

SPEAKING OF SUSTAINABLE CULTURAL HERITAGE IN A SHRINKING CITY, PÉCS

#SMART SHRINKING

#SMART TRANSITION

#UNIVERCITY

#SUSTAINABLE CULTURAL HERITAGE



ÉVA MIKES & DERS CSABA

Reviving City Areas: the combined effect of measures relating to mobility, housing renovation, urban planning, green and blue infrastructure, natural and cultural heritage
INTERREG EUROPE | POLICY LEARNING PLATFORM | Transforma, Avenue Jules Bordet 13, Brussels | 2019. 11.26.

MARCELL BREUER (1902 PÉCS, 1981 NEW YORK); WASSILY CHAIR

STRENGTHS

- Globally recognized cultural heritage
- Publicly founded
- Has its own management
- Has access to funding (GINOP)
- 13 out of the 22 burial buildings are accessible to the public
- Awareness of collective touristic interests among the actors

OPPORTUNITIES

- Presenting all the layers of the built environment in a complex manner (software, hardware)
- Religious tourism (Catholic, Muslim)
- Complex program (Bishopric, Museum Quarter, WHS)
- Presenting the necropolis as a whole (9 out of the 22 is not accessible yet)
- Smart solutions for user experience
- Smart ticketing (evidence based planning and management)
- WHS related thematic programs
- Early Christian Research Centre (Vatican, PTE)

WEAKNESSES

- High cultural value but low „user experience“
- High maintenance costs / low income
- Planning is centralised to national level (WH MP)
- Too much focus on conservation
- The Necropolis does not emerge out of the spatially fragmented and partial picture
- Low level of cooperation

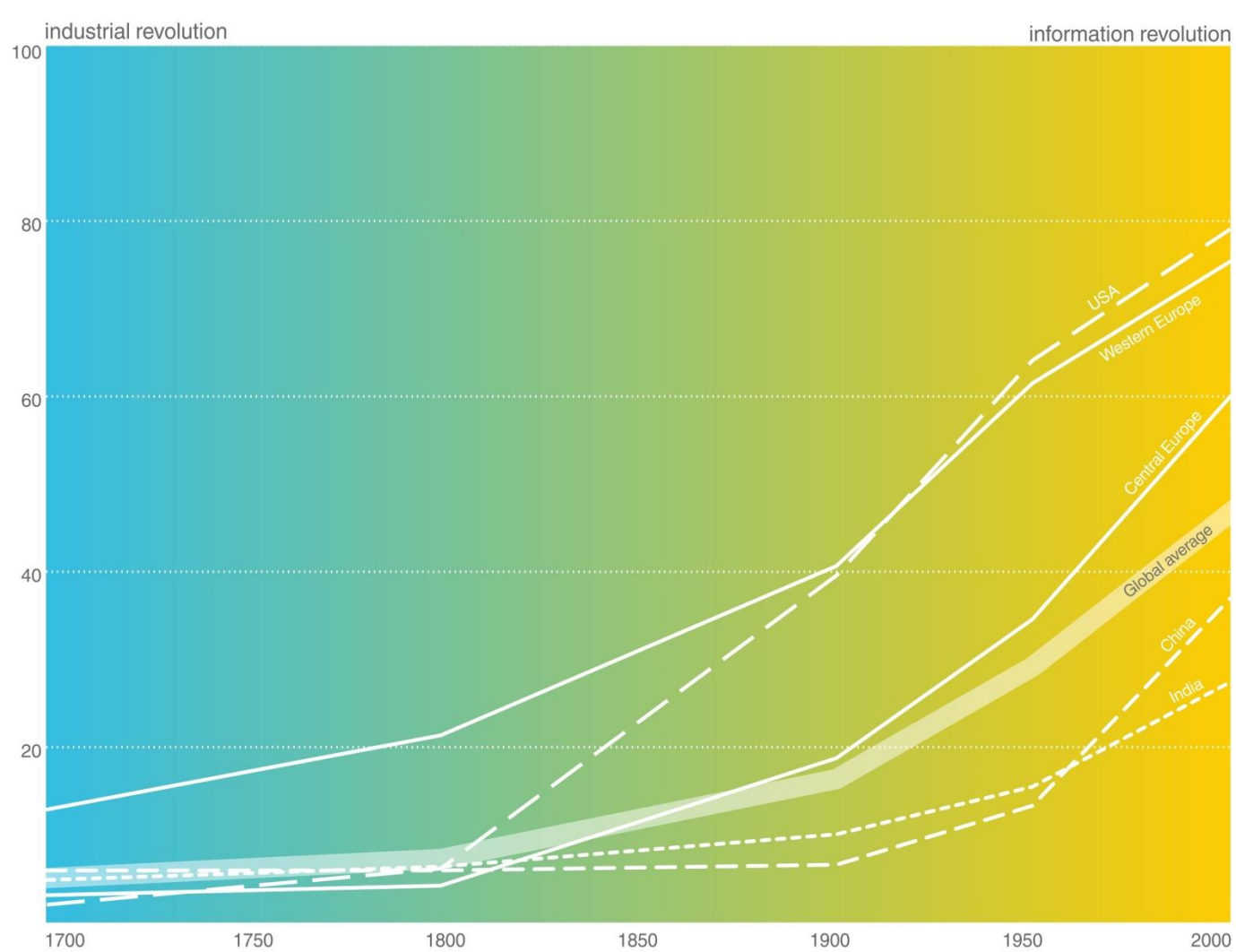
THREATS

- Financial dependence
- Highly depending on other fields of tourism (a complementary field of tourism)
- Highly depending on the success of the historical downtown
- A quite complex set of actors with seemingly conflicting interests
- The city cannot finance the cost of management and other additional (public space) developments

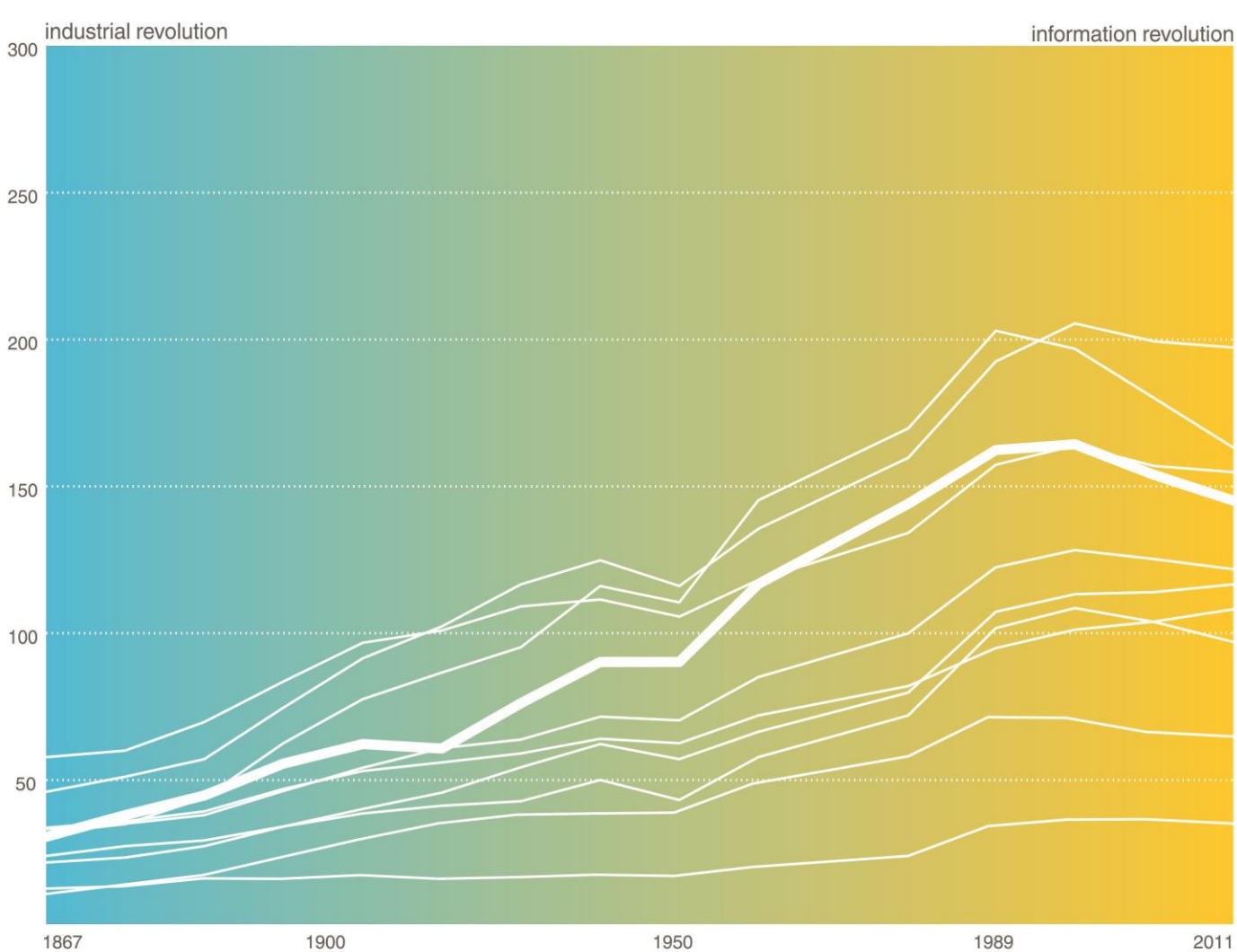
WHAT WAS MY PROBLEM
WITH ALL THAT...?

THESE ARE MERELY THE SYMPTOMS BUT WHAT IS THE DIAGNOSIS?
SUSTAINABILITY REQUIRES TO GO BEYOND THE SECTOR OF TOURISM!
CAN CULTURAL HERITAGE BE MANAGED SUSTAINABLY IF THE CITY IS SHRINKING?
WHAT IS THE ROLE OF CULTURAL HERITAGE IN THE FUTURE OF THE CITY?

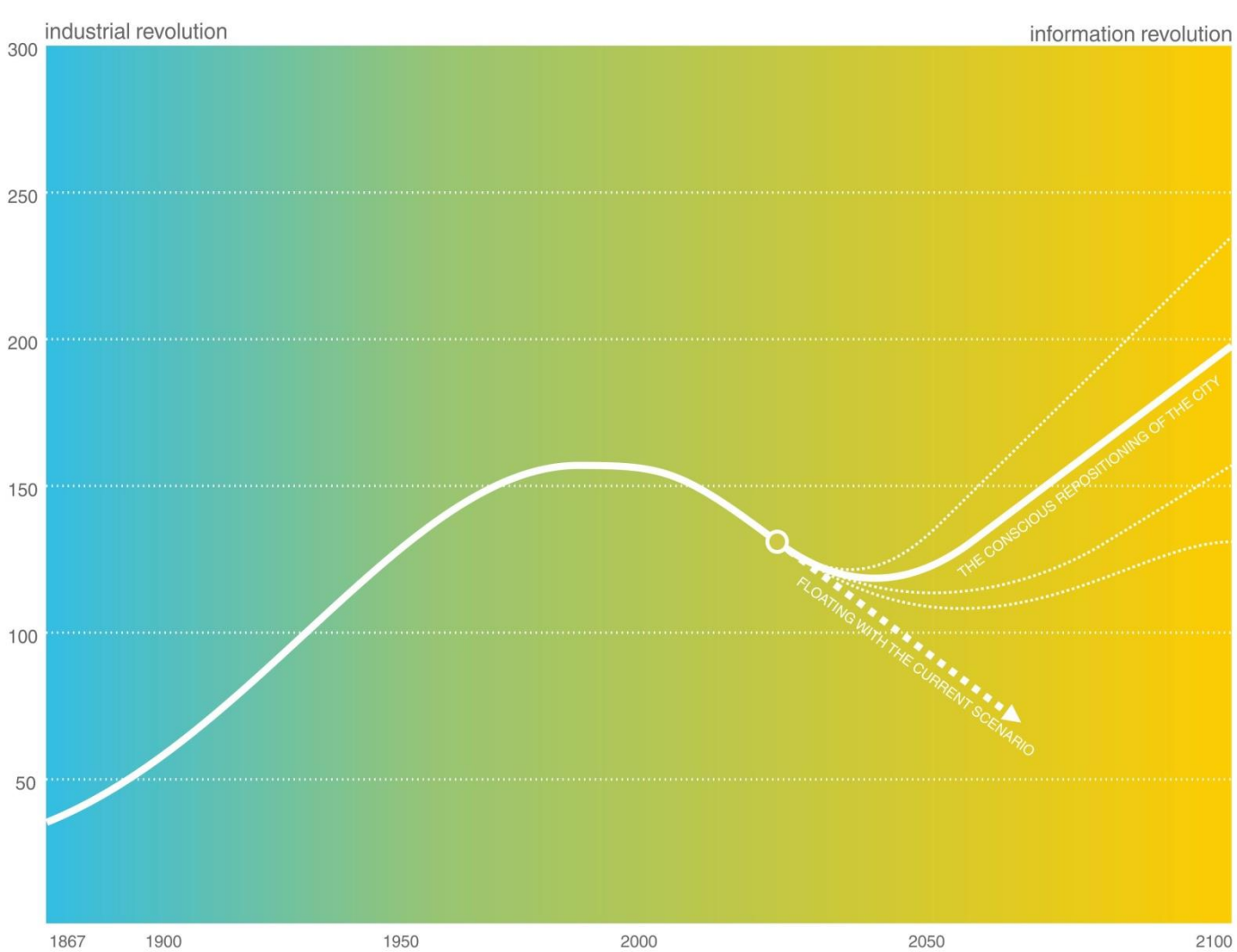
**WHAT WE NEED IS A NARRATIVE THAT INTEGRATES ALL THESE SYMPTOMS
INTO A STORY
ABOUT THE FUTURE OF PÉCS!**



THE GLOBAL TRENDS OF URBANISATION

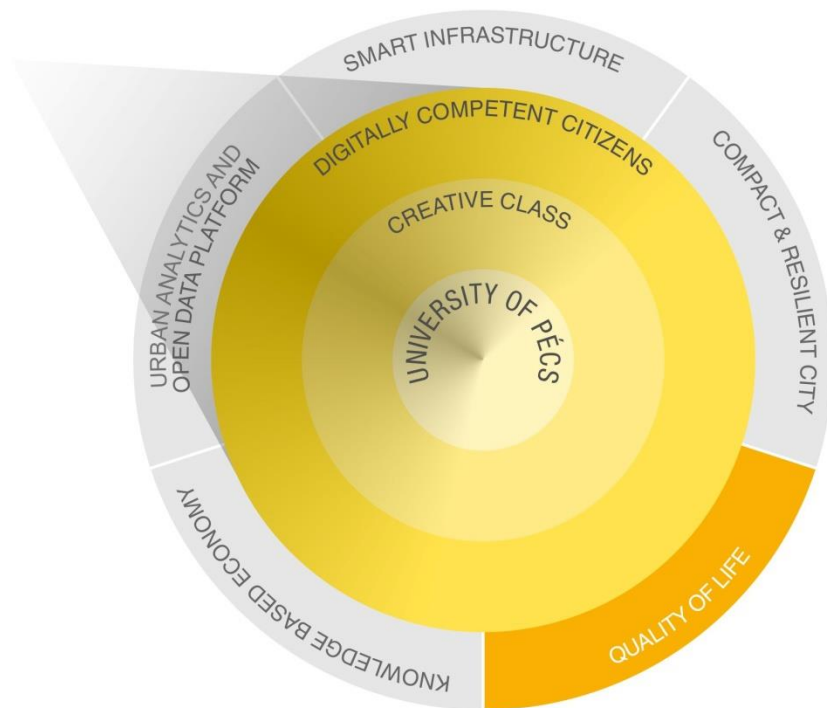


THE LOCAL TRENDS OF URBANISATION IN MID-SIZED CITIES

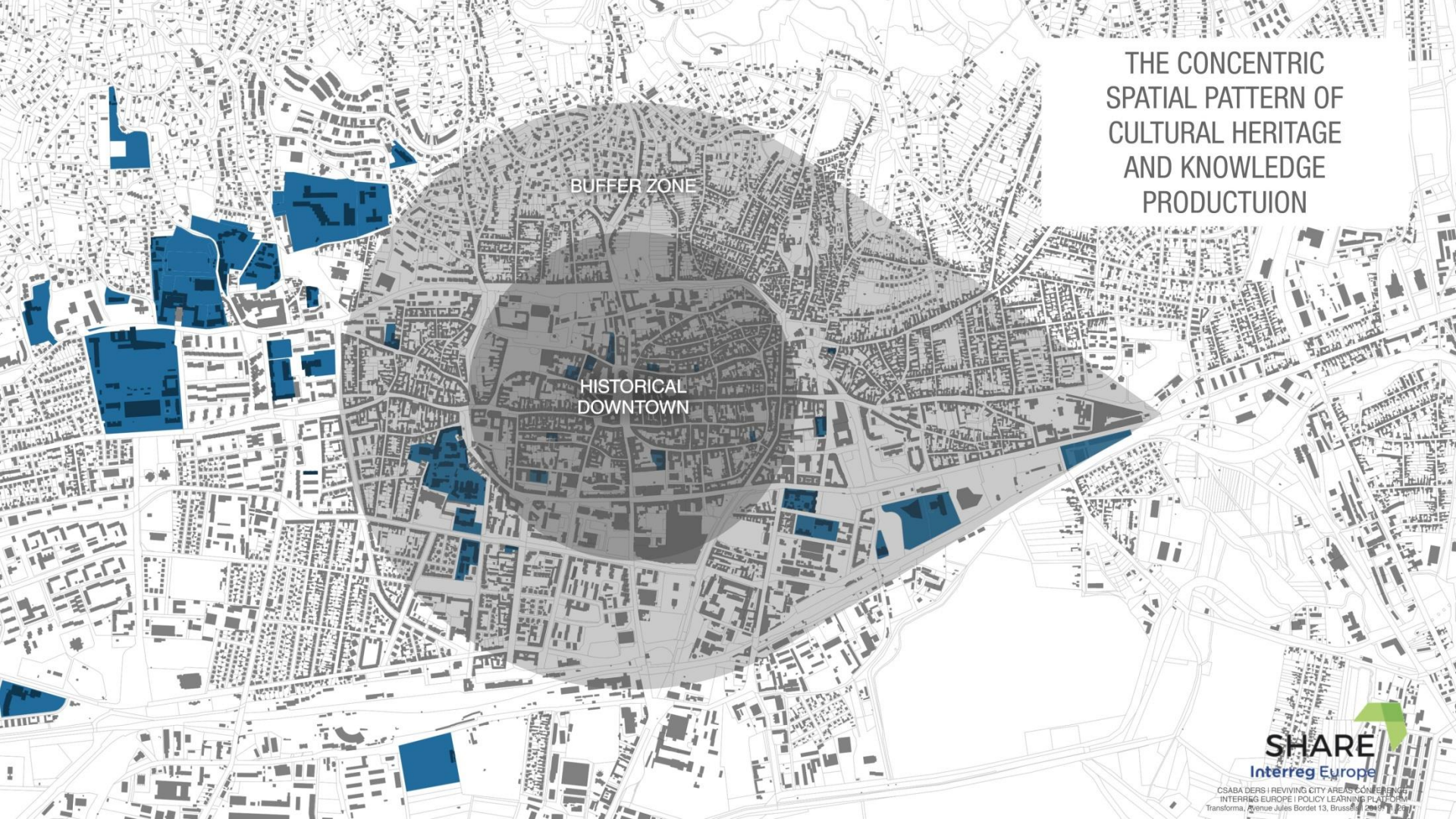


SMART SHRINKING SMART TRANSITION UNIVERCITY

CONCEPTUAL FRAMEWORK OF SMART TRANSITION



THE CONCENTRIC SPATIAL PATTERN OF CULTURAL HERITAGE AND KNOWLEDGE PRODUCTUION



(4) CITY TOURISM ORGANISATION

- Umbrella organisation that performs city level marketing and benchmarking
- Responsible for planning
- Ensures collective strategic action
- Monitors city level performance

(1) COMPACT / RESILIENT / „UNIVERCITY“

- Responding to the changing role of the historical downtown
- Integrating the divided spaces of tourism
- Creating the spatial framework of city level knowledge management

(5) TOURISM STRATEGY

- Embodies a collective vision and goals to be achieved
- Defines the route that leads there
- Defines tasks and resources
- Defines the indicators of performance

**(2) QUALITY OF LIFE****ACCESSIBLE, FUNCTIONALLY RICH
AND QUALITY URBAN SPACES**

A new urban design strategy is needed to reprogram the system of urban space in order to:

- maximise the quality of the built environment
- give rise to a more compact use of urban space
- enhance the flexibility of urban spaces to achieve more resilience
- to maximise the quality of urban functions
- adjust urban spaces according to needs of the new tourism strategy and organise the portfolio of attractions accordingly

(6) PORTFOLIO OF ATTRACTIONS

- Pécs 5th biggest city in Hungary but only the 15th in the tourism sector
- The first 14 city has a thermal bath or an aquapark

**(3) SMART CITY / TOURISM
INFRASTRUCTURE**

- provides the necessary insight about the patterns of use
- ensures the competitiveness of services
- monitoring
- visitor oriented service development and a tourism oriented infrastructure development
- pilot for smart infrastructure development