

**REVEALING FARO'S VALUES: COMPARING
THE VALUES CONVEYED BY LOCALS AND
TOURISTS**

Heritage & Design

Research Plan

fan's Convention Labs

Research Plan

Technical University of Delft,
The Netherlands

Master Architecture Msc 3
Studio Heritage & Architecture
Revitalizing Heritage:
Faro Convention Labs

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This document contains the research plan for the graduation project for the Master Architecture at the Technical University of Delft. This research plan is written for the studio Heritage & Architecture named Revitalizing Heritage: Faro Convention Labs. The graduation research is based on the (re)design of a historical building in Faro, Portugal. *How to bring new life to an abandoned building or area? What combination of architectural interventions and functional program leads to preservation by revitalization? What is the capacity for change?* The studio focuses on selected themes regarding built heritage, such as vacancy, preservation of monuments, new heritage, shared heritage or heritage communities.

The studio's tutors are Ana Pereira Roders, Bruno Amaral de Andrade and Wido Quist. The first named tutor, Ana, provided the value-based part to this studio as she researched heritage assessment. In her research she extracted eight primary cultural values. These values, and the attributes that convey certain values, give the building its cultural significance. Different stakeholders connect different values to attributes and so, every building could have a different significance and importance for everybody (Tarrafa, Pereira Roders, 2012). This sets the base for research conducted in this studio.

Krist, Emisgul and Roy

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*“As citizens, we all have an obligation to intervene and become involved.
It’s the citizen who changes things.”*

- Jose Saramago

Introduction

The conservation of historical cities has evolved along with society. The way heritage is perceived and therefore taken care of has changed through time. The city of Faro in Portugal has some unique characteristics that make it an interesting case study for this topic. On one hand the historical city with its different time layers. Beginning as a Roman settlement around 1 a.d., continuing along the history of the Iberic peninsula with the Islamic period, then the middle ages in which it became a part of the Christian kingdom and going along the age of discoveries to wind up in the modern times as a city composed by several time layers. On the other hand, due to its location and climate, in recent years it has become a vibrant beach destination (Dos Santos, 2012).

As a case study this studio goes into Faro, where the Faro Convention was signed in 2005. The convention emphasizes the importance of heritage in combination with human rights and democracy and it encourages people to recognize that buildings in itself are not that important, but it is the cultural heritage and the meaning that people attach to them and the values that they represent that make them important (Tarrafa, Pereira Roders, 2012).

This research further elaborates about the built environment, connecting values to buildings and their characteristics. The goal is to provide a better insight into what is valued by both locals and tourists and how this affects Faro. Giving the tools to redesign vacant buildings value-based.

The value attached to these buildings is not only decided by experts and academics in the field of history and architecture but the people that actually live it or travel to experience a place. The values conveyed both by locals and tourists are often not the same. This paper aims to unveil how cultural heritage may be perceived as a possibility and a problem in discourses of tourism and development.

Currently the municipality is pushing towards making tourism its main industry, by 2027 the plan was to be Europe's Cultural capital. However, it did not work out as planned. This can serve as a case study for other Mediterranean cities in a similar situation. Although Faro is not located in the Mediterranean it shares many characteristics that provide a framework that might be replicable or adapted to similar situations. (Dos Santos, 2012)

Historical cities like Faro must then step up further than others just for the fact that they are constantly being analyzed not only by its local community but also by the floating population of foreign and even local travelers that take part of it. The relation between what is valued both by locals and tourists give us a hint on how the city is behaving around the community.

By understanding these relations, the Municipality of Faro can be aware of who values what, and why, in order to support their strategy in how to accommodate new functions in historic buildings while respecting the limits of acceptable change of these stakeholders. The expected impact is to raise awareness about the cultural significance in order to better inform heritage management and urban planning for greater sustainability.

Introduction

Problem Statement

Our world has been globalizing at an accelerated pace in recent decades. Due to this phenomenon, local features are fading away and being replaced by more and more generic features, which can be found almost everywhere on the globe. As a result, it makes cities difficult to tell apart. Contemporary cities are delivering homogeneous images with no specificity or local differentiator whatsoever, looking more and more alike, no matter where they may be situated, geographically or culturally (Pacescu; Thiery, 2015). Urbanization is a phenomenon that has occurred more and more over the last centuries. The United Nations has predicted that 86% of the developed world will be urbanized by 2050 (Merry, 2017). In the period between 2000 to 2030 the urban population is predicted to rise from 2.9 billion to 5 billion people (Mondal, n.d.). Creating space within a city is therefore key.

Illustration of urbanization is Portugal, the European Environment Agency (2006) concluded that, from the 17 European countries included in their research, Portugal had the largest increase of artificial surfaces within the 10-km coastal zone between 1990 and 2000. This is the zone where most of Portugal's cities are located. This increase of artificial surface was the greatest in the Algarve region in the south of Portugal (Freire, 2009).

Part of this urbanization can be explained by the increase of tourism in the Algarve region. This has become an industry on its own in the past decades and asks for more facilities which need to be built, hence, the increase of artificial surfaces in the area (Cabrita, 2012). This new floating population also brings new sets of values to the area. Where in the past the values of the locals were most important, now the values of the tourists are becoming part of the question. Faro is in the touristic crossroads that many touristic cities face at some point: lacking a response for conveying what is valued both by locals and tourists. Therefore, the importance of finding a model which can provide a more democratic understanding of issues and opportunities that the industry brings to a city such as Faro.

A building's façade is one of the most effective factors in an urban area and city image. A building facade portrays the city's image. People are connected to their environment through images of building facades imprinted in their memories. Building facades in historical cities are essential because they represent a country in tourism, through brochures, social media, and postcards, illustrating different city districts (Askaria; Dolaa; Soltanib, 2014).

Because of this the neighborhood of Sao Francisco, has been chosen as it deals with a relatively big number of vacant houses and as already discussed, this region deals with quick urbanization. For this research the neighborhood of São Francisco was selected because it is included in an urban rehabilitation area proposed by the municipality of Faro. This neighborhood contains a number of buildings with historic value of which some are vacant and is therefore the perfect area to conduct this research and serve as an example.

Vacant buildings therefore are an opportunity to restore or adapt. This research will look into how the attributes and values of buildings in São Francisco, conveyed by locals and tourists, can set the frame for transformation of vacant buildings.

By answering what attributes there are and how they are valued by locals and tourists in order to find the correspondence and differences between these two groups. Also research will be done on which factors made the buildings vacant. These results will then be compared to set the frame for transformation by answering what is valued, how it is valued and what to redesign. In this given context a question arises:

How do the attributes and values of buildings in São Francisco, Faro, conveyed by locals and tourists, set the frame for transformation of vacant buildings?

Problem

What ?
Product

Where ?
Location

How ?
Product

How do the attributes and values of buildings in São Fransisco, Faro, conveyed by locals and tourists, set the frame for transformation of vacant buildings ?

Who ?
Target group

Why ?
Vacancy

Methodology

This paper reports the values and attributes of Faro's buildings in São Francisco which are conveyed by locals and tourists and sets the frame for spatial intervention of vacant buildings. Thereby, a survey was conducted to investigate the values with different characteristics of the facade (attributes) in order to understand their values.

This research will be a qualitative research by collecting primary and secondary data. Primary data will be collected through analysis of the buildings and a site survey with locals and tourists. The secondary data will be collected through literature research and social media analysis. The methodology proposed for this research consists of four parts answering the three sub-questions. On the next page the theoretical framework for this research can be seen.

1. *What are the attributes and values conveyed by locals and tourists through social media?*
2. *How are the characteristics of the façades valued by the locals and tourists?*
3. *What are the factors that make a building vacant?*

First, the architectural characteristics of the façades of the buildings, in the neighborhood São Francisco in Faro, are being analyzed and mapped through field research. As a result this chapter will have a list of the characteristics of façades of the buildings in São Francisco which will be transformed into an attribute chart. This attribute chart will also be used in the site survey for "o jogo de palavras".

Secondly, social media posts will be analyzed. This method consists of two parts. First, maps of what is valued by locals and tourists will be made by gathering and mapping information related to different types of tourists, different types of accommodation, the routing of these, their demands by group, and the general touristic configuration that currently exists in Faro. A clear picture of the current offer will be portrayed. Part of this methodology has been described by (Ginzarlya, Pereira Roders, Teller 2021) the authors of this paper present how data gathered in social media can be a tool to provide meaningful information in historic related cities to know what is valued by the local and visiting community. The evolution of the plans is vital to know where this pressure has been reduced or increased by local policy.

The other part of the social media analysis will be done manually by analyzing 100 Instagram posts and extracting basic information and values, a chart with the extracted values and attributes from social media posts will be made. The 100 Instagram posts will be searched with the following hashtags: #Faroportugal #casaalgarve #faroarchitecture #facades in Faro. From this analysis, a list is made with the most placed buildings and the most used hash-tags/ words that can be used later on in the site survey.

The third method will be the site survey. To understand how locals and tourists value the architectural characteristics in the urban area São Francisco there will be a site survey "o jogo de palavras". O jogo de palavras which means the game of words. A more playful method, compared to a survey, has been chosen to get the most sincere answers. By asking the two different target groups: locals and tourists, it is possible to investigate if there is a difference between people that are in the city for a short period (who will only look at short term effects) and people who live in the city (who will look at the long term effects). In the game, the locals and tourists will combine the words from expressions (that are researched in the social media analysis) with facade characteristics (attributes) found in the facade analysis from the fieldwork and the manual social media analysis. Each expression is linked with a value, after the game each survey will be analyzed and translated into values. As a result, two value charts will be made to see which facade characteristics are more valued by the locals and tourists.

Lastly, a theoretical framework will be set using literature, not only to analyze why buildings become vacant but also why there are so many vacant buildings in Portugal. Alongside this, a fieldwork analysis will be done to locate the vacant buildings in São Francisco and to determine the actual reason for their vacancy. From the factors found in the theory and fieldwork, values will be extracted which will then be compared to values of locals and tourists in order to determine a broader scope of why buildings are vacant.

This will give the tools for a value-based redesign of vacant buildings as it answers what nowadays is valued, why and how it is valued and what the values were that led to the vacancy of the buildings.

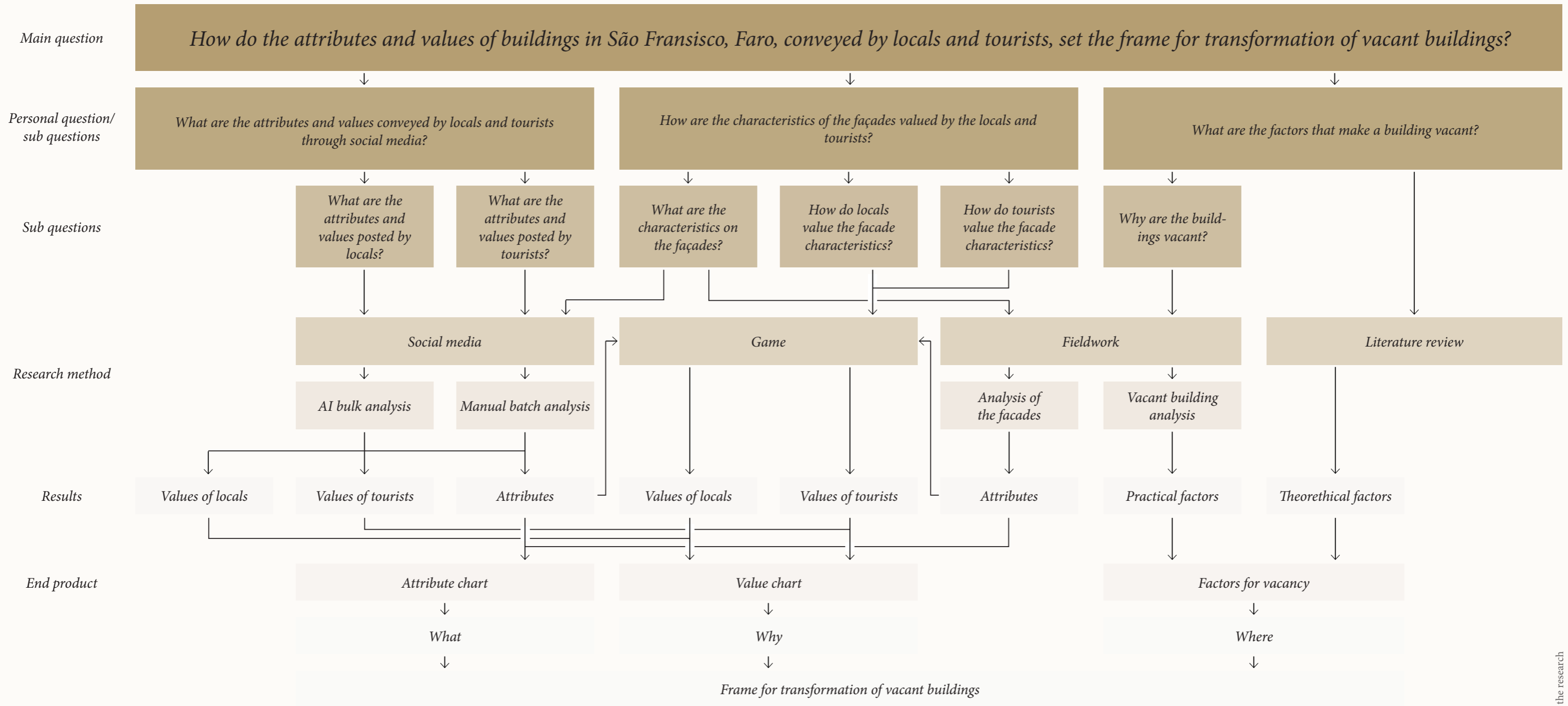


Figure 01: Theoretical Framework for the research
own illustration

Schedule

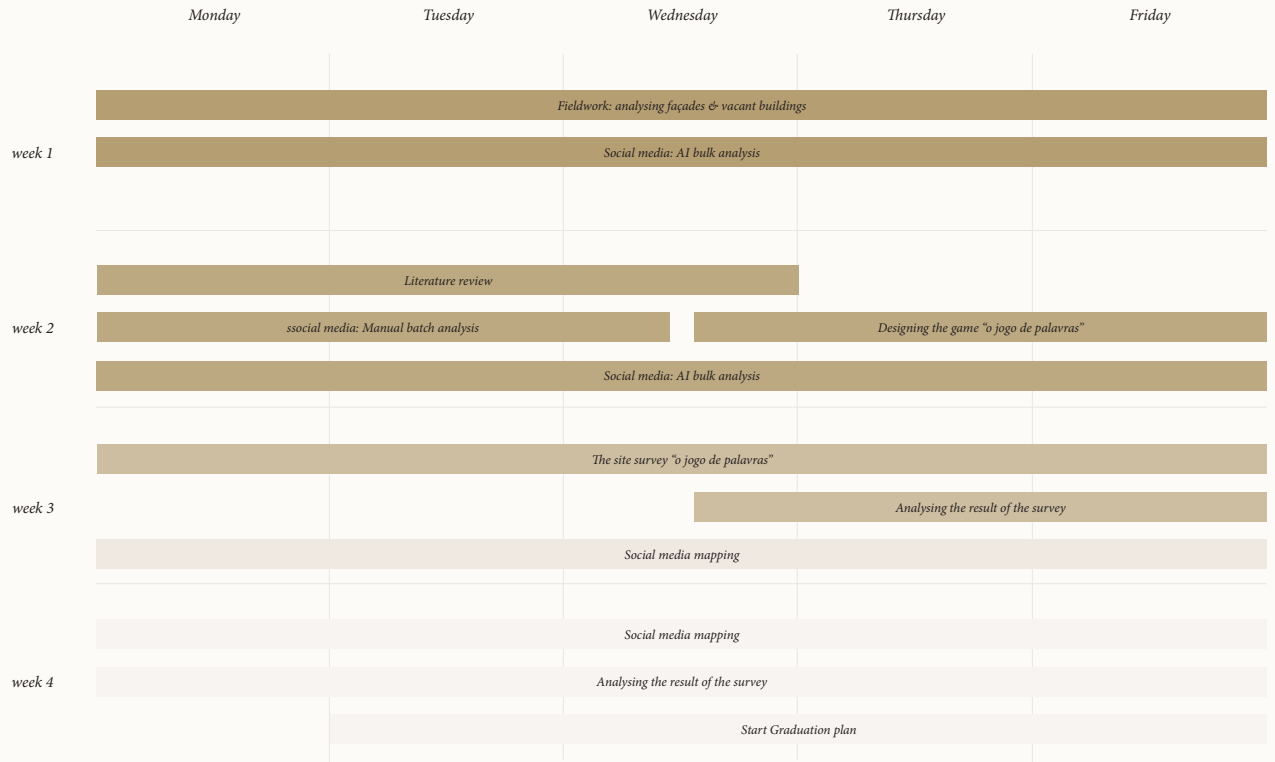


Figure 02: Schedule for the research in Faro
own illustration

Literature Review

An evaluation of the elements and characteristics of historical building façades in the context of Malaysia

This research highlights the visual aspects and qualities of historical facades that enhance a region's historical image, such as: shape, architectural style, color, and decoration. The paper has a similar research structure and goal. The research surveyed 220 respondents, between the age of 20–50 years and older. The participants were randomly picked among passers-by who visited the study area. The chosen research zone is in a historical area of Kuala Lumpur's city center, where the public ranked the five finest and worst historical façades for further investigation. The outcomes of this study can help urban designers and planners think about how the public views historical building facades when planning future conservation work.

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Amir Hossein Askaria, Kamariah Binti Dolaa and Soha Soltanib (2014). An evaluation of the elements and characteristics of historical building façades in the context of Malaysia. Vol. 19, 2, 113–124. From: <https://link-springer.com.tudelft.idm.oclc.org/content/pdf/10.1057/udi.2013.18.pdf>

Cultural Heritage Management and Heritage (Impact) Assessment:

This paper provides the literature framework to define what is meant with values and attributes and serves as a tool to assist heritage assessment which in this paper will be used to identify and determine the values people connect to attributes

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Tarrafa Silva, A., & Pereira Roders, A. (2012, januari). Cultural Heritage Management and Heritage (Impact) Assessments. International Conference on Facilities Management, Cape Town, South Africa. https://www.researchgate.net/publication/323783537_Cultural_Heritage_Management_and_Heritage_Impact_Assessments

Housing building typology definition in a historical area based on a case study: The Valley, Spain

This paper talks about the problem of the abandonment of historical housing located in city centers. It is a comparable research as it also goes into vacant buildings in a heritage setting. The case study for this research is in The Valley, Spain. It looks at building typologies and maps their characteristics. This is comparable to this research, it serves as a guide for the methodology on housing typology.

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Beatriz Montalbán Pozas, Francisco Javier Neila González, Housing building typology definition in a historical area based on a case study: The Valley, Spain, Cities, Volume 72, Part A, 2018, Pages 1-7, ISSN 0264-2751, <https://doi.org/10.1016/j.cities.2017.07.020>. (<https://www.sciencedirect.com/science/article/pii/S0264275117302299>)

Mapping historic urban landscape values through social media

The methodology described in this paper is the base for the part of the research focused on social media analysis. The relation between value and social media is described here as the essential instinct of sharing images between a social network. This phenomenon is taken into account as part of a social phenomenon showing what is most valued by the amount of interactions it gets. The amount of data produced every day can be testimony of the changes in value. By taking into account the information constantly shared in social media, participation can be made feasible at the municipality in order to have a clear overview of what is valued both by locals and tourists.

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Ginzarlya, Manal & Pereira Roders, Ana & Teller, Jacques (2021). "Mapping historic urban landscape values through social media". Journal of Cultural Heritage 36 (2019) pp 1–11

The Effect of Architectural and Urban Elements On City Image in Lahijan's Historical Area, Iran

This research explains why the city's image is important, that facades make a big part of the city's image and how people value the city. Then it goes further in to facade characteristics and how they prefer to evaluate it.

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Afshin Jalali, Dr. Nangkula Utaberta, Dr. Adi Irfan Jabatan Seni Bina, Fakulti Kejuruteraan dan Alam Bina (2013). The Effect of Architectural and Urban Elements On City Image in Lahijan's Historical Area, Iran. Volume 6, 2013. From: <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.913.964&rep=rep1&type=pdf>

Tourism in the territory and territorial planning. Case study: The municipality of Faro.

This thesis studies the relation between tourism as a spatial phenomenon and local territorial planning. With Faro also as a case study the paper shows the tourist potential, and its compatibility with the proposals of development, the regime use, the strategies, and land protection. Therefore, territorial management plays one of the most important roles in the development of a city like Faro.

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De Jesus, Silvia, (2012). "Tourism in the territory and territorial planning. Case study: The municipality of Faro". Mestrado em Gestão e Desenvolvimento de Destinos Turísticos.

Urban rehabilitation, governance, and housing affordability: lessons from Portugal

This paper looks into the vacancy and urban rehabilitation areas in Portugal's biggest cities Lisbon and Faro. It discusses how the role of the URS, launched by the Portuguese government in 2004, provides an alibi for market oriented strategies.

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Rosa Branco & Sónia Alves (2020) Urban rehabilitation, governance, and housing affordability: lessons from Portugal, Urban Research & Practice, 13:2, 157-179, DOI: 10.1080/17535069.2018.1510540

Portugal Has the Second Highest Amount of Vacant Homes in Europe

This article talks about why homes are vacant, don't get renovated in Portugal, it also talks about changes in sight and possible solutions.

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Fernandes, C. R. C. D. B. E. (2018, 16 januari). Portugal é o segundo país europeu com mais casas vazias. Jornal SOL. <https://sol.sapo.pt/artigo/596461/portugal-e-o-segundo-pais-europeu-com-mais-casas-vazias>

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Beatriz Montalbán Pozas, Francisco Javier Neila González, Housing building typology definition in a historical area based on a case study: The Valley, Spain, Cities, Volume 72, Part A, 2018, Pages 1-7, ISSN 0264-2751. From: <https://doi.org/10.1016/j.cities.2017.07.020>. (<https://www.sciencedirect.com/science/article/pii/S0264275117302299>)

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