

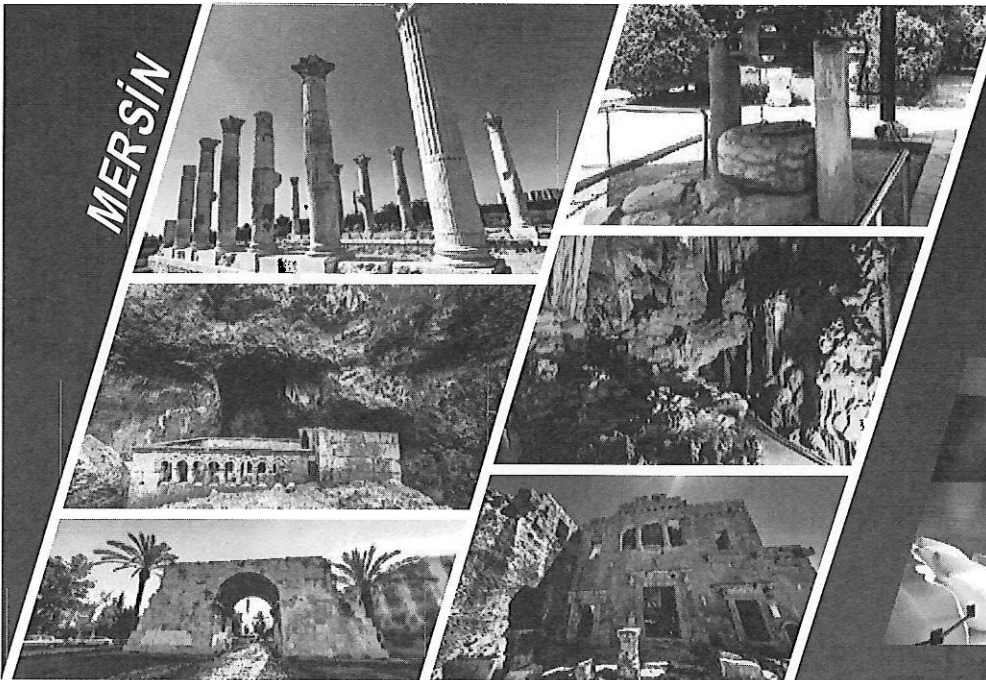


# The First International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability

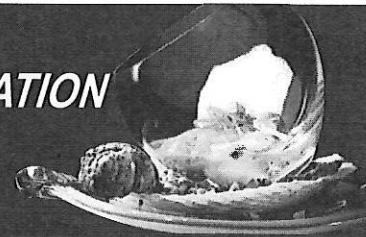
## FUTOURISM 2017

September 28-30, 2017 Mersin / TURKEY

MERSİN



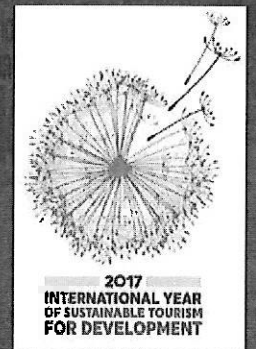
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**THE FIRST INTERNATIONAL CONGRESS ON  
FUTURE OF TOURISM:  
Innovation, Entrepreneurship and Sustainability  
(Futourism 2017)**

**PROCEEDING BOOK  
28-30 September 2017 - Mersin/TURKEY**

**1. ULUSLARARASI TURİZMİN GELECEĞİ  
KONGRESİ:  
İnovasyon, Girişimcilik ve Sürdürülebilirlik Kongresi  
(Futourism 2017)**

**BİLDİRİLER KİTABI  
28-30 Eylül 2017 - Mersin/TÜRKİYE**

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## ***PREFACE***

Almost everyone agrees on the idea that knowledge is the most important force at the present time. A process of learning is necessary to have the knowledge and use it in the right place. Universities are the institutions, found on the last stage of education and where the education process is carried out both theoretically and practically. Being aware of this responsibility, Mersin University always aims to carry forward the sense of education at national and international level, depending the foundation values of Republic with Ataturk's principles and revolutions, by the efforts of academic and administrative staffs. Our university aims to educate its students in this framework as beneficial to society, participatory and productive individuals with the ability to transform theoretical knowledge into practical.

As a first department affiliated to our university and underpin the Tourism Faculty, the School of Tourism and Hotel Management started its educational activities within the body of Adana Academy of Economic and Administrative Sciences, on April 4th, 1980. In accordance with The Council of Higher Education the school was taken into the scope of Çukurova University in 1982 and it has carried on its academic program within the body of Mersin University since April 3rd, 1992. As known; tourism industry which has a direct connection with socio-economic prosperity and national, regional and local development contribution can be regarded as one of the most important means for development. Turkey ranked as the tenth country in the World Tourism Organisation's list of the most tourists attracting countries in 2016. The goal should be to force the top spots in the sense of destination attraction, along with the ranking of tourism incomes. In this context countries being tourism destination have to follow the developments in the world continuously and renew their structures according to new demands and trends. Precisely as this point that future of tourism was brought into question, the 1st International Congress on Future of Tourism; Innovation, Entrepreneurship and Sustainability becomes even more important.

I believe that Tourism Faculty which has carried numerous organizations from the date of its foundation, will run the "1st International Congress on Future of Tourism; Innovation, Entrepreneurship and Sustainability" as successfully as any other organization hosted by it. Hence, our faculty and congress deserve our appreciation and support in every sense. I am very glad to host you dear participants in our university and Mersin via our congress. On behalf of my university and my person, I would like to thank all colleagues, institutions and sector representatives involved in the preparation and conduct of this congress in which valuable papers on future of tourism will be presented.

Prof. Dr. Ahmet ÇAMSARI  
Mersin University  
Rector

## ***PRESENTATION***

Mersin University, Faculty of Tourism is one of the oldest Tourism education institutions in Turkey. Today, there are 3000 graduates since its foundation in 1980 and with its new programs, such as Gastronomy and Kitchen Arts and Tourism Guidance, we are ready to serve the future of tourism.

“On the other hand, The First Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability (FUTUREISM 2017) has been organized to create a platform to discuss all the important concepts, issues and problems related to the Future of Tourism. As being one of the most important industries in the World, we believe all the stakeholders of the industry must pay the most attention to the future of this important phenomenon. We call Tourism a phenomenon since we believe tourism highly deserves this description. It’s one of the biggest employers in the world, constantly support economies with foreign currency flows and helps underdeveloped regions in their economic and social growth. Of course, these important contributions do not happen without a cost. Unplanned tourism growth generally ends up with a deteriorated environment, sometimes with important social problems and loses of various attractions including historical buildings, remains of early civilizations, etc. Societies, governments, municipalities, academicians, tourism enterprises and even the tourists must work together to keep the sources of tourism sustainable. We believe, The First Congress on Future of Tourism and other similar congresses have much to do in contributing to the future of this important industry. I hope this congress will be an important step toward this goal.

At this point, I want to deeply thank Prof. Dr. Ahmet ÇAMSARI, Rector of Mersin University for his ongoing support which made FUTUREISM 2017 Congress a great success. Other important thanks will go to Ministry of Culture and Tourism, Mersin Metropolitan Municipality, Erdemli Municipality, Adra Publishing, MERTID, ÇUKTOB and METIÖD for their generous financial supports to FUTUREISM 2017 Congress. Of course one of the biggest thanks to our Research Assistants for their time and efforts during the organization and implementation of the congress. I would like to thank all the academic staff and administrative staff at Tourism Faculty and hundreds of prestigious academicians who helped us to review around 250 academic papers which submitted to the FUTUREISM 2017 as well. There are 189 papers presented in the Congress which made us believe that the academicians in the field of tourism present great enthusiasm toward a better industry all over the world. I would also like to thank all participants who presented their academic works in FUTUREISM 2017 and especially to our distinguished guests and keynote speaker, Prof. Dr. Cihan COBANOGLU, for their contribution and support for the success of FUTUREISM 2017. Of course, our partner universities also deserve a big thank for their valuable support and hope we can extend this partnership toward better organizations and activities.

I am so glad to host variety of precious academicians, guests and sector representatives within Mersin University and in Mersin. I wish you have a successful conference and excellent time in Mersin, Turkey.

On behalf of the Organizing Committee,  
Prof. Dr. Kemal BİRDİR

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# Urban Landscape and Tourism in the Historic Centre of Porto: The Perception of Residents

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## Abstract

This study aims to discuss the relationship between tourism and the urban landscape in the city of Porto, opening a dialogue around the creation of comparative dynamics between cities. The urban landscape has been analysed and studied by several authors under different perspectives that have been revised in the theoretical and methodological framework of the study presented here. In this case, we are interested in studying the landscape of Porto, a city on the rise in tourist's numbers. It is intended to diagnose the local resident's perceptions about the landscape of the Historic Centre and reflect on tourist impacts motivated by the growth of its visitors and the highly intensive use of public spaces. The diagnosis of the landscape relates to directional signage, outdoor advertising, out-door terrace furniture of restaurants and similar, urban furniture, gardens and natural elements, traffic, cleaning, pedestrian areas, visitor flow, conservation of monuments, museums and buildings. These components inevitably put in the same urban image context residents and tourists who acquire and share the local experiences.

This diagnosis will be an important dialogue basis regarding processes of urban landscape improvement and will allow reflection on the normative discourses that managers intend to materialize.

**Keywords:** Landscape, cities, perception

## Introduction

This research project intends to observe the city and make some reflections around the urban landscape and the perceptions of residents and visitors. The study that we propose to develop intends to address the issues of the relationship of tourism with the urban landscape in Porto city, replicating a project which is already under development in the cities of Seville and Malaga, coordinated by Alfonso FernándezTabales and with the collaboration of Enrique Santos Pávon, Inmaculada Mercado Alonso, Concepción Foronda Robles, César López Gómez and Maria Carmen Puche Ruiz. By replicating the project, we opened a dialogue around the creation of comparative dynamics between cities. The urban landscape has been analysed and studied by several authors under different perspectives revising in the theoretical and methodological framework of the study presented here. The overall objective of the project is to analyse the interrelationships between the urban landscape (understood as heritage) and tourism activity identifying and evaluating conflicts and opportunities arising in the relationship. This general objective will be achieved through implementation of specific objectives, which are:

- i) Deepen the theoretical and conceptual framework of relations between landscape, heritage and tourism, centred in the city as a tourist space;
- ii) Collecting information at national and international level, and a comparative analysis of the regulations on the historical part of the urban landscape, especially in cities with intense tourist numbers;

- iii) Diagnose the conflicts generated in the relation between tourism and urban landscape, pointing out impacts on heritage derived by the tourism movement;
- iv) Evaluate the value of the landscape of urban tourist destinations for the competitiveness Finding out the differences and commonalities in the perception and evaluation of urban landscapes among residents and visitors;
- v) Perform a practical application detailing the methodological aspects mentioned in specific sectors of the historical urban centres of Oporto, Seville and Malaga, selected as case studies;
- vi) Propose strategic guidelines for the treatment of this issue.

It is necessary to think that the landscape plays important role on public interest in the cultural, ecological, environmental and social fields and that it is a resource favourable to the economic activity (European Landscape Convention, 2000). Noting that the landscape constitutes a resource favourable to economic activity, some reservations should be instituted because we also understand landscape as a testimony to the passage of time and action of man. This is how Unesco (2011) refers to the historical landscape as a key to humankind's knowledge through space and time. Unesco (2011) adds to the urban heritage a social, cultural and economic asset, that defines the historical layers of values that have been produced by an accumulative resulting the traditions and experiences, recognised as such in their diversity.

The accumulation of movements and actions of man over a given space, allows the construction of identity that gives the territory unique elements of place / Man relationship. It is these unique elements that promote the attractiveness of the places, and that allow to understand the landscape not only as a place of experiences but also a place of cultural accumulation (Samsudin& Maliki, 2014, page 434)

Van Eetvelde&Antrop (2004) refer to the risk of a more or less gradual, more or less rapid disappearance of cultural identities and landscapes because of the profound transformation in the face of globalisation in Europe in recent years. They reinforce the question that landscape is an expression of cultural relation with its natural context and is the result of constant reorganisation, renewal and adaptation of places to the uses of persistent social demand (Antrop, 2005). It is in this context that reflection and awareness of the importance of diversity must occur. It is important to think that the landscape and the cultural elements that construct and institute differentiation and diversity must be preserved as a way to increase the visitation numbers. In this context we agree with Ismagilova, Safiullin&Gafurov (2015) that refers to the development of new infrastructures that cities, especially historic ones, must face the tourism growth, and the new infrastructures should not break the historical profiles of the territories.

To emphasise the value of the significance of the landscapes, the city of Porto is classified as World Heritage. This classification allows the city to reveal its significance and its landscape value which are characterised by exceptional value that transposes national borders. In this way, it is important to safeguard the image of the city, avoid deterioration and negative impacts on the cultural values that differentiate and characterise the communities. This study intends to find out if in the city of Porto, the signs of deterioration and negative impact on the evolution of the urban landscape established by the economic, political and social actions determined by its relation with the growing presence of tourism are visible.

In order to analyse perspectives of residents and tourists on the urban landscape, and on the changes resulting from the growth and development of tourism and visitation activities, it will be necessary to understand the concept of places of living where residents enter their daily activities, where they build habits. The accompaniment of the transformation of the city is provoking changes, more or less drastic.

This project, which is now beginning, and which is partially explained in this article, intends in the first phase to diagnose the residents' perception of the changes in the urban environment, with a great emphasis on the aesthetic and quality aspects of the urban landscape. Thus, it is sought to verify if the perceptions of the community of residents regarding the tourist pressure are negative or positive as far as the image of the diverse spaces of the historical city centre of Porto.

## **2. Methodology**

### *2.1. Research Goal*

This paper, included in the major project, aims to diagnose the conflicts generated in the relation between tourism and urban landscape, pointing out impacts on heritage derived by the tourism movement: the perceptions of the Porto residents and visitors. It will intend to find out the differences and commonalities in the perception and evaluation of urban landscapes among residents and visitors.

### *2.2. Sample and Data Collection*

A questionnaire was structured and used as the instrument of the data collection process. The first part of the questionnaire employed to extract the demographics of the residents. Subsequently, the dimensions which are composing the urban landscape were subjected in the survey; The formats of questions under each dimension have been structured in either three or four or five-level Likert scale. The deterioration subject used yes/no questions. Finally, an open-ended question was asked to receive comments for each dimension.

A pilot test was performed to evaluate how well the survey instrument captured the dimensions it was supposed to measure. The first draft of the questionnaire was distributed to around 30 randomly selected residents who stopped at Bolhão market as one of the most visited places by locals in the centre. This test led changes regarding the layout of the questionnaire in order to have more clear structure, and thus to obtain more comments. The entire data collecting process was carried in individual question-and-answer format by students from the Tourism, Culture and Heritage department of UniversidadePortucalense (UPT) with a mean time of fifteen minutes. Finally, the study resulted in 150 usable surveys filled out by visitors from 31 different countries. The descriptive frequency analyses were used to find out underlying tourist perception of urban landscape image of Porto. The data was processed with the statistical package SPSS 20.0 software.

## **3. Analyses and Results**

The sample of this study consisted of 150 individuals, mainly residents (56.0%) and entrepreneurs/merchants (20.7%) in the parishes of the Historic Centre of Porto, namely Cedofeita, Santo Ildefonso, Sé, Miragaia, São Nicolau and Vitória - Table 1. Of the total number of individuals surveyed, 35.2% work in the tertiary sector, namely commerce and services (35.3%), and 28.7% are students – Table 2. Concerning gender, 50.7% are female and 49.3% are male (Table 3), with ages between 26 and 64 (60.0%) - Table 4.

*Table 1. Sample distribution: position in the community*

<b>Position in community</b>	<b>N</b>	<b>%</b>
Resident	84	56,0
Businessman / Merchant	31	20,7
Family of resident with strong connection to the community (example: children, grandchildren, among others)	18	12,0
Member of the community (example: associations, church, clubs, among others)	17	11,3
Total	150	100,0

*Table 2. Sample distribution: professional occupation*

<b>Professional occupation</b>	<b>N</b>	<b>%</b>
Secondary sector activity (example: industry)	2	1,3
Activity of the tertiary sector (example: trade and services)	53	35,3
Retired	25	16,7
Unemployed	23	15,3
Student	43	28,7
Housewife/housekeeper	4	2,7
Total	150	100,0

*Table 3. Sample distribution: gender*

<b>Gender</b>	<b>N</b>	<b>%</b>
Male	74	49,3
Female	76	50,7
Total	150	100,0

*Table 4. Sample distribution: age*

Age	N	%
15-24 years	36	24,0
25-44 years	41	27,3
45-64 years	49	32,7
+65 years	24	16,0
Total	150	100,0

The application of the questionnaires to the residents of the historic centre of Porto took place between 22 and 29 November 2016, and focused on the analysis of the surroundings of the places listed in the table below (Table 5). It should be noted that at the place of application of the questionnaires, majority of respondents indicated that there were no elements that spoiled the image of the place (78.7%) - Table 6.

*Table 5. Place of application of the questionnaire*

Place of application of questionnaires	N	%
Aliados – Porto City Hall	16	10,7
Bolhão	50	33,3
Carolina Michaelis – Metro station	6	4,0
Carolina Michaelis – close to Metro station	2	1,3
Cedofeita – close to Parish council	25	16,7
Clérigos	11	7,3
São Bento train station – close to Metro station	10	6,7
Ribeira	11	7,3
Cedofeita street	16	10,7
Trindade – Metro station	3	2,0
Total	150	100,0

Table 6. Existence of some element that deteriorates the image of the place

Deterioration elements		N	%
	Yes	32	21,3
	No	118	78,7
	Total	150	100,0

After content analysis of the perspectives on the external publicity visible from the public road, it is apparent that, although advertising is not considered intrusive, it is of little use since it should focus more on monuments and museums that can be visited, as well as the respective events and initiatives taking place in the historic centre.

Relating to the equipment of bars and restaurants terraces, namely: tables, chairs, umbrellas, respondents consider that the existing quantity is sufficient (78.7%) (Table 17), and that the design, namely colour, shape, and size is adequate (94.0%) - Table 18.

Table 17. Elements in bars and restaurants terraces: Quantity

Quantity		N	%
	Excessive	26	17,3
	Sufficient	118	78,7
	Insufficient	6	4,0
	Total	150	100,0

Table 18. Elements in bars and restaurants terraces: Design

Design		N	%
	Very adequate	4	2,7
	Adequate	141	94,0
	Inadequate	5	3,3
	Total	150	100,0

Regarding state of preservation, the opinion of the respondents is divided between the reasonable (48.7%) and the good (46.0%) (Table 19), although they do not consider it to negatively affect the image of the historic city (78.7%) - Table 20.

*Table 19. Elements in bars and restaurants terraces: State of conservation*

<b>Conservation</b>		<b>N</b>	<b>%</b>
	Very Good	5	3,3
	Good	69	46,0
	Reasonable	73	48,7
	Bad	3	2,0
	Total	150	100,0

*Table 20. Elements in bars and restaurants terraces: Deterioration of city's image*

<b>Deterioration</b>	<b>N</b>	<b>%</b>
Yes	32	21,3
No	118	78,7
Total	150	100,0

From the content analysis on the opinions about tables, chairs and umbrellas belonging to the terraces occupying the public road, there is some concern and even indignation about some critical aspects: a) space on the public road and in the pedestrian areas, preventing the normal movement of people; b) proximity to monuments and places of patrimonial interest, namely in Ribeira, preventing freely gazing the landscape; c) lack of standardisation and aesthetic harmony in the historic centre; d) excessive advertising in terraces.

As far as public street furniture is concerned (benches, static advertising, wastebaskets, street lamps), respondents indicated that quantity is sufficient (72.0%) (Table 21), and relation to design, colour, shape and size is adequate (87.3%) - Table 22.

Table 21. Urban furniture: Quantity

Quantity		N	%
	Excessive	1	,7
	Sufficient	108	72,0
	Insufficient	41	27,3
	Total	150	100,0

Table 22. Urban furniture: Design

Design		N	%
	Adequate	131	87,3
	Inadequate	19	12,7
	Total	150	100,0

The evaluation of location of these elements on the public road is also positive, with 73,3% of respondents considering "Adequate" (Table 23). Also, 70,7% of respondents considered it useful (Table 24).

Table 23. Urban furniture: Location

Location		N	%
	Very adequate	4	2,7
	Adequate	110	73,3
	Inadequate	36	24,0
	Total	150	100,0

Table 24. Urban furniture: Usefulness

Usefulness		N	%
	Very useful	41	27,3
	Useful	106	70,7
	Useless	3	2,0
	Total	150	100,0

On the other hand, the evaluation of residents on the state of conservation of urban furniture was divided between the reasonable (46.7%) and the good (34.0%) (Table 25). However, this perspective does not affect the analysis about deterioration of the city's image, which for 76.0% of respondents is not relevant - Table 26.

Table 25. Urban furniture: State of conservation

Conservation		N	%
	Good	51	34,0
	Reasonable	70	46,7
	Bad	23	15,3
	Very Bad	6	4,0
	Total	150	100,0

Table 26. Urban furniture: Deterioration of city's image

Deterioration	N	%
Yes	36	24,0
No	114	76,0
Total	150	100,0

When asked to point out some suggestions to improve urban furniture, the respondents indicated the following: a) reinforcing the number of recycle bins, garbage bins and wastebaskets; b) more cigarettes butt's collectors; c) more public lights and replacement of cast lamps; d) more public toilets; e) more benches in public areas; f) more and better maintenance of existing furniture.

The perspectives are divided between the opinion that traffic deteriorates little the image of the historic centre (32.0%) and the opinion that it does not deteriorate (30.0%) - Table 31. We can assume that the opinion of residents about car traffic in the city centre is normal, and therefore does not bother (64.0%) - Table 32.

*Table 31. Traffic: Deterioration of city's image*

<b>Deterioration</b>		<b>N</b>	<b>%</b>
	Deteriorates much	25	16,7
	Deteriorates	32	21,3
	Low deterioration	48	32,0
	Doesn't deteriorate	45	30,0
	Total	150	100,0

*Table 32. Traffic: Quantity*

<b>Quantity</b>		<b>N</b>	<b>%</b>
	Excessive and annoying	54	36,0
	Normal, does not bother	96	64,0
	Total	150	100,0

Regarding the pedestrian areas, most of residents consider it sufficient (68.05%) (Table 33) and the state of conservation and cleanliness are acceptable (68.0% and 51, 0% respectively) - Table 34 and Table 35.

*Table 33. Pedestrian areas: Quantity*

Quantity		N	%
	Yes	102	68,0
	No	48	32,0
	Total	150	100,0

*Table 34. Pedestrian areas: State of conservation*

Conservation		N	%
	Very well kept	13	8,7
	Normal	102	68,0
	Careless.	35	23,3
	Total	150	100,0

*Table 35. Pedestrian areas: Cleanliness*

Cleanliness		N	%
	Very good and well kept	19	12,7
	Normal	77	51,3
	Insufficient	54	36,0
	Total	150	100,0

Regarding the flow of tourists, the opinion is that the number of tourists in the historic centre of Porto does not bother (79.3%) (Table 36), considering also that main touristic areas do not reveal overcrowding, evaluating the use of these spaces as normal (53.3%) - Table 37.

Table 36. Tourist flow: Quantity

Quantity		N	%
	Excessive and annoying	16	10,7
	Normal, does not bother	119	79,3
	No appreciation	15	10,0
	Total	150	100,0

Table 37. Tourist flow: Use of touristic places

Use of touristic places		N	%
	Very high	16	10,7
	High	15	10,0
	Normal	80	53,3
	Low	18	12,0
	Very low	21	14,0
	Total	150	100,0

Considering the state of conservation of buildings, monuments and museums, only 42.0% of residents consider that the buildings are generally well preserved (Table 38), and only 40% consider monuments and museums to be very well preserved (Table 39)

Table 38. Buildings: State of conservation

Conservation		N	%
	Very good	14	9,3
	Good	63	42,0
	Low	22	14,7
	Very low	32	21,3
	No appreciation	19	12,7
	Total	150	100,0

Table 39. Monuments and museums: State of conservation

Conservation		N	%
	Very good	27	18,0
	Good	60	40,0
	Low	28	18,7
	Very low	6	4,0
	No appreciation	29	19,3
	Total	150	100,0

From the content analysis on the overall evaluation of the residents regarding to traffic, pedestrian areas, tourists flow and the state of preservation of buildings, monuments and museums, it is verified that the higher concern lies on cleanliness of the historic centre, demanding more awareness actions and increase the intensity of cleanliness. Also, it is pointed out the importance for a decrease in the number of cars/traffic in the historic centre. The improvement in the state of conservation of buildings, monuments and museums and the increase of pedestrian areas were also indicated as actions to be developed.

To conclude, residents of the historic centre were asked to list what they like best in the places under study. The responses were the following: a) the existence of people in the streets; b) the beauty and meanings of monuments and artistic movements for the community; c) the river; d) the sense of community; e) the hospitality and conviviality between people; f) the merchants' sympathy and good disposition; g) accessibility; h) the influx of tourists; i) markets and street stores; j) the "feeling of being portuense" (belonging to Porto).

#### 4. Results Discussion

The sample is mainly composed of residents, trade and service workers and students, aged between 25 and 64. The results show that the perception of the residents of the historic centre of Porto in relation to the landscape is positive. Based on this diagnosis, the opinion of 150 individuals regarding the different dimensions in analysis, on emblematic tourist sites such as Bolhão, Aliados, Cedofeita, Ribeira, Clérigos, São Bento, among others, is verified in a first approach that most of respondents do not identify any element that can deteriorate the image of the urban landscape.

Presenting the results of a descriptive and comparative analysis of the different dimensions under study, through the analysis of Table 40, respondents consider sufficient the quantity of bars and restaurants terraces, urban street furniture, green and natural spaces, and pedestrian areas. In this dimension, there is a greater agreement on the number of tables, chairs, umbrellas of terraces (78.7%) and lower agreement on trees, gardens and other natural elements (59.3%). The residents indicate the importance for the increase in the quantity and quality of green spaces and

the need to limit the size of public areas used for bars and restaurants terraces. Concerning the amount of car traffic and tourist flow, which might, in some cases, be potentially considered as threats to the well-being of the residents of the historical centre, it is verified that the majority of the respondents say that neither the traffic nor the affluence of the tourists possesses a dimension that bothers residents. In this respect, however, it should be noted that residents consider that the number of cars (36.0% - Table 32) is more disturbing than the number of tourists (10.7% - Table 36).

Regarding the design (colour, shape and size), it is noted that in general most residents considers the design of the analysed elements adequate, with high degree of agreement, registering values above 78%. Only the design of pedestrian directional signage did not register a very significant value (68.7%), suggesting some possibility of improvement in this area, namely in terms of greater adequacy to the pedestrian movement, since most directional signage that usually exists on the public highway is orientated to traffic.

Having analysed the opinion of the residents regarding the location and usefulness of the elements under study, namely directional signage and urban furniture, it is verified that the residents consider them respectively adequate and useful, although the evaluation on pedestrian directional signage, again, suggest some points that need to be addressed.

Since conservation status is a very important dimension in the evaluation of the urban landscape, the results point to some weaknesses in this subject. Although the overall analysis was reasonable, the agreement of most residents was not achieved as the percentage of the responses that evaluated some dimensions (directional signage, outdoor advertising, bars and restaurants terraces, urban furniture, and trees and gardens), was less than 50% and only the pedestrian zones showed a higher agreement (68.0% normal maintenance and 51.3% normal cleaning). Regarding the conservation status of the buildings, less than half of the respondents considered to be very good for monuments and museums and only good for buildings.

Reinforcing the overall positive evaluation of residents regarding the landscape of the historical centre of Porto, it should be noted that none of the dimensions under analysis was identified as causing negative impacts capable of deteriorating the image of the city or historic centre. This assertion is confirmed by the degree of agreement registered in the answer to this question in a repeated way throughout the questionnaire, with only the exception of the analysis of the residents in relation to car traffic (it deteriorates a little 64.4%)

## **5. Conclusion**

It is concluded that the residents of Porto coexist well with the urban landscape and the environment of the tourist centre of the city. However, the relatively small number of inhabitants that nowadays occupy the historic centre lead us to question on the number of residents we will have in the city in the nearest future and what measures should be developed to avoid the total depopulation of the historical centre of the city.

Table 40. Global Results

Dimension	Quantity	Design	Location	Utility	Conservation	Deterioration
Directional signage (pedestrian)	Sufficient 59,3%	Adequate 68,7%	Adequate 63,3%	Useful 74,7%	Reasonable 38,0%	No 70,0%
Outdoor advertising	Sufficient 70,7%	Adequate 88,0%	n.a.	n.a.	Reasonable 50,0%	No 79,3%
Tables, chairs, umbrellas for terraces	Sufficient 78,7%	Adequate 94,0%	n.a.	n.a.	Reasonable 48,7%	No 78,7%
Urban furniture (benches, static advertising stands, paper bins, street lamps)	Sufficient 72,0%	Adequate 87,3%	Adequate 73,3%	Useful 70,7%	Reasonable 46,7%	No 76,0%
Trees, gardens and other natural elements	Sufficient 59,3%	Adequate 78,0%	n.a.	n.a.	Reasonable 34,7%	No 63,3%
Pedestrian areas	Sufficient 68,0%	n.a.	n.a.	n.a.	Normal conservation 68,0% Normal cleaning 51,3%	n.a.
Traffic	Normal, does not bother 64,0%	n.a.	n.a.	n.a.	n.a.	Low deterioration 64,0%
Tourists flow	Normal, does not bother 79,3% Normal, no overcrowding 53,3%	n.a.	n.a.	n.a.	n.a.	n.a.
Buildings, monuments and museums	n.a.	n.a.	n.a.	n.a.	Good for buildings 42,0% Very good for monuments and museums 40,0%	n.a.

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Tourists flow	Normal, does not bother 79,3% Normal, no overcrowding 53,3%	n.a.	n.a.	n.a.	n.a.	n.a.
Buildings, monuments and museums	n.a.	n.a.	n.a.	n.a.	Good for buildings 42,0% Very good for monuments and museums 40,0%	n.a.

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