



CÂMARA MUNICIPAL DE ÉVORA

Conference in Mikulov

24 to 27 May 2009

Tourism – present and future challenges towards urban development

Évora – an experience with hundredth of years

Évora is a destiny for European travellers since hundredth of years. In the XIX century it was initiated a process of heritage rehabilitation, in connection to the ideals of romanticism. In the XX century, the author of the history and artistic inventory of Évora (Túlio Espanca) was also a remarkable tourist guide, embracing both the investigation and promotion of Évora.

With the classification of Évora as World Heritage by UNESCO, the tourism phenomenon grew extraordinarily within the national panorama. It's one of the most important tourism destination, apart from the beach tourism.

Today, our main concern is centred in providing tourists with a set of facilities, information, routes, alternatives, etc but also in maintaining the authenticity of the historic centre, with its residents, activities and values, which we are, above all, most interested in preserving.

Thus we are studying and implementing measures and actions such as:

- Promotion of circuits for conventional tourists but also circuits for specific tourists seeking specific visits and informations;
- To stimulate touristic routes in public and private spaces (namely bars and coffee shops) that do not collide with residential areas;
- Valorisation of urban environment;
- In re-qualifying the public space we're trying to intervene in a way to promote the social gathering of residents, namely, children, young and elderly and not the use by tourists of that public spaces;
- regarding the accessibility to the centre, we're restricting the circulation of cars, organising parking spaces for tourists that can reach the centre by foot or by taking mini-buses;



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- licencing of hotel units – the larger units must be located outside the centre, in the periphery, avoiding the excess of traffic in the centre; the medium sized units must be located in the centre contributing to animate the centre;

By these examples I only wish to demonstrate how planning and urban management can be both enemies or allies regarding sustainable and correct tourism, it can be compatible with autonomous life in the centre, based in a mix of activities, people and culture that preserve their authenticity and spirit.

Évora, 14th April 2009

Maria Manuela Oliveira