunteering and the rescaling of host-guest relationships at the core of the debate.



*Welcome speech. From left to right: Noemi Bello, Henrik Halkier, Alessia Mariotti, Patrizia Battilani and Lorenzo Succi*

- Culture and Heritage: this session examined the decision-making processes in drawing on cultural heritage as a rejuvenation strategy. Other emerging topics included: aspects of cultural and historical heritage involvement in tourism, training as a strategic axis for tourism development, new types of heritage for the 21st century tourist, and the co-construction of "historic urban landscapes". Downstream aspects were also considered, such as the exploitation of minor religious heritage, remote heritage, and small islands. Different domains of "dissonant heritage" were discussed as arenas for interpretation and experience production.

- Place Branding: this session questioned heritage and destination branding, branding and regional trajectory, and the implications of incorporating cultural heritage in a brand portfolio.

- Events and Festivals: this session focused on sports mega events as development drivers, new contributions of cultural events to the generation of destination's image through diverse social media platforms, events as an engine development for WH sites promotion, and film

festivals as an intersection of arts, cultural heritage, and creative tourism.

- Urban Heritage: this session discussed the loss of built heritage for the sake of economic redevelopment, commodification, shrinking cities as "acceptable" tourist destinations and the obstacles against tourist walks.

- Food and Heritage: the effects of cultural and tourism policies as connected with food in local development in countries as different as Italy, England, Denmark or Colombia.

- Marketing and Tourists' Experiences: this session took into account a possible interplay between destinations and exports, residents' attitudes towards place branding, the possible development of tourism at dark sites, and the co-creation of authenticity during a tourist experience.

A number of social activities gave the opportunity to transform the formal conference setting into a platform allowing for a more interactive experience. On the first day, Cristina Ortolani, founder of the "One Village and One Hundred Stories" project, made the participants

taste local foodstuff through a "food-in" session. This was followed by an excursion to Forlì the next day. The city of Forlì hosts ATRIUM (Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory), an initiative promoted by the Council of Europe. The participants had a chance to take part in different experiences, ranging from visiting a photo exhibition about totalitarian architecture to enjoying some of the 1930's food habits, which were affected by the raw materials shortages that Italy experienced during the Fascist regime. These events were hosted in a former social housing building and the participants had the chance to chat with the current residents. The visit extended through a former 1930's bus garage. This building hosts a project of urban regeneration through temporary cultural interventions.

The most touching visit concerned the former Aeronautic college, which was dedicated to Bruno, pilot and son of Benito Mussolini. The place was meant to host 400 boys between 12 and 19 years of age, as a hub for the training

necessary to become pilots and flight engineers. The central courtyard is decorated with extraordinary black and white mosaic, which recounts the most important episodes in the history of flight from Greek mythology onwards. Visitors engaged with this ambiguous storytelling – and indeed this was the object of a debate during the closing session of the workshop, where participants discussed ways to deal with (and eventually enhance) this kind of heritage.

The social events also featured a dinner at Casa Artusi in Forlimpopoli. Casa Artusi is the centre of gastronomic culture dedicated to Italian

home cooking. The demonstration of how to prepare the typical local bread “piadina” was an occasion to have fun around the tastiest part of local cultural heritage.

The last day of the workshop featured a walking session led by Enzo Finocchiaro, who was formerly responsible for EU projects of the Province of Rimini. Participants were able to discover Rimini’s Roman heritage and to reflect on how to promote cultural heritage in a mass tourism seaside resort.

During the three days, ideas, experiences and research results have shed new light on the intricate and multilayered decision-making processes

underpinning the rescaling of cultural heritage and tourism. The organisers are grateful to all the participants who have enthusiastically contributed to the panel sessions and excursions. The CAST staff has been honoured and thrilled to host so many colleagues in Rimini. Finally, the workshop would not have been staged

without the economic support of Uni.Rimini Spa and the cooperation of the RSA, as well as all the Unibo research and administrative staff. They all deserve special thanks for contributing to making this event so successful.

For more information about the CAST, please contact: [cast.info@unibo.it](mailto:cast.info@unibo.it)

**Dr. Alessia Mariotti** is Director of the Center for Advanced Studies in Tourism - CAST (University of Bologna, Rimini Campus) and Associate Professor in Economic Geography. Her research topics include tourism and cultural heritage, regional development, clustering dynamics and sustainability.  
[alessia.mariotti@unibo.it](mailto:alessia.mariotti@unibo.it)

## APPOINTMENT OF RSA AMBASSADOR FOR NIGERIA



**Oladayo Ramon Ibrahim** was recently appointed as the new RSA Ambassador for Nigeria. He is a lecturer of Urban and Regional Planning at Lagos State Polytechnic. Oladayo holds a Masters degree in Geography and Planning and a Masters degree in Urban and Regional Planning, both from the University of Lagos in Nigeria. He specialises in regional planning and is currently working on his PhD in Urban and Regional Planning at the University of Lagos. He is the author of *Tourism Planning and Development*

in Badagry, Lagos, Nigeria. (LAP LAMBERT Academic Publishing, Deutschland, Germany R. 2014 ISBN: 978-3-659-60867-4).

Oladayo has been associated with the RSA since 2012 and during that time has taken the opportunity to engage with the regional studies community by attending a number of RSA conferences and events. He has published two articles in *Regions* magazine entitled *Poverty Reduction through Territorial Rural Development in Nigeria* (2012) and *Conceptions and Misconceptions of the Tourism Industry in Nigeria* (2014). Oladayo’s overall aim is to elevate regional planning practices in Nigeria generally and as the Ambassador to Nigeria, he hopes to use the RSA platform to create a network to address the dynamic regional challenges in Nigeria.

Nigeria, with a population of over 170 million, is a nation with diverse cultures, languages, traditions, beliefs,

norms and values. The Nigerian polity and landscape have experienced a series of socio-economic and demographic challenges, which has impacted, on urban and regional planning and development in the country. The country has gone through colonial administration, civilian democratic administration, and military-unitary command administration. This variation in the regimes, policies orientation and goal and objectives has affected urban and regional planning development significantly.

In addition to this, the uneven distribution of natural endowments, differences in climate and physical condition and lopsided institutional policies all translate to non-uniformity of economic opportunities, regional imbalance and inequalities in Nigeria. Regional inequality and polarization of activities have persisted in Nigeria despite the quest over many decades for socio-economic and political development and modernization. There

has been little or no commitment beyond rhetoric, for the regional dimensions or spatial implications of the economic planning decisions and locations at both the national and state levels of the country. This condition contributes to serious distributional problems such as hyper-urbanization, spatial concentration of population and modern activities, unemployment and underemployment, income inequality and poverty, persistent food shortages, deteriorating material conditions of farm populations, and external dependency.

In Oladayo’s experience, there is a renewed and growing interest in regional studies, planning and development in Nigeria. He believes that the situation in Nigeria undoubtedly requires strong and deliberate regional debates, policies and framework to surmount, something he hopes to facilitate as RSA Ambassador to Nigeria.

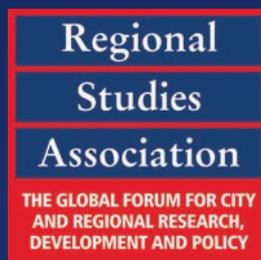
# Regions

## THE VOICE OF THE MEMBERSHIP

This issue of *Regions* includes a *Regional Survey* from our Guest Editor, Stephen Hincks, (University of Manchester, UK) which draws together a series of articles on the topic of 'inclusive urbanisation'. The special issue emerged from a workshop entitled '*Urban Dialogues: Creating inclusive urban spaces in uncertain global times*' which was held in May 2016 at the Federal University of Minas Gerais, Brazil and funded through the Newton Fund Researcher Links via the British Council, UK and Fundação de Amparo à Pesquisa do Estado de Minas Gerais (FAPEMIG), Brazil.

The contributions cover a range of subject areas including: Extended urbanisation in Brazil (Castriota and Monte-Mór); Opportunities and challenges associated with the use of big data to promote health and well-being in the UK and Brazil (Alberto and Ersoy); Sub-cultures and alternative use of urban space in the UK (Mould); Social justice and the governance of urban space in the UK and Brazil (Russel) and; The implication of public-private partnerships for inclusive urban development in Brazil (Rufino).

Our *In Depth* article written by Yannis Psycharis and Panayotis Pantazis (Panteoin University of Social and Political Sciences, Greece) is an analysis of income and inequality changes in Greece that have resulted from the economic crisis there. The Association News section includes a report on the results of the RSA Members' Survey.



Regional Studies Association, PO Box 2058, Seaford, East Sussex BN25 4QU, UK  
Tel: +44 (0)1323 899 698, Fax: +44 (0)1323 899 798  
info@regionalstudies.org, www.regionalstudies.org

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