

An Empirical Investigation of Architectural Heritage Management-Implications for Tourism: The Case of Portugal

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ABSTRACT

Heritage is treated as cultural part of a society's tradition since it transmits the value of the past as history. Additionally, it is viewed a substantial asset of the cities and urban areas with potential for infrastructural enhancement, improvement of image, and highly utilized as economic resource for urban tourism. Cultural heritage has attracted the attention of tourism planners, urban planners, and historians as means to restructuring human habitat in terms of material and non-material heritage encompassing architecture, monuments, historical relics, artefacts, artistic icons, celebrations, and folklore. Now-a-days, historical buildings as part of cultural heritage, have become a significant tourism resource; therefore, numerous destinations have funded and supported their renovation and reuse. Such change in attitudes towards heritage restoration resulted in heightened awareness at state and European Community levels of the economic. Employing potential of the heritage for tourism purposes has contributed to this. The aim of this study is manifold. First, to investigate and reveal the potentials of architectural heritage in the context of tourism destination development, as well as, examination of public sector policies and plans toward the conservation and preservation of these resources. Secondly, to appraise the outcome of preservation and its implication for tourism. The study is an effort to explore and figure the outcome of interrelationships between tourism and architectural heritage sites through tourists' image and perception. Study assumes that such multidimensional process and analysis will achieve a pathway towards the protection and reutilisation of heritage sites with positive implications for tourism sector. For the purpose of this research, numerous heritage sites are sampled in Portugal as study landscape. A mixed research method has been utilized to gauge tourists'

image/perception of heritage resources, reuse and impact (i.e., quantitative approach). A qualitative approach utilized to assess the priority of tourists in their visiting and the public-sector policies toward heritage resource management and planning. And Fuzzy logic method to assess the architectural value, tourism and preservation potential of historical buildings in Porto/ Aveiro. The contribution and implications of the study is also elaborated. The result revealed that architectural heritage resource is the main resource of appealing tourists. Also, the study to date demonstrate architectural value, tourism and preservation potential of observed buildings by evaluation through fuzzy logic methods.

Keywords: heritage preservation and reuse, architectural heritage resources, heritage resource planning and management, tourism, case of Portugal.

ÖZ

Tarihi ve kültürel miras toplum geleneğinin kültürel bir parçası olup geçmişte yaşanan olayların değerini tarihi olarak değerlendirip aktarılmasıdır. Ayrıca, buna ek olarak, altyapı geliştirme, imajın iyileştirilmesi ve kent turizmi için ekonomik kaynak olarak yüksek oranlarda kullanılabilen kentlerin ve kentsel alanların önemli bir varlığı olarak görülmektedir. Kültürel miras, turizm planlamacılarının, kent planlamacılarının ve tarihçilerin ilgisini, mimari, anıtlar, tarihi eserler, sanatsal ikonlar, kutlamalar ve folkloru kapsayan maddi ve manevi miras açısından insan yaşam alanını yeniden yapılandırmaya yönelik araçlar olarak karşımıza çıkmaktadır. Kültürel mirasın parçası olan tarihi binalar önemli bir turizm kaynağı haline gelmiştir. Bu nedenle, çok sayıda yerin, yenileme, restorasyon ve yeniden kullanımı finanse edilmiş ve desteklenmiştir. Kültürel ve tarihi miras restorasyonuna yönelik tutumlardaki bu tür değişiklikler, devlette ve Avrupa Topluluğunda ekonomik düzeyde yüksek farkındalığa neden olmuştur. Tarihi ve Kültürel Mirasın turizm amaçlı potansiyelinin kullanılması da buna katkıda bulunmuştur.

Bu çalışmanın amacı çok yönlüdür. Birincisi, mimari mirasın turizm bölgesi gelişimi bağlamındaki potansiyellerini araştırmak ve ortaya çıkarmak ve kamu kaynaklı politikaların incelenmesi, kaynakların korunması ve buna yönelik planlar. İkincisi, korunmanın sonucunu ve bunun turizm açısından önemini değerlendirmektir.

Çalışma turistlerin imaj ve algıları ile turizm ve mimari miras alanları arasındaki karşılıklı ilişkilerin sonucunu keşfetmek ve bunları bulmak içindir. Ayrıca, bu araştırma çok boyutlu süreç ve analizin, turizm sektörü için olumlu etkileri olan miras alanlarının korunması ve yeniden kullanılmasına yönelik bir yol bulacağını varsayıyor.

Bu arařtırmada, Portekiz'de alıřma arazisi olarak sayısız miras alanı rneklenmiřtir. Turistlerin miras kaynakları, yeniden kullanımı ve etkisi hakkındaki imaj / algılamalarını (r. Nicel yaklařım) lmek iin karıřık bir arařtırma yntemi kullanılmıřtır. Ziyaret eden turistlerin nceliđini ve miras kaynakları ynetimi ve planlamasına ynelik kamu sektr politikalarını deđerlendirmek iin niteliksel bir yaklařım kullanılmıřtır. Porto / Aveiro'daki tarihi binaların mimari deđerini, turizmi ve korunma potansiyelini deđerlendirmek iin bulanık mantık metodu kullanılmıřtır. Bu alıřmanın katkısı ve sonuları řu řekilde geliřmiřtir. Mimari miras kaynađının turistler iin ekiciliđinin ana kaynađı olduđunu ortaya koydu. Ayrıca, yapılan alıřmada gzlenen binaların bulanık mantık yntemiyle deđerlendirilerek mimari deđerini, turizm ve koruma potansiyelini ortaya koymaktadır.

Anahtar Kelimeler: Mirasın korunması ve yeniden kullanımı, mimari miras kaynakları, miras kaynak planlaması ve ynetimi, Turizm, Portekiz.

DEDICATION

Dedicated in loving memory of my brother,
Masoud Gholitabar who was achieved scientific preeminence over his
short life.

GONE BUT NOT FORGOTTEN

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LIST OF ABBREVIATIONS

ICOMOS	International Council On Monument and Site
NRHP	The National Register for Historical Preservation
NTHP	The National Trust for Historical Preservation
NRCE	The National Register Criteria for Evaluation
OECD	Organization for Economic Cooperation and Development
SHPO	State Historic Preservation Officer
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTO	World Tourism Organization

Chapter 1

INTRODUCTION

1.1 Background

There are some debates, which existed on tradition and modernity in the culture. The correlation of heritage and tourism is the only way to parallel these debates (Nuryanti,1996). In order to gain high level of understanding through heritage preservation, the significant role of the heritage should be transferred to visitors. The rehabilitation will happen once the physical setting and activities in and degrades area. The effect of tourism on promoting the rehabilitation and progress of the residents' lives is unavoidable. The vital benefit of tourism evolves the local people. Involving the local communities are likely to promote the economy (Archer &Fletcher,1990). The compatibility relationship between tourists and local people is beyond of creating job and income; some are related to changing life style-challenging between old and new; some other are related to political issues such as property rights, and the potentiality to preserve and interface tourists as well and local communities.

During the ages, historical buildings as cultural heritage assets exposed to demolish. Today, the development of building sustainability has reduced the effect of human activities related to ecological issues (Langston et al., 2007). Sustainability keeps the negative environmental impact away by conservation or preservation and protects culture and traditions to promote the local community's economy (Powter& Ross, 2016). Long-term conservation is needed to enhance the cultural and natural resources.

To achieve the social, economic and environmental targets in heritage conservation,

it is required: a) To manage the human reactions with the environment (Powter&Ross, 2016). b) To be able to analyze the sustainability and its effect-life cycle. c) Finally, to consider the relationship between human and environment that is defined as a human-integrated design. Conservation could be reached through adaptive reuse which leads to sustainability in tourism. There is an emphasis on cultural heritage and local communities' tradition to conserve sustainable tourism. Reuse in heritage building increases economic, environmental, and socio-cultural sustainability. This study attempted to indicate the extent to which sustainability development in the project of heritage building is happening. Moreover, it will result in tourism sustainability.

Cultural heritage buildings are an important economic and cultural capital of European countries. A monument is more than just the construction itself being part of the local identity and a source of memory of historical events. National governments and European institutions increasingly recognize the importance of the conservation of cultural assets (Prieto et al., 2017).

This study has stressed the concept of the heritage building which should be considered in sustainable planning range. As stated by Yaldiz (2012) the cultural heritage is the representation of historical and architectural assets which belong to the past so it should be preserved for next generation. That is the reason why the historical assets should be evaluated through the concept of sustainability.

1.2 Scope of the Study

This study focuses on the extent to which the sustainability and tourism is affecting the aesthetic aspect of heritage building area, highlighting the role of the policies, plans and International Council on Monuments and Sites (ICOMOS). Specifically, this research focuses on preservation, restoration and on the consequences of various

cultural activities such as economic and social situations and responses of specific time that are depicted by architectural through historical buildings which influence the image and the experience of international tourists. Moreover, it will focus on the rising awareness of preservation aiming to promote the economy.

1.2.1 Research Aim

Portugal is endowed with architectural heritage in various forms and shapes. It attracted tourists from around the world for the purpose of educational as well as satisfying the curiosity of visitors to indulge in historical monuments and architecture. This research aims to investigate and reveal the potentials of architectural heritage in the context of tourism destination development, as well as, examination of public sector policies and plans toward the conservation and preservation of these resources. Knowing the fact that heritage resources have become a significant tourism product, the conservation and preservation of architectural heritage therefore demands a case specific planning system for the purpose of tourism and national pride. Furthermore, the results of the thesis are expected to clarify the limitation and challenges of preservation in the historical buildings. Despite some unresolved debates as to the various dimensions of sustainability, preservation will be helpful for building the life and protecting them from demolition; it is also beneficial in economic and social cases and in saving energy (Yung, 2012).

1.2.2 Research Objectives

The objective, in general, is firstly to determine the role of tourism in promoting the conservation of heritage building as cultural heritage assets through tourist image and perception of historical buildings. Second, to identify the conserving effect of historical buildings on the performance of tourism to enhance the economic profit and the ways to protect them from demolition. The specific objective is to define the

principals in which concepts of sustainability are integrated into the conservation of the historical building which is used to enhance the cultural heritage in tourism industry. This study will examine and discuss numerous methods of preservation including reuse. Heritage tourism creates jobs and new business opportunities and strengthens local economy. Heritage tourism helps also to protect cultural heritage and to improve the quality of life of residents and visitors. Protecting the built heritage and conserving the local traditional and cultural values of communities for future generations present a real challenge for developers, architects, and professional education programs. In the meantime, tourism sector has established a sub-sector of heritage tourism that requires a planning process towards their sustainability. Neglecting these valuable cultural resources will be a loss not only for the nation of their location, but also their international values as manifested in world heritage site designation.

1.2.3 Theories

This study concerned Smith and Bugni's (2006) theory of symbolic interaction. They clearly pointed at symbolic interaction theory as one of theoretical sociology perspective that supports the connection between architecture and thought of visitors and their emotion towards the building. The perceptions of visitors about architecture demonstrated physical design are not just background of the human behaviour, unlike some of these designs act as a mediator that form visitors' thoughts. Besides, the effect of architecture on emotion, thought and performance of visitors represents the sense of people (Hatch, 1997). The design of the physical environment is the means to transfer messages to human being. Arday (1990) declared that where design and physical shape sustain human emotions, architecture can enter into the visitors' soul (Smith & Bugni 2006).

To begin with, based on the work of Tait and While (2009), the actor-network theory 'has been influential in recent work that seeks to offer a new perspective on how buildings are defined, categorized, and shaped in complex networks over time. Furthermore, the actor-network theory allows for an understanding of the relationship between tourists' gaze (Urry,1992) and multiple parts of a conserved object. In this regard, the theory has been used by a number of studies to understand how buildings are defined physically and culturally. The dimension of conservation of the historic built environment, besides its materiality, reflects social, cultural and political values, with an emphasis on the role of media (Nicholas &Thapa, 2013; Lee, 2015). Tourists' interaction and interpretation of heritage, which are also embedded in the actor-network theory, are placed in the context of 'conservation', which is manifested in the World Heritage Site (WHS) designation, which has become the Holy Grail of 'heritage tourism' (Huh, 2002). In a way, theories of architectural conservation pose the question 'how did we get from what we had to what we have?'; this arouses the curiosity of tourists through the formation of heritage tourism. The conservation philosophy has also been established by the International Council on Monuments and Sites (ICOMOS), which recognises the cultural significance of a building as well as its current or future uses. Cultural significance encompasses aesthetic, historic, scientific, social or spiritual value for past, present and future generations (Embaby, 2014). This has had tremendous implications for heritage tourism.

In this vein, this study contributes to scholarship by identifying tourists' image (mental destination representation), and also the conserving effect of historical buildings on tourism performance. As indicated by the literature, despite the value of cultural heritage and human interest in heritage, few researchers have studied this topic specifically. The majority of studies concentrate on the architectural practice and

heritage conservation independently, not integrated as a whole. Little is known with respect to the effect of architecture on tourism (McDonald,2000).

Further research on architectural tourism is recommended in Asian countries. Furthermore, the sample size can be increased in future research since the focus of the present study is only on historical building attributes among various cultural heritage attributes.

In addition, the present study, for the analysis of tourist's perception will develop a theoretical framework and consequently several hypotheses are to be tested via the analysis of the data collection from the empirical part of the thesis. The in-depth interview will be designed to broaden the area of the result. In the exploratory part of the thesis, an in-depth interview and content analysis of plan and policy will provide the study with more information on common activities and planning and fuzzy logic for identify the tourist potential of buildings and value to preservation. What is more, observation, archival, document, or special recognition for reused or restoration projects will be done to show the effect of conservation in sustainability and protection of cultural heritage by demonstrating the increase of tourists after the restoration or adaptive reuse.

1.2.4 Problem Statement

It is noteworthy that cultural assets like historical buildings can be demolished over time. There are many buildings with historical characteristics across the world. Old buildings have been affected by factors such as interventions and negligence-natural phenomena, vandalism performance, industrial striving, local community ignorance, damage and decay. Moreover, lack of scientific knowledge, environmental conditions (air-temperature-water-soil deposit and biological factors), structural behaviour (Croci,1998),and also economic progress and coming up with innovation by the most

countries have resulted in a conservation crisis of traditional buildings. During the activity of urbanization, many of these buildings were rebuilt as a new design one, although many governments have not been concerned about them. According to Datta&Chan (2006), urbanization leads to loss of identity of many heritages and historic resources. In addition, lacking the proper preservation and management, historical buildings on many occasions are going to be ruined. Many of these buildings are seriously in danger by both nature and vandalism. As it is mentioned above, lack of expertise knowledge is another reason for extra damage by regional protecting activities. (Lee et al.,2014). Besides, there is no perpetually preserving and restoration to contribute to the needs of cultural heritage buildings; they are unprotected from environmental affairs and numerous dangers of physical and natural happening (Abe &Murata, 2014). Generally, conservation of cultural properties ought to be designed because of communities' missing in the decision-making process, disasters and conflicts, illegal trade of artefacts, urban development, infrastructure project, pollution and global warning, lack of proper management system (UNESCO World Heritage Convention). Heritage assets are potential resources for tourism that offer opportunities for cultural experience (Olsen,2006). Due to lack of appropriate planning in tourism, visitation is deemed to be as a threat to heritage site and conservation; it will decrease the authenticity through commercialized and converted assumption. (McKercher& du Cros, 2002). Several studies found a clear 'conflict' between heritage conservation and tourism. For example, unequal investment in conservation is an effect of commercial pressure by the tourism industry to support the tourism economy. Several effects of mass tourism including degradation of physical, social and cultural characters is reported; in order to preserve the heritage sites, it is required to provide a plan to make the process of conservation objective.

The restoration and reuse of heritage building as a solution can be presented in order to protect them from the natural threat. There is some solution for protecting such as International safe guarding, design policies for future –sustainable development goals- historic urban landscape approach regard to interacting with tourism and promoting the local community. Tourism enhancement policy will protect the heritage building from a natural phenomenon, severe climate, demolition, pollution (Basiretal., 2014), and further it will protect them from the vandalism and mass tourism effected by such management plans as planning, transport, and government policies (Datta& Chan, 2006). Moreover, some challenges are faced by limited funding resources and poor institutional abilities. This study attempts to identify the influence of the historical building protection on tourism marketing and to discover the potentiality to promote preservation. Making a stop or decreasing the negative effects on architecture, ecology and culture could do this. This study will help tourism marketers to attract tourists; it will further provide a conserving method planning aiming to reach sustainability of cultural heritage destination.

1.3 Structure of the Dissertation

Chapter 1: This chapter introduces the investigated topic. Scope of the study, research aims and objectives, theories and problem statement are explained in this chapter.

Chapter 2: This chapter includes the literature based on theoretical framework with particular emphasis on definitions of cultural heritage and its relation with architecture and also assessing the criteria of tourism potential of building and preservation criteria in U.S.A, CANADA, UK, GERMANY, ITALY and PORTUGAL.

Chapter 3: This chapter explains the research methods employed in the study, the case study with qualitative and quantitative and fuzzy logic research methods. Using

interviews as method of research is justified in this chapter.

Chapter 4: This chapter introduces Porto and Aveiro in Portugal briefly and explains its unique heritage and historical buildings. Besides, the chapter explains the implications of this complex situation on preservation, planning and management in Portugal.

Chapter 5: This chapter explains the general condition of historical buildings management and preservation. Investigates challenge around preservation management in Portugal such as current policies, legislation and stakeholders.

Chapter 6: This chapter explains the results of the interviews, direct observations, questionnaire, fuzzy logic. The chapter includes evaluation of historical building in case of preservation and management.

Chapter 7: This chapter indicates the results. Also, recommendations are provided in this chapter.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

The issues associated with literature explain the relationship between architecture and both perception and experience of tourist. This chapter addresses the role of preservation and reuse in building, which have potential of tourism activities. Moreover, it focuses on the importance of the planning and management of heritage.

Apoatolakis (2003) and Jolliffe&Smitt(2001) stated that in order to find out uniqueness in heritage commodity chain, it is necessary to understand what experience of cultural heritage attribute can satisfy the needs of cultural consumption (cited in Lee &Chahbra, 2015). It is a medium of collecting essential resources to retain and conserve the monuments for their owners. Also, it is a medium of gaining benefits for private companies; it is a cause for the creation of a positive perspective; it is a cause for promoting local and living. Therefore, it can help the district authorities. Finally, it is an approving medium for countries as the identity of a nation. The impact of restored accommodation on economic is unconcealed across the globe. In addition, the scholars stated that heritage is a need for the progress of marketing methods and management in the tourism field (Lee & Chahabra, 2015). In accordance with studies conducted by Gonzales (2008) and Rogerson (2010), cultural heritage can bring about a tangible and intangible experience which could provide a unique experience for the tourist.

Literature review chapter gives insight to important issues associated with the literature relevant to the architecture of buildings. The chapter begins with providing

a discussion about tourist perception/image and preservation and explains what is considered at this research defining tourist image (2.2). tourist image of the place is explained in (2.4). The trends in tourist attraction namely framework of tourist attraction is explained in (2.4). Section (2.5) explains the evaluating historical buildings observed in developing countries and section (2.6) focuses on the identifying tourist potential of historical buildings and architectural value of these building.

2.2 Topologists' Framework of Tourist Attraction

Based on the theoretical framework, the focus of this study is on the relationship between architecture, image, and perception of tourist. Furthermore, valorization of heritage is precious for many societies (Grefe, 2004). According to the Park (2010), people are able to imagine and approve the adherent of a nation by means of heritage experience.

According to Lew (1987) three perspectives must be prevailing over studies about tourist compelling or evoking tourist attention of places. The comparison of the places grounded on location, history and attraction should be discernible through mentioned perspectives. The nature of tourist attraction typologies framework and research is founded on three perspectives. Researchers compare the different typologies to measure the attractions characteristic. This study has been inspired typology of tourist attraction measure such as three below perspectives and non-typology tourist attraction measure such as historical and valuation measures however they can be used in any of three below approaches.

The Idiographic Perspective

Attraction typologies emphasis on idiographic perspective spotlights uniqueness of the sites than the common characteristics.

In the light of Schmidt (1979) Sites are made unique by five categories attractions:

geographical, social, cultural, technological, or divine emphasis. The aim of this typology is to explain why particular places have potential in tourist appealing also to justify the differences between nature-orientation and those with human-orientation. Human-oriented attractions are outweighing nature-oriented with seven categories.

The Organizational perspective

It focuses on spatial (scale, size) and functional (capacity-integration-temporal). Attention to the scale can offer a vision into the tourist organization in order to draw more attention to attractions; relationship to other attractions and affiliation images of attractions to attractions themselves. In such cases, scale must be considered in the planning and marketing of tourism. Tourism marketers find the optimum way to sell easier by promoting images of small-scale attraction. (Lew 1987; McCannell 1976: 112; WTO 1980a). Thereafter, planners are tackled with substantial problems of underutilization at some tourist sites and over-concentration of demand at the others.

Capacity considered the factors which are engaged with tourism capacity including Accessibility of services; the vulnerability of the attraction; the technological progress; level of education; and political and community support for tourism (Peck and Lepie 1977:160-1; Rodenberg 1980).

Ideographic perspective approach is visible in tourism research. organizational perspective approach decisively scans on scale, size, capacity, and temporal nature of places rather the attractions themselves.

Some approaches have tended to underline influence of spatial (scale, size) of attractions. In this case, dissimilarity of touring and destination attraction are demonstrated in Gunn's (1979:55, 1980b:265-6) theory. According to this theory, touring attractions are planned at travelers who are meant to be in transit or have short visit to detached and weakly destinations. Conversely, destination attractions are

planned at travelers with long term visit and revisit demand. Destination attractions are depicted by various activities around major centers of tourism. The role of permanent and change is discernible in the division of temporal and site attraction (Lundberg 1980:38) also they may affect on infrastructure expansion and tourism flow patterns. Long-time visit and revisit is preferred over one time or short time visit (Peck and Lepie 1977:160).

Tourism planners are to be considered mobility and access for touring attractions and mix of variety and stimulation for destination attractions.

Reversal, Capacity is centred in Pearce's contradictions theory. Historical improvement, lack or presence of communities planning, proportionality patterns of integrated well-planned or unplanned in spatial scale patterns, are related to capacity; however, the size of an attraction have a little connection with capacity.

The Cognitive Perspective

Touristic place is a place that reinforces the feeling of being a tourist. It is valuable for tourist to achieve authenticity of the places. The difference between tourist activities and tourist experience in cognitive perspective is that those researches that originate from activity have a tendency to be primarily behavioural, whereas those research that originate from experience is coming to behavioural or phenomenological perspectives. Cross perspective is the other measure of attraction research. Cross perspective can be employed in any of the three mentioned approaches (Lew, 1987).

The revision of cognitive typology research shows that the degree that tourists tend to and can be at risk is an important indicator of the overall experience provided by various attractions.

Marker involvement" is referred by MacCannell (1976: III) it is mentioned that tourist has an interest to a label that is attributed to attraction more than attraction

itself. Tourists' interest will be stimulated by a real site. The situation that individuals don't involve with what is seen while it's supposed to be seen and what they experience, would be one of the sight involvement. Where significant natural landscapes and culturally solo sites are the samples of sight involvement, it shows sight involvement outweighs the marker involvement.

Not only preference is not classified within the experiential perspective for one type of attraction over another in this framework, but also is a cross-perspective combining ideographic, organizational, and cognitive perspectives. These categories form different perspectives are the combining of complimentary and research measures, which are common to all three perspectives.

Due to fundamental nature of ideographic approaches, regularity, it is used in combining with another perspective. The extra review of cross-perspective proposes a potential site to develop a comprehensive typology of tourist attractions. Further measures of attraction researches in cross perspective can be engaged in any of the three above approaches. Nevertheless, they are not included as typologies. Three measures have been classified as: locational, historical and valuation measures. In historical measures one place at more than one time will be compared to determine changes and trends. In locational measures the same attraction categories will be compared at different locations. The numeric rating of attraction as Valuation measures will be attained through preference of visitor, attendance of tourist and rate of usage, survey, analysis guidebook, experts or professionals survey in the area, income and economic expenditures (Ferrario 1976; Lew 1986a).

2.3 Defining Tourist Perception of the Place

Destination image has been one of the key areas of tourism research for more than four decades. (Svetlana & Juline, 2010). There is various definition of image by

different scholars.

Table 2.1: Definition of image destination by scholar

Ahmed, 1996	Image is defined as “an internalized, Conceptualized and personalized understanding of what one knows”
Tapachai & Waryzak, 2000	“Perceptions or impressions of a destination held by tourists with respect to the expected benefit, consumption values”
Kim & Richardson, 2003	“Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time by an individual or group of people”
Tasci et al., 2007	“Destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination”
Rajesh 2013	One of the factors influencing destination image is personal factors that consist of socio-demographic characteristic (age-gender-education-occupation-income, etc.) Physical characteristic (preference-motivation-past experience satisfaction)

Source: own construction

Table 2.1 explains the role of image defined by scholars.

Attribute of destination images were used to measure the tourist destination image by scholars in table 2:

Table 2.2: Destination attribute

Scholars	Attribute of destination images were used to measure the tourist destination image by scholars
Charlotte and Ritchie (1991)	Architecture or buildings, historic sites, local infrastructure, scenery or natural attractions, degree of urbanization, costs or price levels, tourist sites or activities, museums, economic development or affluence, accessibility, extent of commercialization, different customs or culture, etc.,
Sonmez S. & Sriakaya E. (2002)	Architectural styles, archeological treasures, natural scenic beauty, cities, museums & art galleries, cultural heritage, plenty of places to get away from crowds, local people, lifestyles and customs.
Berli and Martin (2004)	Culture, history, and art (i.e. historical buildings, museum, monuments, custom and way of life, festival, concerts, handicraft,Economic factors,etc.,
Chi, C. G.Qing, & Qu, H. (2008)	Historic attractions (i.e. history & heritage and buildings)etc.

Source: own construction

Table 2.2 shows the attributes of destination influencing factors in measuring the tourists image of destination. They were identified by scholars.

2.3.1 Measuring the Perception or Image of Tourists

Measuring the perception of tourists is designed by this research to replying how we tend to perceive buildings? We are trying to identify the preference and motivation by the model of percept of tourist. This study identified perception of tourist to determine their preference for architecture.



Figure 2.1: Perception Model and measuring process of tourist perception of place
 Source: own construction inspired of Trinh, T. T., Ryan, C., & Cave, J. (2016).

Figure 2.1 are explained in table 2.3

Table 2.3: Common dominator between attributes of image/ perception

Attribute of image /perception	Common denominator
Architecture & history	Empathy(Lazarakou, 2008)
History & historical place	style of the cities,story (Leon and Rob Krier,2012)
Historical place & culture	Common understanding & sharing((Davis.H 2006)
Culture & tourist	Ethnic& identity of sites (john.R,Hal et al; Richards 1996)
Tourist& attraction	Destination image, belief, memory (Caterina Tomigova et al)

Source: own construction

Common dominator between architecture and history

As it is demonstrated in table 3 the common point of architecture and history is empathy. Empathy is the ability of an individual to understand another position, even if they do not have direct experience. In other words, empathy is the ability of a person to put himself in someone else's place. Therefore, empathy can be stated as the ability of a person to contribute in the psychic experiences of someone else. In this vein, historical empathy can be expressed as a process in which historians examine practices of historical characters in order to understand them. Currently, empathy is utilized as a

tool for historical understanding in history studies. (Lazarakou, 2008).

In the architecture of Happiness, philosopher Alain de Botton claims a convincing story about how we tend to understand the buildings and people in similar circumstances. According to him, when something makes us happy we call those things Happy. Hart. R, L(2016) in his paper stated that in architecture, the point in the idea about landscape and objects is not that Physical locations or things have emotions or feeling themselves. The notice is that people intend to discover, interpret, and recognize them with sense, brain structures, experiences, memories, and arguments used to determine the quality and intuition of people. Individuals' dealing may have much fewer intense, but they show reaction with the similar structures of mind, body, and language (Hart. R, L, 2016).

Common dominator between history and historical place

Common point between history and historical place is that it is not doubt the historical urban areas are treated as the major part of the history and memory of a city, and they move along with history. The historical urban areas are precise representatives of the architecture and style of a city and urban landscape. The Leon and Rob Krier; Aldo Rossi theories as architecture theories reached the common attributes on the basis of historical structure or types.

Common dominator between historical place and culture

In order to identify common point in historical place and culture, it can be mentioned that, in any culture, the habits of belief, behaviour and a number of legislative system drive the activities of affiliates of the building culture. Common understanding of participants in building process share only a part that may be understood by a larger culture from outside. Simultaneously, the building culture is a part of a wider world in which it employs and the two worlds common ideas, business

practices, attitudes towards buildings and the environment, and a variety of education (Davis.H 2006).

Common dominator between culture and tourist

What is more, ethnic and identity of sites are common point between tourist and culture. Zygmunt Bauman (1996) maintained that Diaspora societies and cultures of hybrid, a result of the global migration underlined the influence of tourism in shaping identities of ethnic. In addition, tourism boosters use marketing methods to define ethnic culture and attract ethnic tourism (Gothan 2007). With regard to culture and ethnicity it can be used to indicate to almost any arts and entertainment activities in relation to tourism.

Today, ethnicity is going to reach a significant role in urban economies and increasingly to be a fundamental theme of touristic places. Touristic culture is a set of codes or repertoires that structure peoples, ability to think of places as objects to affirm identity and construct culture. Touristic culture is a collection of data and inventories that make up the people's structure, they consider the ability to think of places as objects to confirm identity and create culture.

Richards (1996) suggests that initial methods to tourism and culture, is on the basis of the "sites and monument" methods, where the cultural attractions or region were fundamentally important as cultural-physical locations for tourism. The composing of the Cultural Tourism Inventory for Europe in the 1980s was informed of this approach. For example, increasingly, a wide variety of culture appeared in tourism which comprised architecture and design, arts (Hughes, 2000), handicrafts (Richards, 1999), cultural events, and more recently creative activities (Richards and Wilson, 2006) and the intangible heritage (UNESCO).

Common dominator between tourist and attraction

Garthner(1993) fitted “visit the destination” in the classification of image formation with five sections. Um and Crompton (1990) classified personal factors which affect the formation of destination image as Psychological factors included motivations, preference of tourist that leads to attraction. because Destinations are trying to increase their comparative advantage by adding to their stock of cultural attractions (e.g. building, museums or heritage canters)(Hall & Grindstaff,2010).If particular tourist destination has a rich cultural life, it is seen as not just a tourist destination, but also as a place with a comprehensive offer which can be used over the all year (Anholt, 2009: 96).

The aesthetic value of nature's action in human work, especially the rise of the appearance of a place over time (Patina-Sen), may make the worth of a conscious design too ineffective.

2.3.2 How Tourist Tend to Perceive Buildings

The affiliation between individuals and a destination is affecting by preconceptions and experience of the individuals, furthermore, the direct experiences through first visitation of that place and alsorevisit the destination. Each place are different in appearance and also have different sense and value. What is more between individuals and the places is that visitor is influenced by what he sees or read regardless of demographic characteristic such as age, sex, religion, value or culture.(Massey, 1994; Anderson, 2010).Visitors have a different image of place in compare with local residents. Different perception of tourists is not only about the physical fabric, its buildings and its architecture, but also visitors’ experiences to that place. According to Hall (2007) how humans perceive and engage with places is important, as the meaning of individual places is also associated with a sense of identity and belonging (Marvell

& Simm, 2016).

Tourist image /perception of attributes

As could be seen in the following table 4, What is being experienced by those who are confronted with this place is considered as tomorrow's history (Carvalho, 2011); The factors such as personal memories, shared imaginaries, historical narratives, emotional and spiritual are attached to places and events that are important and can be lost through time.

Table 2.4: Tourists' image/ perception of attributes

Attribute of image perception	Perception
Architecture	Sense
History	Factual understanding,rational, memorial
Historical place	Uniqueness, story
Culture	Distinctiveness
Attraction	Experience, memory (value, beliefs and characteristic of place)
Aesthetic	Visual perception of art &spiritual feeling
Local	Pride and authenticity

Source: own construction derived from Rose,2016

People see and understand the symbols, and their experiences afford insights on how and what people think about the world in which they live; in other words, the visitors responds are different to external and environmental stimulation (Rose, 2016).

Architecture

Hornstein (2011), argued that the architecture and representation of it through a photograph or a repetition used to create participatory. Nowadays the role of senses capes captures it's growing attention. Agapito, Mendes, and Valle (2013) include those who study the applications of sensecapes in different literatures. The data shows that the visual, smell, sound, aural and touch of these sites are causing sensory links to the appreciation of the place and memory of the presence. These in turn can be connected

to the cognitive ((Marvell & Simm, 2016).

History, historical place and attraction

History: what can be seen via real and rational understanding. Historical place: what can be sense and felt through experiential and story by heart.

Attraction: to see value, belief through memory and emotional by soul (Binder, 2008).

The attraction becomes a unique historical value, regardless of being ancient and the identification of historical cultural values included in it.(Ismagilova et al.,2014). Destinations can increase own comparative advantage by enhancing cultural attractions (e.g. building new museums or heritage centers). They also try to progress creativity and intangible culture. Destination maybe achieved attractiveness by its assets those are inherited (OECD, 2009).

Culture

Evidence from case studies indicates that the main factors linking tourism and culture to competitiveness and attractiveness are consist of culture ability being distinctive for tourism.Culture as a critical element of the tourism product build distinctiveness in global marketplace(OECD,2009).

Visitors can, through the experience of culture, find out what makes distinguishes the destination(life style, heritage, arts, its people). Visitors might be inspired via the cultural element and their focus on permanent tools such as architecture or a temporary opportunity like a festival. The vast issue about their holiday is stimulated by the cultural possibilities associated with a destination. Visitors try to experience a tradition via learning, involving directly as a substitute than passively observing the formal gratuity of a culture, In rural zones and communities, tourism in applied to help traditional style and art and support societies debilitated without-moving

(Ireland,2007).

Aesthetic

A portion of the sample travelled shows divers feeling of aesthetic experience in art. Fundamentally visual nature are the experience achieved by tourism (Osborne, 2000). Tourist experience about aesthetic context is ignored within the tourism management area. Cultural appreciation is coming to the sense of the aesthetic. From that full point forward the examination of aesthetic experience has been for the most part a discipline of visual sense , with a sharp concentrate on the visual properties of fine arts or workman ship. Moreover, Trinh and Ryan (2013) propose that the present contemporary visitors may be said to be outwardly experienced more than previously, given the more noteworthy utilization of symbolism, expressions, arts, and aesthetic and picture organization. In a marketplace of aesthetically pleasing experiences, tourists play a role as consumers. Aesthetic has a part in making the senses of authenticity. For example, Halewood and Hannam (2001) take note of that aesthetics have a part in heritage tourism with regards to the culture. Psycho-legitimate variables included inspirations, values, identity, way of life, require, past experience, earlier information, inclination and fulfillment. profound emotions radiating from place and execution aesthetic can be evoked from places that don't particularly hold religious rituals on an indistinguishable sorted out levels from found at numerous sites (Trinh & Ryan, 2016).

Local

Cultural tourists commonly have a higher well-known measure for authenticity than others and recognized aspects of culture which can be supported through local population. It is said, call exists for authentic and cultural experiences. (www.techlifeireland.com/Irish_Culture).

We accumulate insight brainstorm into the effect of place on individuals and the effect of individuals on place (Binder, 2008). Progressively, places are additionally creating upper hand in competitive advantage in culture and tourism through new types of marketing and organization. For instance, groups as local communities are starting to meet up to create cultural items and products for tourism instead of contending straightforwardly with each other (OECD,2009). Postrel (2003) recommended that the development from essential to higher request needs does not advance in a straightforward direct manner, but rather that individuals have for some time been receptive to excellence and aesthetic consideration, paying little respect to level of improvement, wage levels or culture settings. All things considered, different individuals will make sense their general surroundings in various ways and therefore explore and comprehend a place differently (Tuan, 1977). Subsequently, place can be viewed as a build that can be designated in various ways (Wee et al., 2013).

2.3.3 Evaluating the Tourist Attractions

Peroglou (1966), in assessing the touristic attractions of western Greece, assumed the following strides:

1. The meaning of three principle attraction sorts: "ancient Greece," "picturesque villages and islands," and "sun and sea."
2. An assessing of travelers to define their inclination for every destination sort.
3. An assessment of attractions to define their "uniqueness."
4. The mapping of attractions to decide their vicinity to get to indicates inside characterized areas and urban settlements of 50,000 or more individuals. Higher esteems were given to attractions with better availability.
5. Improvement primacy were appointed in light of the general value estimation of every locale.

In a similar evaluation of the tourist attractions of South Africa, Ferrario (1976) undertook the following approach:

1. Designation of 22 sorts of attractions (Ideographic Perspective, generally classifications). Likewise, these were additionally separated into 51 classes, which were still additionally subdivided. The majority of the nine classes of ideographic attractions were incorporated.
2. Evaluation demand of tourists for the fundamental 22 sorts of attractions (Cross Perspective, Valuation sort). Demand of tourists here is the same as preference in Piperoglou's examination above. It is basically used to rank kinds of attractions.
3. Designation of the request or ubiquity of the attraction sorts (Cross-Perspective, Valuation type). This depended on the recurrence that the sort of attraction was specified in various tourists guide book. As a form of expert judgment, gave a weighted an incentive to the inclinations acquired in the travellerevaluation and place attachment.

Image is the most imperative part of a tourist destination from marketing perspective. It additionally majorly affects the cognitive experience of a destination or attraction. Britton (1979) has analysed the subjects used to propel the image of Third World nations as tourist destination Through inductive investigation of publicizing for the Caribbean, six overwhelming subjects were recognized. These subjects which are related to the proposed attractions structure, include:

1. The places are depicted as untouched paradise and colorful in Fantasy and Mythification (Ideographic Perspective, generally Nature and Nature-Human Interface classifications). The majority of the ideographic classes can be employed to fit inside this plan, albeit urban arranged and way of life attributes

have a tendency to be of the Romanticizing subject, underneath.

2. Minimizing foreignness in places that are too "weird" and potentially awkward for tourists (Cognitive Perspective, Tourist Experience).
3. Enjoyment, entertainment and recreation, with little, assuming any, indication to cultural attractions (Ideographic Perspective, Participatory and Leisure Superstructure).
4. The romanticism of traditional ways (and often poverty) ways of life (ideological perspective, settlement infrastructure) The Cognitive Perspective, Tourists Activities might be concluded from this if the commercial develops a sense of investigation.
5. Placelessness, in which perception and image are exchanged from other, better known, attractions and related with the publicized place. instead of utilizing the place itself. This kind of attraction is named being of the Cognitive Perspective, Attraction Character classification due to its premise on surely understood attractions.
6. However realistic depictions of attractions (Ideographic Perspective, Settlement Infrastructure) are constrained, but developing through endeavors to stem a portion of the negative social effects of Third World tourism. Tourists activities, the cognitive perspective might be suggested from this if the commercial advances a sense of education.

World Tourism Organization (1980a) traces study methods for rising tourist images of attraction. The WTO approach is guided primarily at the recognizable proof and improvement of a national "brand image" means that an image promptly brings out the name of the nation in the tourists' mind. The maple leaf for Canada and the Eiffel Tower for France are the cases of such brand image. In this way, the approach arranged

country as product of tourism, as opposed to the assortment of attractions inside a country.

The approach suggested in this report is:

1. A comprehensive investigation of reality, including a study of a nation's qualities and shortcomings in six sorts of supplies: resource management, economy; tourism planning; sociocultural environment; infrastructure; government support for tourism and natural environment.
2. Identification of an appropriate brand image. It is done by analyzing tourism incentives to visit the country and by studying chosen groups to recognize their images from the country.
3. Advancement and publicizing of the new image or rectifications to old image.

2.4 Tourist Attraction Framework Inspired of Piperoglou, Ferrario, Britton, and WTO's Evaluation of Tourist Attraction

The quality of the framework as an evaluative device lies in the three particular typologies. They can be utilized to judge fundamental research objective related survey, to analyze the exploration outlines of comparable investigations, and to scan the quality, quantity and type of the collected data (Lew, 1987).

Table 2.5: Tourist attraction framework

Idiographic	
Panorama	Picturesque historical and heritage buildings
Tourist infrastructure	Access and basic need (expert evaluation)
Leisure superstructure	Culture, art and history (expert evaluation)
Settlement infrastructure	Utility types, people, institute (expert evaluation)
Most categories Cultural integrity or robustcity and market appeal	National, cultural, Social, educational, historical scientific and aesthetic (general categories)
Organizational	
Spatial features	Planned-unplanned (compared to competing Attraction/ countries)
Spatial features	Adequate -inadequate infrastructure
Spatial features	Clustered-dispersed (number of attraction types within 80 km)
Spatial features	Accessible-isolated (expert judgment)
Spatial features	Control access-open access (expert judgment)
Capacity features	Low-high (expert judgment)
Temporal features	highly seasonal- year round (expert judgment)
Cognitive	
Tourist experience and activity	Motivation (survey tourist)
Attraction character	Local-extended market(unspecified)
Tourist experience	Expensive-inexpensive(compare to competing attraction/ country)
Attraction character	Association with famous other places
Attraction character	Authenticity (mythification)
Cross-perspective	
Valuation	Preference (tourist survey)
Valuation	Strength of attraction image (tourist survey)
Valuation	Importance (expert judgment)
Valuation	Popularity (visitation rate and expert judgment)
locational	Regional comparison (mapping)

Source: own construction derived from Lew,1996

An assessment of tourist preference (Cross-Perspective, Valuation type) is one of the cross-perspective measures which can be applied to typologies based on any of the three perspectives. The two spatial dimensions of clustering and accessibility (organizational perspective, spatial features) are the most valuable because any accident of more than one kind of attraction during a daily trip from the regional center elevated the attractive value of that area with power Increasing. The larger weights were given to areas with extensive urban centers, which involved the infrastructure

and access to the location of the better comparison of the areas (cross-vision, spatial type). In spite of the fact that the study incorporates components from all three perspectives, it determines the main attraction areas and clusters and suggestions for development. (Cross-Perspective, Locational sort). The regions are recognized by comparative numerical values coming about that these values do not show the type of attraction, but can show the overall attractiveness of a location comparable to another. From marketing perspective, the image is the most imperative part of a tourist attraction. Mapping these values and introducing cluster weights (organizational perspective, spatial characteristics). The clusters of potential attractions are less valuable than isolated, yet main attractions. At first, this weight was in light of increasing the value of estimation of international tourists to intensely visited attractions. (Lew, 1987).

2.5 Evaluating Historical Buildings to Find Heritage Significant of Place and to Identify the Tourism Potential of Cultural Heritage Attribute

Before addressing the tourism potential of heritage and historical buildings it is necessary to take a brief glance to various criteria for evaluating buildings in different countries:

2.5.1 Criteria for Evaluating Buildings in England

On first April, 2015, the Historic Buildings and Monuments Commission for England changed its regular name from English Heritage to Historic England. Aim: The historical context is dominant to British Heritage and the sense of identity, thus, a source ought to be managed in order to preserve for the advantage of present and new generation in future. The purpose of the English heritage is to provide a logical approach to decision making and guidance on all parts of the historical environment

and to adapt its protection to the economic and social needs and yearnings of population who lives there.

Albeit most heritage sites are utilized, or can be used for being utilized some of practical goals, the connection between their utility and their heritage values can extend from mutual support to conflict. An extensive social and financial profits can be produced by places with heritage value, for instance as a recreational or learning resource, either as a tourism generator or internal monetary speculation, though it's capability to do as such is influenced by outer factors, such as ease of access. Market values, utility and instrumental advantages, are not quite the same as heritage values in nature (Mitchell, 2005).

2.5.1.1 Process for Assessing the Heritage Significance of a Place

Assessing heritage significance sets out the follow process to assess the heritage significance of a place (Historic England, 2008).

- a) Recognize place evolution and its fabric
- b) Identify why the places are valued by people and who are they
- c) transmit classified heritage value to the fabric of the place
- d) deliberate the qualified significance of those identified values
- e) Consider the commitment of related items and accumulations
- f) Deliberate the commitment built by context and setting
- g) Compare the place with different places having parallel values
- h) Clear the weight of the place.

Evidential value

Evidence value is resulted from the potential of a place to create evidence of human past activities that remains physical or genetic lines inherited from the past.

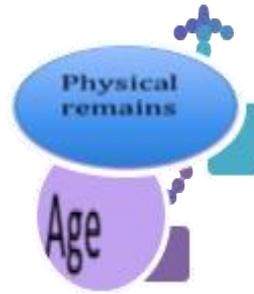


Figure 2.2: The attributes of evidential value for assessing heritage significant of place in England
Source: own construction

Figure 2.2 shows the main source of the evolution of the culture, people and places is Physical remains of past human activity whose made them. Age is considered as comprehensive indicator of evidential value. Habits, geology and species have similar value since they are considerably motivated to obtain data on the progress of the planet and its living.

Historical value

It risen from the modes in which culture, ways of life, event in the past are able to be connected to present through a location.

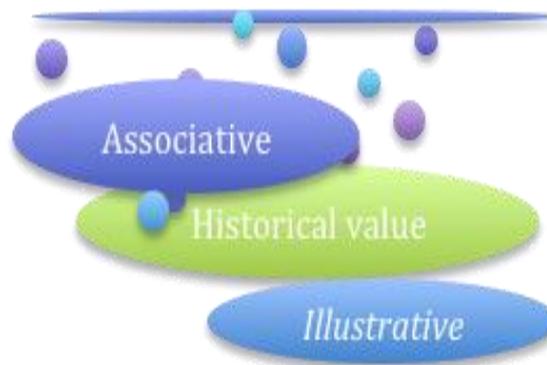


Figure 2.3: Historical value and its attributes for assessing heritage significant of place in England
Source: own construction

What is connected with associative meaning is association with a remarkable

family, individual, events, or a activity that gives authentic and historic value a specific reverberation. To be stay at the places where something happened momentous, can make understanding through connecting historical occasions with where they happened, obviously, that the place still holds some similarity of its appearance at the time.

History or prehistory as parts of illustrating idea means that understanding or sense of a place by connection between past and present.

The evidential value doesnot depend on visibility in a way that illustration does.Place with illustrative value can likewise has evidential value, however it might be of an alternate order in importance.Illustrative value has the ability to help understanding of the past through creating links with, and giving bits of vision into, and involvement of the past communities and their activity to the place.

Illustrative value is regularly portrayed in connection to the illustrated subjects.

Aesthetical value

The paths in which individuals draw sensory perception a rational motivation from a place will ended to Aesthetic value.Aesthetic valuederives of the conscious design such as artistic endeavor in a place. Correspondingly, they can be considered as an unplanned result of a method in which the places have progressed and have been utilized over time. Aesthetic values have a tendency to be particular to a period and context of culture.

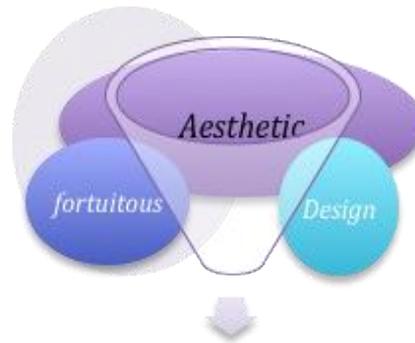


Figure 2.4: Aesthetic value and its attributes assessing heritage significant of place in England
 Source: own construction

Design Value basically is related to the aesthetic potential created by the cognizant design of a place, structure, buildings or landscape all in all. It holds configuration (shape, massing, proportion, silhouette, circulation, perspectives and vistas) and generally planting or material, craftsmanship, detail or decoration. It might be ascribed to a well-known architect, gardener, designer, or skilled worker or a develop result of a vernacular custom of building or land administration. It may be attributed to a well-known architect, architect, designer, gardener, or being a cultivated product of a vernacular tradition of building.

It is advisable to draw a difference between design made by specified instruction, (for example, architectural draw) and the straight formation of an art job with a designer who is in huge part the expert.

Fortuitous: Some stylish esteems are not noticeably the result of official design, but over time, they rather grow pretty much accidentally and randomly. Some of the aesthetic values are not official design, but over time, they develop accidentally and randomly (Historic England, 2008).

Communal value

Communal value means a place for people who are affiliated with it or obtained from them in their aggregate experiences and memory. Communal values firmly

constrained by aesthetic and historical value, however they have a tendency to have extra and extraordinary features.



Figure 2.5: Communal value and its attributes assessing heritage significant of place in England

Source: own construction

Commemorative and symbolic values reverberate the sense of a place for the people who evoke their genuine identity from it, or bear emotive connects to it. War and other memorials are the most evident samples that have been made by community efforts, which deliberately bring out past lives and event, however a few structures and places, for example, the Palace of Westminster, can have more extensive value. Such values change over time and they do not always have credibility. Some places might be critical for helping us to remember awkward occasions and event, attitudes or ages in the history of England. These are vital aspects of aggregate memory and identity, memorial sites whose meanings ought not be overlooked. Now and again, the meaning must be comprehended through interpretation and information, though, in others, the character of the place itself convey a large portion of the story.

The places where people perceive as origin of identity, uniqueness, social communication and cohesion are related with social value. They tend to achieve value through the reverberation of past event at the moment, and provide reference privileges

for community identity or self-esteem. In compare with other heritage values , the social value have a tendency to be less reliant on the life of historical fabric,They may replace the main physical structure insofar their key social and cultural characteristics are kept up;.And can be a popular stimulus to recreate lost (and often deliberately destroyed or destroyed) places of high symbolic value, in spite of the fact that this is scarce in England (Historic England,2008).

Spiritual value that is place-based can extrude from thought, belief and the lessons of a constitution religion or it can be from perceptions of the spirit of the places that echoes past or present. Otherworldly spiritual value is frequently connected to places purified with longstanding honor or worship, also wild places with couple of evident indications of present modernity life. Place value largely depends on survival of the historical fabric or place identity that is perceived by people, and it can be to a great degree susceptible to ordinary changes to that character, especially to the activity that occur there (www.historicengland.org.uk/advice).

Canada

2.5.2 Criteria for Evaluating Buildings in Canada

The purpose of the Canadian Historic Building Assessment is to identify the best buildings in the study area. An assessment conducted by a provincial government tries to find state-owned buildings, while local assessments are looking for those that are best in the cities (Lefebvre& Wertheimer, 2005).

Architecture

Architecture is considered as a part of criteria for assessing the historical buildings in Canada.

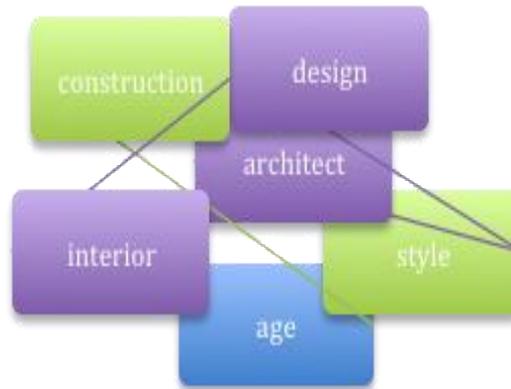


Figure 2.6: Attributes of architecture in evaluating building in Canada
Source: own construction

Each attributes of figure 2.6 are explained in table 2.6

Table 2.6: Comments of architecture attribute as a criterion

Style: Notable, rare, unique, or early example of a particular architectural style, type, or convention. It is better to compare the building with many other buildings of the same style as possible, and evaluate it in terms of its designer's aim (as they are understood).
Interior: Interior arrangement, finish, craftsmanship, and/or detail is/are particularly attractive or unique. The interior won't be relevant or accessible as ever. The specific evaluation objectives will define if it is required to be evaluated.
The architecture and building which is designed or built by an architect or constructor who has made significant contributions to the community, province or country. The importance of an architect or constructor should itself be assessed by rational criteria.
Construction: Notable, rare, unique, or early example of a particular material or method of construction. If the evaluator is sure of the nature of the structure, then that it may be evaluated.
Age: Compared old with regards to the region itself. Define the date of oldest building that is constructed in the region, and estimate all years that you mark one-eighth, one-quarter, and one-half of the gap that is existed between present and that date. Modify each of these years according to the date that makes up the significant divided in the history or architecture of the region in attention.
Design: being unique or attractive building because of the excellence, artistic merit, or uniqueness of its design, composition, craftsmanship, or details. Attempting to evaluate and measure distinction in design.

Source: own construction derived from Ontario, 2015

History

History is considered as the other part of criteria for assessing the historical buildings in Canada

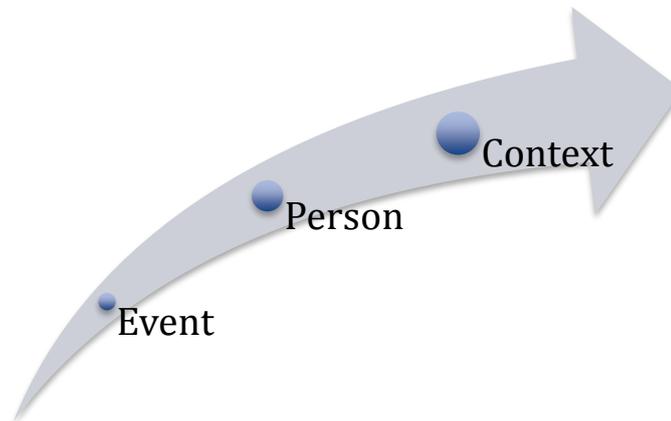


Figure 2.7: Attribute of history in evaluating buildings in Canada
Source: own construction

Each attribute of figure 2.7 are explained in table 2.7

Table 2.7: Comments in assessing history and it's relative as criterion

<i>Person:</i> related to the life or activities of an individual, group, organization or institution that has had a significant share of the community, province, or nation. The importance of a person, group, organization or institution should be assessed by logical criteria. Some historical distances are necessary, so an important factor should be important at least one or two generations before. According to municipal assessment, local significance is important to the national or provincial importance. The emphasis can be changed for provincial or national evaluations.
<i>Event:</i> To be allied with an event that has built a noteworthy commitment to society, province or nation.
<i>Context:</i> To be allied with, and effectively illustrative of, broad patterns of cultural, social, political, military, economic, or industrial history. A useful measure of this factor is how the structure is helpful for teaching cultural history.
<i>Survey:</i> A useful measure of this factor is how the structure is helpful for teaching cultural history.

Source: own construction derived from Ontario,2015

Environment

Environment is also considered as the part of criteria for assessing the historical buildings in Canada.

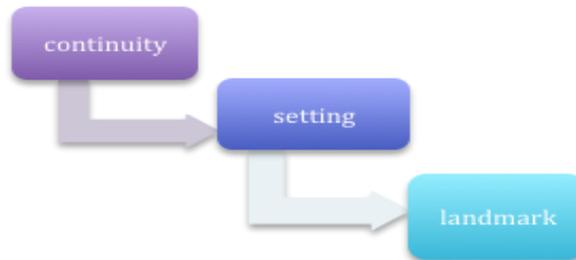


Figure 2.8: The attributes of environment in evaluating building in Canada
Source: own construction

Each attribute of figure 2.8 are explained in table 2.8

Table 2.8: Comment in assessing environmental value

<p>This quality will change with the changes in the neighborhood. Unauthorized new construction may reduce the environmental value of an old building. criterion: ¥ Contributes to the continuity or character of the street, neighborhood, or area.</p>
<p>Landmark: If a building is a prominent or evident structure that gives the community a particular visual or emotional value that goes beyond its function it may be declared a Landmark. ¥ Cities or areas will acquire the distinctive character by Landmark. especially significant visual landmark.</p>
<p>Setting: This quality will change with the changes in the neighbourhood. Unauthorized new construction may reduce the environmental value of an old building ¥ Setting and/or landscaping contributes to the continuity or character of the street, neighbourhood, or area.</p>

Source: own construction derived Lefebvre & Wertheimer, 2005

Table 2.8 shows comments in assessing environmental value

Usability

Usability with several attributes are considered as criteria for assessing the historical buildings in Canada.

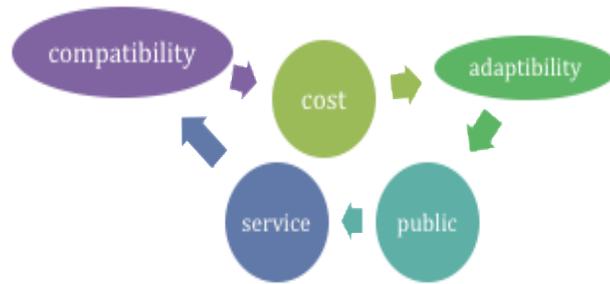


Figure 2.9: The attributes of usability in evaluating building in Canada
Source: own construction

Each attribute of figure 2.9 are explained in table 2.9.

Table 2.9: Criterion and comment in assessing usability and it's relative

Compatibility: Current use is consistent with the current ground or site zoning, street or neighbourhood. This quality may change with changing in the zoning or adjacent land using.
Adaptability: It is potentially compatible with reuse of compatibility without losing architectural elements which has significant features. This requires specific predictions about potential adaptive uses which are suitable for zoning and social patterns at the present.
Public: This requires that buildings have potential social profits and strong interpretation potential. Capacity for educational, public or museum use is required. Economic viability ought to be considered here.
Services: Sufficiently service and ensured for contemporary utilize. The services incorporate in police security and fire, public utility and parking access.
Cost: Cost of factors such as maintenance, restoration, preservation as well as interpretation is sensible. An itemized possibility study may be required. In the event that the cost can't be specified, they ought not be considered.

Source: own construction derived from Ontario, 2105

Table 2.9 shows comments in assessing usability

Integrity

Integrity with three attributes are also considered as criteria for assessing the historical buildings in Canada

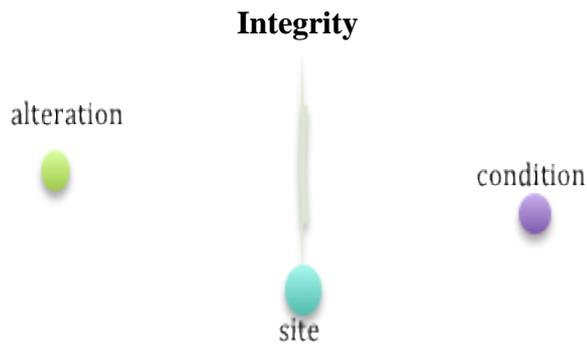


Figure 2.10: The attributes of integrity in evaluating building in Canada
Source: own construction

Each attribute of figure 2.10 are explained in table 2.10

Table 2.10: Comments in assessing integrity and its relatives as a criterion

<i>Sites:</i> original site is dominated.
<i>Alternation</i> has endured little modification, and holds the vast majority of its unique materials and design character. Typically, if at least two sorts of alteration are uncovered in one building, just the score that is lowest ought to be recorded. On the off chance that alteration or augmentations are adequately old and delicate, they might be judged alone merits as integral parts of the building.
<i>Condition.</i> building is in great structural condition. This criterion ought to be viewed as just if the structural condition may be evaluated precisely. Similarly, as with alteration, the most minimal valid score ought to be recorded.

Source: own construction derived from Kalman, 1980

Table 2.10 explained site, alternation and condition (Kalman, 1980).

Then again, indoors the setting of the heritage of the societies, the result of the historical research and site evaluation are utilized to assess the property for Design or Physical Value, Historical/Associative Value and Contextual Value as per Ontario Regulation 9/06. Direction 9/06 advocated the criteria to define cultural heritage properties. The regulations entail so, in order to be assigned, the properties should comply "at least one" of the criteria classified into the grouping of Historical/Associative Value, Design/Physical Value and Contextual Value (Ontario,2006).

2.5.3 Criteria for Evaluating Buildings in Italy

Assessing factors of landscape In Italy, four levels of government – state, regions, provinces and municipalities – share responsibilities in the cultural field. It is conducted 9 factors to evaluate the tourism potential of cultural assets in Italy(Unesco,2003).

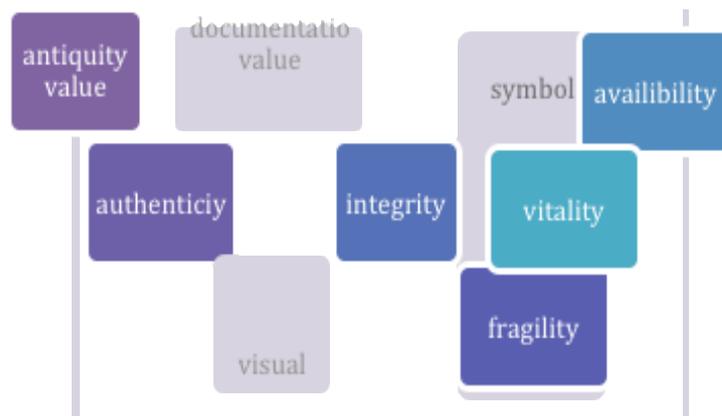


Figure 2.11: Evaluating factors to identify the tourism potential of cultural heritage attributes in Italy
Source: own construction

Each factor in figure 2.11 are explained in the table as below:

Table 2.11: Evaluating factors of building in Italy

<p><i>Documentation value:</i> The value of the documents for the memory collected for the past immovable objects (buildings, urban canters, gardens) is specified. It may also be used for landscapes, in all material components and materials. The value of the documents relates to all the evidence of human history and nature.</p>
<p><i>Integrity and authenticity:</i> Persistence terminology helps to define old features, that is, the immediate readability of non-contemporaneity of work, which is largely due to the persistence of past materials and techniques, as well as design and use, to some extent indicate the structural and complexity of persistence. Using the terms of "historical material", "integrity" or "authenticity" by different countries and also international documents indicate that there is an outspread concern for this sort of value. It is required to reproduce the concepts of integrity, integrity and completeness, in order to know landscapes are subject to constant and inevitable transformation. And it is the reason that, there is no possibility of transfer without comprehensively and accurately analysis, besides, in the setting the terms such as repair, restoration, protection and conservation, are derived from buildings culture and restoration of monuments. they likewise have grown a long field of semantic tradition.</p>
<p><i>Symbols:</i> A special evaluation, and more recently, as it was addressed before, is the confirmation of concern for sites that have rich symbols, even lack of particular handmade objects.</p>
<p><i>antiquity value, visual impact:</i> An effort is required to explain the reasons for concern to sites and handmade items conforming to some particular features such as antiquity value, visual impact, locality, extent, rarity, connection with other systems, state of conservation or conforming to motivation related to the opportunity / state availability/ potential to increase, and reuse, and so on. Those explanations would be allowed a choice of protection, programs and plans that would be a broad, structured and timely explanations of the features of sites and handmade objects and multiple values. They also should be capable to receive the current culture from different perspectives, besides able to use a synthesis of graduated opinions (for example, using a value scale such as high, moderate, low) to communicate with users in a more efficient way.</p>
<p><i>Fragility and vitality:</i> The conceptual difference exists between assessing the abilities and limitations in landscape using, which is mainly used for planned and project purposes: From vital to specific potentialities; from fragility to economic value. As we know, potentiality of a territory and ecological-naturalistic feature have their own well-tested methods and tools. Results are combined with those that come up with reading historical and architectural aspects to define site management programs and programs.</p>

Source: own construction derived from Unesco, 20013

Table 2.11 shows the reason why these the factors are influential on identifying the tourism potential of assets (Unesco, 2003).

2.5.4 Evaluating Criteria for Sustainable Buildings in Germany

The Federal Building Ministry has upgraded a developed national evaluation

system. Heritage conservation in Germany goes into main aspect of urban planning and creating the attractions of the city and the village (BMUB, 201).They consider specific criteria for sustainable building and different values for historic monument that it is shown in figure 2.11 and 2.12.



Figure 2.12: Specific criteria for sustainable building in Italy
Source: own construction

Design and urban quality and also art in architecture are considered as a sub set of socio-cultural and functional quality in figure 2.12. *Socio-cultural assessment:* Building users and their requirements are the focus of attention for assessing the socio-cultural and functional quality. Accordingly, the goals to be considered here are health, safety and user comfort, and design quality. The appearance of our environment will be determined by buildings. High level aesthetic quality in the building environment is essential for making good sense. Simultaneously, a high level of quality in design—as an outcome of the user identification by building—helps to increase the life of the building (Bodo & Bodo, 2011)

2.5.4.1 The Value of a Historic Monument in Germany

Criteria for determining the value of historic monument are designed in figure 2.13.

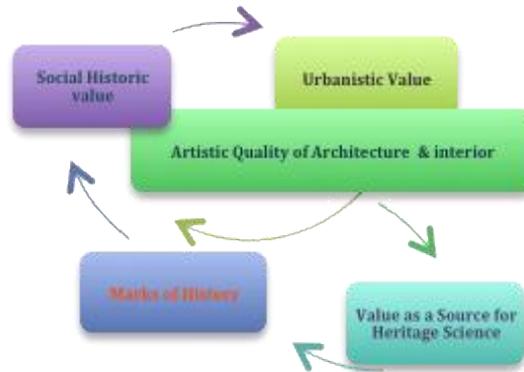


Figure 2.13: Value of historic monument in Germany
Source: own construction

Figure 2.13 is explained in table 2.12

Table 2.12: Explanation of historical value of monument

<i>Urbanistic value</i> for a townscape (ensemble, street or place) or landscape
<i>Artistic quality</i> of all parts of the architecture, dimensions, building material and workmanship, ornamental design
<i>Social historic value</i> or Value for settlement (e. g. position in the town-layout)
Quality of the interior room proportions, sequence of rooms, lighting, decorations, color
<i>Value as a source for heritage science</i> e. g. materiality of mortar, construction, colors of the interior and exterior, plaster

Source: own construction derived from Kiesow 1989 & Killian, 2011

The artistic quality of architectural parts also rises to crafts while it regards to 3-dimensional decoration or plaster like stucco of a building. Measures like protection of exterior walls may likewise influence on Interior quality, such as lighting or interior decoration. Every authentic part of buildings that have been irreversibly vanished will also result in the prompt loss of the scientific value of cultural heritage. Whenever

dynamic restorations' measures are done on a façade the signs of history, "Patina", will also change. These values must be considered at whatever point dealing with performing issues in historical buildings (BMUB,2016).

2.5.5 Assessment of Tourism Destinations in USA

Inside the system of The Secretary of the Interior's Standards for the Treatment of Historic Properties, examination is urgent for "identifying, tourism destination and retaining, and preserving the form and detailing of those architectural materials and features that are important in defining the historic character" of a property, regardless totourism activities' replacement or repair.(Hargrove, 2014).

Tourism destination will be assessed with several factors in USA. These factors are shown in the figure below.



Figure 2.14: Indicators evaluating of tourism destination in USA
Source: own construction

The explanations of the indicators of tourism destination are shown in table 2.13.

Table 2.13: Explanation of indicators of tourism destination

Awareness: This indicator is related to tourists' level of knowledge about the destination and is influenced by the amount and nature of the information they receive.
Attractiveness: The number and geographic scope of appeal of the destination's attractions comprise.
Availability: This indicator is determined by the ease with which bookings and reservations can be made for the destination, and the number of booking and reservation channels available.
Access: The convenience of getting to and from the destination, as well as moving around within the destination.
Appearance: This indicator measures the impressions that the destination makes on tourists, both when they first arrive and then throughout their stay in the destination. Activities The extent of the array of activities available to tourists within the destination.
Assurance: The safety and security of the destination for tourists. 8. Appreciation The feeling of the levels of welcome and hospitality.
Action: The availability of a long-term tourism plan and a marketing plan for tourism are some of the required actions.
Accountability: The evaluation of performance by the DMO.

Source: own construction derived from Morrison,2013

2.5.5.1 Understanding of Old Buildings

Number of official frameworks of assessment are being produced by organizers in the United States because of the prerequisite for Environmental Impact Statements under the National Environmental Protection Act of 1969. A1 is depends on complex model of scientific. These frameworks bring aesthetic and cultural criteria close by economic and physical. some of the studies considered to the effect on sites and historical buildings whereas the most examinations in this area are related to the impacts of transportation improvement and crisis of pollution (McDonalds,1994).

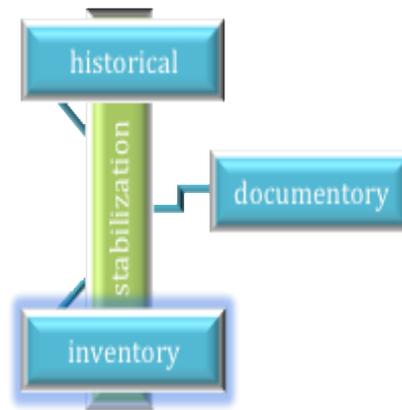


Figure 2.15: Framework of understanding old building in USA
Source: own construction

The framework of understanding old building are explained in table 2-14

Table 2.14: Explanation of framework of understanding old buildings in USA (McDonalds,1994)

<i>Historical research</i>
The initial historical research of an old building generally includes written, visual and oral resources that can provide valuable information to the site
<i>Documentation</i>
in order to record crucial material evidence
<i>Inventory</i>
A cautious glance at every area inside and around the building may indicate quiet architecture artifacts, cues to historical characteristic, or fragile evidences.
<i>Stabilization</i>
by and large, emergency adjustment or stability is important to confirm that a structure does not keep on deteriorating preceding a last treatment or to guarantee the security of current inhabitants, scholars, or visitors.

Source: own construction derived from McDonalds,1994

2.5.6 Portugal with Historical Perspective

There are four different processes in Portugal as follow:

- I. Historical perspective
- II. Cultural policies
- III. Main cultural policy issues and priorities
- IV. Heritage issues and policies

In Portugal, the Ministry of Culture (State Secretariat for Culture) has general responsibility regarding to the country's cultural heritage. Albeit, it is the Portuguese Institute for the Architectural and Archaeological Heritage (Instituto Portugues do Patrimdnio Arquitect6nico e Arqueol6gic0, IPPAR), which co-ordinates central-government action to advance the protection and enhancement of patrimony. (Mullin et al,2000)

The level of government in Portugal is: State (federal), Regional (province), Local (municipal, council), central (ministry).

2.5.6.1 Portugal with Cultural Policies

According to Gomes, R, T; Martinho, T, D (2011) There were periods of cultural policies' evolution in Portugal that it is addressed in table 2-15.

Table 2.15: Periods in development of cultural policies in Portugal

Up to revolution 25 April 1974	Limited to both cultural and artistic endeavor
Following the democratic revolution 1974	Constitution Portuguese Republic to promote the democratization of culture
Established Ministry of Culture in 1995 by government	Focus: on heritage-internationalization-decentralization-creative work in the art and book &reading
Partnership between local and central government	Vision: setting up cultural facilities throughout the country
Investment in the field of culture	By: funding allocation and strategies of development and implementation
Reorganization of Ministry of culture in 2006	Under: reform of PRACE (the seventeenth government to reform the central government administration)
Loss of independence for sectorial policies	By: reform that involved a reduction in the number of departments
Downsizing the administrative structure of the Ministry of culture	To: a secretary of state since 2011

Source: own construction derived from Gomes & Martinho 2011

2.5.6.1.1 Heritage Issues and Policies

Conducted by IGESPAR (the Institute for the Management of Architectural and Archaeological Heritage) and IMC (the Museums and Conservation Institute. With the new organic structure of the Ministry of Culture passed in 2006

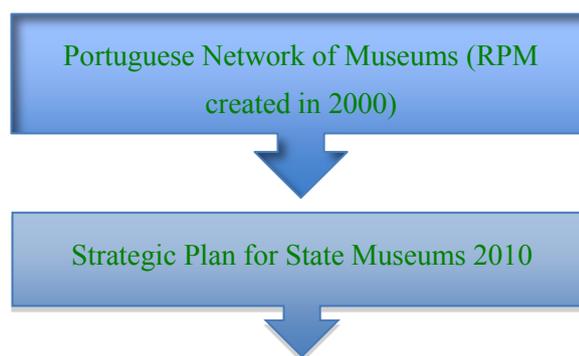
IGESPAR has obtained new abilities concerning to national categorized monuments and accreditation of buildings and administration previously held by the Public Work Ministry.

Heritages were measured between 2008-2009BY

- I. Heritage risk chart
- II. Cultural heritage safeguard fund 2009
- III. Classified heritage restoration (Gomes, R, T; Martinho, T, D. 2011).

2.5.6.1.2 New Organizational Model in IMC Framework

IMC, with its new organizational model, became likewise responsible for those activities allocated to conservation, together with formerly held abilities, such as policy-making and the inventory and considering intangible cultural heritage.



Technical and financial support for the improvement of museums management and better training for museum staff has been arranged by the Portuguese Museum Network (RPM established in 2000) and currently works under the IMC framework. In 2010 a

new guideline and Strategic Plan for State Museums was launched (Gomes, R, T; Martinho, T, D. 2011).

2.5.6.1.3 Cultural / Creative Industries: Policies and Programs

The Cultural and Creative Sector in Portugal dispatched by the Ministry of Culture (2009) has several types of global research for example, the 2006 KEA's the Economy of Culture in Europe report for the European Commission and the 2008 UNCTAD's Creative Economy Report, among others, holding a three-fold division between creative activities sectors, cultural industries, the core cultural activities.

Referring to recorded data in 2006, the cultural and creative sector in Portugal is equivalent to 2.8% of GNP added value and 2.6% of employment.

The ministry of culture has taken several initiatives on the situation in Portugal:

Evaluation on the "Development of a Creative Industries Cluster in the Northern Region" which aim of this study is to assess the impact of these activities in this region, to understand their evolution and their role, which may play a role in the economy and society.

Project IN Serralves – Incubator of the Creative Industries aims to create incentives for the development of companies or individuals who pursue creative and innovative activities with a business potential (76 applications, 8 approved);

Participation in the creation process of ADDICT – Agency for the development of Creative Industries – A private relationship of 49 substances situated in the northern region that plans to fulfilment a proper governance model to help the expanded capacity and creative enterprise, business progress and physical attractiveness of creative places (Gomes, R, T; Martinho, T, D. 2011).

2.5.6.2 Competence, Decision-Making and Administration

Competence, decision-making and administration hierarchy in Portugal are shown

in figure 2.16.



Figure 2.16: Organizational structure (organogram) in Portugal
Source: own construction

The hierarchy are explained in Table 2.16

Table 2.16: Explanation of organizational structure (Gomes & Martinho, 2011)

central government	The Ministry of Culture and its departments develop and implement cultural policy,
local government	Local councils and culture departments define and implement local culture policy as part of their responsibilities in the cultural field.
cultural facilities networks	Co-ordinated between central government (the ministry) and local government (councils), by means of partnerships.
Private sector	Development of cultural and artistic activities, some regulated by the government Some larger corporations also provide sponsorship support to bodies supervised by the Ministry of Culture.
Third sector	Associations – These are mainly supported out of public funds. Foundations – the larger ones have their own cultural programs and at the same time support other cultural and artistic organizations

Source: own construction derived from Gomes & Martinho, 2011

In the table 2.16 it is displayed the role of each part of organisational structure.

The National Strategic Plan for Tourism 2013-2015 (Plano Estratégico Nacional do Turismo Horizonte 2013-2015, in Portuguese), has recorded by Turismo de Portugal (2012), emphasized the necessity to create tourist activity in view of the authenticity

of the national resources and offering the experiences which are unique.

The record focuses on tourism as a motor of environment, economic and social improvement at a national and territorial level, with an uncommon potential depending in the areas of the country, for example, the northern part.

Likewise, the record expresses that Portugal can possibly be one of the European destination with tourism development more in accordance with the standards of sustainable development, upheld by particular and innovative characteristic of the countries.

In the document, it is accredited a feeble economy in confidence and there are steps to be taken to improve it. Identified measures for finance entrepreneurial projects is related to activities of tourist as a way to overwhelm the lack of balance in economy(Oliveira, 2014).



Figure 2.17: Organizational chart of tourism bodies in Portugal
Source: own construction

Turismo de Portugal, I.P. is directly responsible to the Secretary of State for Tourism, and at the national level it is only organization that has direct responsibility for taking policy in tourism industry. It likewise embraces the sustainability, improvement and promotion of tourism activities and in various primacy source markets, it developed teams promoting tourism.

Its main goals are to:

- Promote and classifies tourism infrastructure.
- Develop training in human resources.
- Funding in the tourism sector.
- Adjust elevation of the domestic and international in Portugal as a destination of tourism.

Further these organization, there are two Regional Directorates for Tourism in the self-governing locales of Madeira and the Azores, with political and regulatory self-rule. Duty of the state is international promotion., through Turismo de Portugal, I.P. It is growing and executing promotion of global enterprises in harmony with seven Regional Tourism Promotion Agencies (ARPTs).

These ARPTs are private-law, not- profit affiliations framed by privately owned businesses and ERT. They have formal authoritative associations with Turismo de Portugal, I.P. in order to create promotional activity in universal markets. What's more, Turismo de Portugal, I.P. And its allies certified that marketing and sponsored campaigns by public and private funds are in line with the national strategic planning for tourism.

2.5.7 To Identify Tourism Potential of Historical Buildings

Identifying tourism potential of building helps to preserve and take consideration to safeguarding resulting tourism management.

2.5.7.1 To Identify Tourism Potential of Historical Sites by Scholars

This table is designed the criteria by which to identify the extent of tourism potential of building. This study addressed tourism potential that was identified by different scholars through different criteria.

Table 2.17: Criteria to identify tourism potential of historical site in terms of scholars

Cultural & physical value	Architecture-historical building-monument- museum-gallery- Local vs. international social values, social, educational
History	Context-event-person
Environment value	Historical and cultural traditions, tangible, intangible heritage of historical and architectural value, monuments and works of architectural value
Usability	Compatibility- -cost-public- service
Integrity or robusticity	Fragility, Management plan or policy in place, Regular monitoring and maintenance, Potential for ongoing involvement and consultation of key stakeholders, physical remains, conservation status
Commercial	Transforming heritage place into a cultural heritage tourism attraction
Experiential value	Uniqueness, Relevance to tourist, Ease of consumption, Focus on 'edutainment'
Product value	Site, Setting, Scale, Access, Purpose built or extant facility, Complementary adaptive re-use
Marketing & market appeal	Identification of viable market segments, Place in attraction's hierarchy, Product life cycle stage and ability to rejuvenate product, life cycle, commercial factors associate with transforming a heritage place into cultural heritage tourism attraction.
Leadership	Attitude to tourism, Vision, Ability to assess tourism potential realistically, Ability to adopt a marketing management philosophy to the management of the asset
Product design needs	Accessibility, Transport, Number of attractive natural values nearby, Service benefits
Natural heritage management	Educational value, scientific potential / research value, Rareness on destination/region, Representativeness
Social	In terms of robusticity & market appeal
Historical scientific	In terms of robusticity & market appeal
Aesthetic	In terms of robusticity and market appeal
Economic value	In this case the impact of tourism on historical sites should be assessed.

Source: own construction derived from Mackercher&S.Y. Ho.,2006; Mackercher., 2001; Mackercher &du Cros.,2004; Bjelja &Bronkov.,2012; Du Cros.,2001; Ruiz.,2016).

Table 2.17 shows the criteria of tourism potential of a building and how to evaluate a building with each criterion

2.5.8 Criteria for Cultural Heritage to Manage Tourism by International Council on Monuments

According to international council on monuments and sites, up to 2004, there were six criteria for cultural heritage and four criteria for natural heritage. There is currently only one set of ten criteria according to modification in 2005. The nominated sites should have a "global high value" and have at least one of the 10 criteria.

Table 2.18: Criteria for cultural heritage in a managing tourism.

"Represents a masterpiece of human creative genius and cultural significance"
"Exhibits an important interchange of human values, over a span of time, or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning, or landscape design"
"To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared"
"Is an outstanding example of a type of building, architectural, or technological ensemble or landscape which illustrates a significant stage in human history"
"Is an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture, or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change"
"Is directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance"

Source: international council on monuments and sites, Published in 2002 by UNESCO World Heritage Centre.

2.5.9 Inclusion of Cultural Properties on the World Heritage List

The criteria for the inclusion of cultural properties on the World Heritage List are considered in the context of Article 1 of the Convention, that is reproduced below:

Table 2.19: Criteria for cultural property by world heritage list

Monuments	architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science
Groups of buildings	groups of separate or connected buildings, due to their architecture, their homogeneity or their place in the landscape, including outstanding universal value from the history perspective, art or science
Sites	Works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.

Source: World Heritage list

The table 2.19 shows that monuments, group of buildings and sites are the factors that should be considered for cultural property adding to world heritage list.

2.5.10 Evaluating the Place Through Tourism by ICOMOS (International Cultural Tourism Committee 2002)

International cultural tourism committee evaluated the place by Nature of the place, Significance of the place, conservation of the context and tourism in the context. “How they should be evaluated” is explained in the Table 22.

Table 2.20: Evaluating the place by ICOMOS

Nature of the place	1.Location, Physical nature, size, components, property definition 2. Geographical and ecological description of the place and context 3. Ownership and management structures Legislative background 4. Nature of the host or custodial community 5. Relation to nearby population centers 6.Access and transport, site infrastructure 7. Physical condition of the place and its locality 8. Economic context of the place and the host community 9. Stakeholders
Significance of the place	1.The historical, ecological and cultural significance of the place or collection and its authenticity 2.Tangible and intangible characteristics 3. Comparative values and unique features 4. Differing views on significance
Conservation of the context	1.Responsibility for conservation activities 2.Resources and management structure for conservation 3. Objectives and standards for conservation 4. Nature of current and past physical conservation activities 5. Operational and conservation expenditure 6. Ecological, political, and economic pressures and threats 7. Security and protective measures
Tourism of the context	The broad tourism context of the place in relation to the region 2. Local, domestic and/or international tourists 3. How did they travel to the place? 4. Tourism infrastructure such as airports, road, rail, sea access, accommodation 5. Tourism operator's transportation, accommodation, information and presentation 6. Package tours v individual travel 7. Revenue generated by tourism at the place

Source: ICOMOS

The table 2.20 shows the dimensions that is important in evaluating the place and also it shows how these dimensions should be evaluate.

Chapter 3

METHODOLOGY

3.1 Introduction

This chapter explains the different research tools that are engaged in the silhouette of the historical buildings in Portugal. This chapter makes clear the information on the methods that are employed in this research. Limitations of the study are included in this chapter.

3.2 Why Portugal?

In Portugal, tourism is a key growth driver for the national economy, social-economic and environmental development of the Portuguese regions, states the National Strategic Plan for Tourism 2013-2015 (Turismo de Portugal, 2012). Statistics Portugal (INE, 2013), has recorded tourism revenue increased by 7.2 percent in 2012. According to The Travel and Tourism Competitiveness Report 2013

Portugal achieved the 20 highest rank competitive economy/ country of the world as far as tourism, rated among 140 countries. As per the UN World Tourism Organization (UNWTO, 2014) has recorded, progress in supreme presentation run by Southern and Mediterranean Europe, revealed 8 percent more increasing arrival in Portugal whilst most of the world's economies had faced with lack of economic balance (UNWTO, 2014)(OECD).

In the other words, History of Portugal dates back to 1911. Portugal has a significant potential for developing tourism considering to heritage and historical building which are fundamental to sustaining tourism as a n engine in economic activity in the country

and its regions. As indicated by CCDRN (2013b), Northern Portugal is one of destination with the highest potential for international and domestic growth in tourism and that angle will be investigated further (Oliveira, 2014). The National Strategic Plan for Tourism 2013-2015 (Plano Estratégico Nacional do Turismo Horizonte 2013-2015, in Portuguese), expresses that Portugal can possibly be one of the European destination of tourism development that is more in accordance with the standards of sustainable growth, upheld by particular and creative feature of the country. Due to the explanations behind tourism potential that expressed above, Portugal of among other European countries has been examined in this study.



Figure 3.1: Map of Portugal
Source: google search

3.3 Research Methods

Mixed approach is intended for the purpose of method of the study and data analysis. Both quantitative and qualitative, fuzzy logic and case study research

methods will be furnished. This type of methodology is becoming popular as it allows the researcher to accomplish a comprehensive investigation of the cases and issues. This approach is also known as ‘triangulation’ approach. Bryman (2012) elaborated that:

“Triangulation entails using more than one method or source of data in the study of social phenomena. The term has been employed somewhat more broadly to refer to an approach that uses ‘multiple observers, theoretical perspectives, sources of data, and methodologies’. It was originally conceptualized as an approach to the development of measures of concepts, whereby more than one method would be employed in the development of measures, resulting in greater confidence in findings” (2012: 392).

Pizam (1994) showed seven stage in the process of planning a scientific research including research problem- related research definition of concept variable and hypothesis- research design-data collection technique –subjects-data processing and analysis. The first step of the research isto define an approachthen review on theories and literature. In this manner, creating hypothesis is the next step that will be tested. The analysis will be provided to answer the research questions. At the end, it should be returned to the first step(theory).Theresearch question of this study was originated based on the theory of symbolic interaction by Smith and Bugni (2006) and also the theory of world society by Schmutz and Elliott (2016): “Does the impact of tourist’s image from aesthetic can prevent the negative effect on heritage building through conservation and management planning?”

An exploratory qualitative study will be done to investigate the relationship between architecture and tourism, sustainability, tourism planning, economic profit in the tourism industry.An in-depth interview with heritage consultant, government official, stakeholders, tourism planners, project manager and architectures will be conducted. See also Figure 1.for study model.

3.4 Research Questions

Once heritage values are assessed, they become a crucial instrument for the purpose of conservation planning. Discussion of 'values' leads to questions of 'valuing' (Teutonico & Palumbo, 2002). What is the effect of the value of architectural heritage resources on preservation and restoration?

Tourists and stakeholders present preservation professionals with two particular challenges, tourism planning and management. Does preserving heritage buildings have an effect on tourism planning and management?

Tourism's potential for conveying heritage values refers to cultural significance as an important factor in enhancing and shaping tourists' image of a destination. It embodies the sense of a site; therefore, it demands expert evaluation and assessment. Once image is assessed, this is the question: how do the different images get prioritized, and which factors are significant for the tourism potential in terms of providing and carrying out plans?

The site is important in many ways. First, as a factor to attract tourists. Secondly, it represents stakeholders' identity and pride in the destination. Third, it is considered an asset/resource for future generations. Fourth, it is part of the international heritage, especially when designated as a WHS. "Why is this site important and to whom?" is an essential two-part question. It can be answered with respect to the economic value of assets (Deng et al., 2008). To find the main factors that appeal to tourists is relevant to economic value and a reflection of the cultural value of the sites: Which factors in heritage buildings would be the main factors appealing to tourists?

Will conservation be the cause of a loss of authenticity? Some scholar believes 'central to the subject of loss and compensation is the notion of authenticity' (Matero, 2017). The topic of authenticity has become one of the highly discussed concepts in

tourism as well. However, authenticity from a tourism epistemology point of view poses a different set of questions. Xin (2017), categorized authenticity in tourism as: ‘intrapersonal authenticity and interpersonal authenticity. Intrapersonal authenticity is subdivided into bodily feelings and self-making. The former involves several dimensions including relaxation, rehabilitation, and sensual pleasures. In the latter, tourists seek to achieve a sort of self-actualization previously unobtainable in everyday mundane life’. Therefore, there is an issue of commodification in the context of tourism. Nevertheless, ‘contemporary conservation must find a middle ground and balance knowledge and experience by acknowledging both product and process, as in craft tradition, whereby knowledge and experience are tied together’ (Matero et al., 2017).

3.5 Hypothesis

Embaby (2016) stated that ‘the obligation to conserve the architectural heritage of our local communities is as important as our duty to conserve the significant built heritage and its values or communities is as important as our duty to conserve the significant built heritage and its values traditions of the previous era’. This subject is covered by other scholars as well; however, the novelty of our study is that this study is a holistic approach researching the integration of three constructs: (i) architectural practice, (ii) heritage conservation, and (iii) tourists’ perceptions. Thus, this study is first attempt to explore the architectural heritage conservation/preservation in the tourism context.

Therefore, this study is an attempt to fill the gap by providing several contributions to the body of literature and heritage principals. Furthermore, the study attempted to respond to the suggestion by Kirillova and Lehto (2015), who recommended examining aesthetic judgment in tourism and and discovering discovering the role of

the perceived aesthetics of the destination. Last but not least, and due to the negative effect of mass tourism on built heritage and culture, this study contributes to partnerships in heritage conservation (2017).

Thus, Hypothesis 1 is posited as:

H1: Architectural heritage are valuable that deserve preservation

Lack of proper planning in tourism is deemed as a threat to heritage sites and conservation; this will prompt a loss in authenticity (McKrecher et al.,2006). For preserving heritage sites, a plan is a procedure to achieve the target of preservation. A management plan including planning, transport, government political and tourism policies provides a conservation plan (McKrecher, 2004). The lack of appropriate planning in the context of visitor management due to the complacency of destination managers and planners has been emphasised in tourism literature (Du Cruz 2001; Imon 2006). Visitor management and preservation of architectural heritage involves diverse issues, including the social and political dimensions of visitor management, the implementation of monitoring, vandalism and augmented reality (Echtner& Ritchie, 1991). Knowing that tourism has had a tremendous negative impact on some vulnerable historical buildings, it is an imperative to have a clear policy regarding this aspect, which has been neglected in the consideration of numerous destinations (Golmohammadi et al., 2011). Empirical evidence from this study adds to the literature on destination architecture and supports the theory of Smith and Bugni (2006) regarding the symbolic interaction between architecture and visitors' emotion towards the building. The perceptions of visitors demonstrate the effect of architecture on the emotions, thoughts and performance of visitors.

Thus, Hypothesis 2 is posited as:

H2: The tourism potential of heritage building requires a management plan and preservation.

The scholars unanimously identified the factors measuring the destination image of tourist as: Architecture or buildings, historic sites, local (Charlotte and Ritchie (1991); Architectural styles, cultural heritage (Sonmez S. & Sriakaya E. 2002); Culture, history, and art historical buildings (Beerli and Martin, 2004); (Chi, C. G. Qing & Qu, H. 2008).

So, hypothesis 3 is posited as:

H3: The image of tourist determines architectural value and cultural value of buildings.

Glasson (1994) in his research showed that 80% of tourists who has visited the Oxford, were satisfied in architecture and traditional college arising as they from a physically attractive environment.

So, hypothesis 4 is posited as:

H4: Architecture is a principal factor in appealing to tourist.

According to Jokilehto (1999), ancient works exhibit historical periods as long as their authentic material is undamaged; any attempt to restore and conserve would result in the loss of authenticity and the creation of a fake (Akbaba, 2006). Restoration can build an interesting monument but without soul, ancestors and not sacred (Gurira & Ngulube, 2016). We have posited (H5) that conservation will entail a loss of authenticity. This hypothesis was rejected based on our findings. However, the controversy with respect to this issue remains. As Kalc'ic' (2014), elaborated:

A breaking point was reached during the post-war period, which due to the significant damage caused during the war is known for extensive reconstruction that exceeded professionals' expertise and became an "authentic" reflection of that time.

Opposition to the Vienna heritage preservation doctrine can also be observed in Milan, who interprets the originality of the monument as a “complex of individual components, the relations between which lend the monument its essential personal image”, and advocates the preservation of only those elements that help present the monument in its greater originality. Hence, for monuments with various styles he only allows the option of removing certain parts and adding new ones that provide a more complete aesthetic image and help increase the monument’s original character.

Thus, Hypothesis 5 is posited as:

H5: Conservation will cause a loss in authenticity.

3.6 Model Research

With this model, we want to achieve the relationship between architectural heritage resources (cultural heritage assets) and the potential of tourism. And the role of conservation and heritage planning in tourism development and sustainability. See also Figure 2. Apart from the commodification of cultural assets and turning it into a commercial element, on the other hand, we are facing with cultural integration. Although this relationship may arise on perfect butan agreement that can maintain cultural values in the market effect must be included in practice and lead to sustainable development.so the integration between management of cultural heritage assets and tourism planning is required to conserve the heritage resource and to develop tourism.

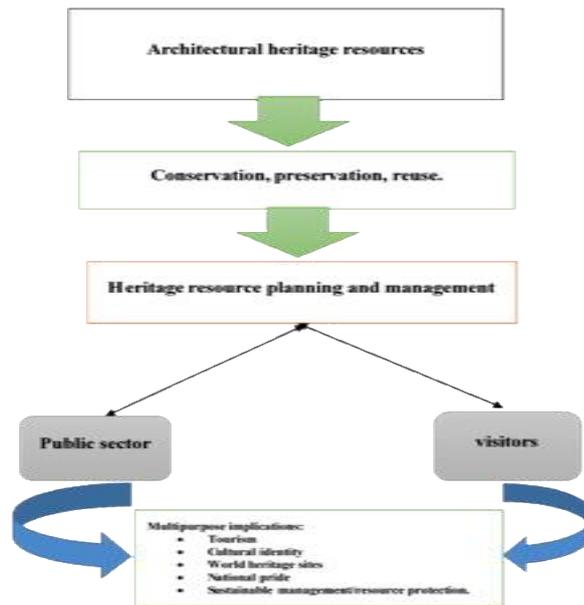


Figure 3.2: Study model
Source: own construction

The model indicates that architectural heritage resources are part of the foundations for overall heritage tourism with implications for conservation, preservation and reuse. In the model, the public heritage sector's role is highlighted as heritage planning embedded in the public-sector institutions. This is logical as heritage resources are part of the national identity and potentially as World Heritage Site (WHS) that valued by the international community.

3.7 Quantitative Research Method

The first step for a researcher is to define the approaches in order to design research process to choose proper methods and techniques (Pizam 1994).

The quantitative research method is guided by the functional or positive paradigm that relies on the assumption means the social reality has an ontology structure objective and people are reacting to environmental

Factors. (Morgan & Smircich, 1980).

The characteristic of quantitative research is measuring and counting events and analysis of statistical of a numerical data set (Smith, 1988). The presumption behind

the positivistic paradigm shows an objective truth which exist in the world with potential of measuring and scientifically explaining. The key concern of the paradigm is that the measure is valid, reliable and generalizable in the clear prediction of that cause and effect (Cassel and Simon, 1994). In terms of particularistic and deductive, quantitative research depends on the formulation of research hypotheses and their confirmation empirically on a particular set of data (Frankfort-Nachmias & Nachmias, 1992).

Scientific hypotheses have no value; In fact, quantitative research wouldnot accept the own values of researchers, subjective preferences and bias, in other words they have no place in this research method. Researchers' vision can focus on process of communication accurately and tangibly and can evaluate it without reaching real people who are involving in communication (Ting-Toomey, 1984).

This study used empirical and exploratory data. Empirical research is based on quantitative methods through the survey. The interview was done through questionnaire from domestic or international tourists who has visited Aveiro and Porto. The purpose of interview was to identify tourist perception/image of places. The questionnaire is including 3 parts. Demographic characteristics: Quality of physical environment, and tourist image (assessment of place and motivation). This study get result of the strengths of the quantitative method.

In order to identify the role of aesthetic of cultural sites in tourists' image a deductive approach will be used to test the theory and collect data. Construct validity is used to identify the research validity regarding the questionnaire distribution. The sample of this study was consisting of the tourist who has visited the heritage sites. Data was collected from 310 participants. Convenient sampling in this research is adopted because of background knowledge of researcher about case studies. The questionnaires

have distributed by random among international and domestic tourists. It was done in touristic places of down town Moliceiros, Saint Joana Museum the questionnaires have distributed by random among international and domestic tourists. It was done in touristic places of down town Moliceiros, Saint Joana Museum, Melia Ria Hotel, Train station of Aveiro, and touristic places in down town and Sao Bento train station of Porto during 2 months (Jun, July 2017).

The purpose of the survey is explained to tourists upon participants consent to take part. The questionnaire consists of three parts. These parts have examined the effect of aesthetic on tourists' image with architecture by Likert-type scale. The questionnaire has been validated and is derived from Yuan(2013); Rue et al. (2011); Huh(2002); Akbaba (2006) and McKercher (2006).

This study shed light on how and why various competing cultural heritage destinations being visited in terms of architecture, given that planning and management for preservation can create effective economic outcomes while it influences on tourist's image, experiences and behaviours.

Empirical evidence of this study adds to the architecture of destination's literature and supports the theory of Smith and Bugni's (2006); theory of symbolic interaction backing the connection between architecture and thought of visitors and their emotion towards the building. The perceptions of visitors demonstrate the effect of architecture on emotion, thought and performance of visitors that is the sense of people (Hatch, 1997).

3.8 Qualitative Research Method

The focus of a researcher in qualitative research is on decode, perfectly describe in the research, indeed, interpretation of the meanings of phenomena which occur in their normal context of social. Researchers who drive within the context of an interpretative

paradigm focus on examining authenticity, complexity, shared subjectivity of the researcher, researched subject, and minimize illusion.

Qualitative research generally occurs more in the natural environment (Denzin, 1971; Lincoln & Guba, 1985; Marshall & Rossman, 1989). This means that the topics that are being studied, make the focus on daily activities "enacted, smoothed, defined, organized, and problematic by people who are going about with their routine" (VanMannen, 1983, P.255). Qualitative research imposes fewer probabilities in restrictive on priori classifying of data collection. This is less pushed by the particular assumption and definitive frameworks and is more relevant to emerging topics and idiomatic descriptions (Cassell & Symon, 1994).

Three qualitative research features of the expanding basic beliefs of the interpretative paradigm are: to begin with, qualitative research is symbolic discourse study, second it is the study of principles of interpretation and the last it is the study of contextual principals. Study of symbolic discourse includes text study and conversation. In interpretive principles study people accustomed to fall in the place of their symbolic activities. The examples of the last features of qualitative research are the physical setting, roles of the participants and a set of situational events, that guide the second features of qualitative research. (Ting-Toomey, 1984).

The structure of the interview is defined with the questions and their sequence. Semi-structured interview as a research method is used in social sciences. Semi-structured interview is flexible so that allows a sequence of new questions to be developed during the interview to make clear what the interviewee had said. While the structured interview with a set of limited and formalized questions will be fixed with no choice of answers to the questions. In a semi-structured interview, the interviewer mostly has a structure of subjects to be discovered (FAO, 1990).

In this study, the researcher employed the semi-structure interview with two groups. First set of interview was done with tourism planners and government authorities who are responsible for tourism industry development in Portugal aiming to realize how they manage the capacity of tourism potential in historical sites and the legislation for preservation and sustainability of heritage sites. And second set of interview was done with 110 tourists who have visited the cultural heritage in Aveiro and Porto tending to find their preference in their visitation. The conducted interviews were in English language. The interviews have done in touristic places of down town Moliceiros, Saint Joana Museum, Melia Ria Hotel, Train station of Aveiro, and touristic places in down town and Sao Bento train station of Porto during 2 months (Jun, July 2017).

The interviews with officials were semi-structured which gave the opportunity for the interviewee to comment and discuss with the interviewer. Slightly different questions were asked based on the differing positions and responsibilities of the interviewees. Interview questions were organized in 20 questions focus on economic, social and culture, environmental and physical and political issues. The interviews were conducted two days afterwards with 2 hours spend time on each of the interview. tape-record interviews is used and later transcript for further analysis. Also, the questions were sent by email before interview.

The copy of the interview format enclosed in Appendix. The second set of interviews were conducted with tourists randomly. It was done in touristic places of down town Moliceiros, Saint Joana Museum, Melia Ria hotel, Train station of Aveiro, and touristic places in down town and Sao Bento train station of Porto during 1 month (Jun, 2017). These interviews were also composed of open-ended questions and semi-structured. Seven questions were included. Some of the asked questions are our own but some of them were taken from the research by (Ataberk, 2014; Embaby, 2014;

Powter and Ross, 2005).

3.8.1 Direct Observation

Written and visual documentation, interviews, direct observation and projects are limited to the primary body of knowledge in this approach. This study is based on in-depth analysis, special recognition for projects and longitudinal studies of the place over time. According to Pizam (1994), collecting data by secondary data, observation, direct communication with subjects, is the best way. In order to answer the research question and fulfill the objective of current study

This study is based on in-depth analysis, special recognition for projects and longitudinal studies of the place over time. In order to answer the research question and fulfill the objective of current study, this study implied all three approaches to collect the data. Observation is done through photographic, documentation. The observation of buildings, as a part of research helped to find the problem that goes with conservation and preservation. The most of the buildings in the city were visited several times in Aveiro and three times in Porto. All the changes made in the case study, were analyzed. Observation was carried out by observing the function, shape and environment of buildings. Through observing, it was expected to produce a study that can help in preserving historic buildings. Map of sites in Aveiro city is enclosed in Appendix 1.

3.9 Fuzzy Logic Research Method

Fuzzy set theory has broadly used as a backing tool to process of decision-making and execution assessment in engineering, and in particular in support of decisions to restore and maintain historical buildings. As noted by Siozinyte et al (2014) in most real situations, human judgments are ambiguous and cannot be converted into numerical esteems, because human logic, argument and making decision are

constantly connected with a specific level of subjectivity.

Fuzzy sets are able to cope with unspecified, unintelligible that is generally accessible aimed at modelling phenomena of the real world. Along these lines, keeping in mind the end goal to manage the vagueness and ambiguity which is related with the assessment of the practical state of buildings has been analysed in view of experts. This study carried out the fuzzy logic principles that established by Zadeh.

In fuzzy logic, a component can have a place with more than one set, with a certain degree of membership so it is contrary to Boolean logic. Breaking down for instance the age of the building, classic logic just agrees with odd value, it means a building must be "old" or "new" unlike fuzzy logic acknowledge that each recommendation can be somewhat valid and mostly false, with specific level of membership in any of the conditions that is a building contain 30% "old" and 70% "new", being at a level at the same time with the two conditions.

Each element has a membership function. In fuzzy set A, a membership degree assigns a decimal from 0 to 1 for each element. In membership function, the input variable is fuzzified (Prieto et al., 2107).

The fuzzy logic approach was added in methodology of this study in order to get other points that might not have been showed by interviews also to deal with the uncertainty and vagueness associated with the evaluation. it is crucial to reach the validity of collected data through other methods implied in the current research.

This study has designed three evaluation sheets. Building evaluation was done by evaluation sheet number 1. Tourism potential of buildings have been evaluated by evaluation sheet number 2 and preservation potential of buildings have been assessed by evaluation sheet number 3. The analysis of evaluation sheets is done through observation and experts. The criteria are extracted from "criteria of environment

Canada park service'', Extracted from the mentioned countries in the literature &Hsu, Y. H., & Juan, Y. K. (2016);Islami, et al., (2016);Yung, E. H., & Chan, E. H. (2012);Conejos et al., (2011).

Samples are as below:

Table 3.1: Evaluation sheet No 1 in order to identify architectural value of the buildings

Evaluation sheet no 1											
		Building Evaluation Sheet 2									
		Name	Casa do Rosso								
		Location	Aveiro								
		Reference Number									
A	Architecture			V.H	H	Avg	L	V.L	Abs		
	1	Style		5	4	3	2	1	0		
	2	Construction		5	4	3	2	1	0		
	3	Age		5	4	3	2	1	0		
	4	Architect		5	4	3	2	1	0		
	5	Design		5	4	3	2	1	0		
	6	Interior		5	4	3	2	1	0		
B	History			V.H	H	Avg	L	V.L	Abs		
	7	Person		5	4	3	2	1	0		
	8	Event		5	4	3	2	1	0		
	9	Context		5	4	3	2	1	0		
					5	4	3	2	1	0	
C	Environment			V.H	H	Avg	L	V.L	Abs		
	10	Retain historical setting		5	4	3	2	1	0		
	11	Environmental performance		5	4	3	2	1	0		
	12	Landmark		5	4	3	2	1	0		
D	Functional			V.H	H	Avg	L	V.L	Abs		
	13	Compatibility		5	4	3	2	1	0		
	14	Adaptability		5	4	3	2	1	0		
	15	Convertibility		5	4	3	2	1	0		
	16	Services		5	4	3	2	1	0		
	17	Site		5	4	3	2	1	0		
E	Economic viability			V.H	H	Avg	L	V.L	Abs		
	18	Population density		5	4	3	2	1	0		
	19	Site access		5	4	3	2	1	0		
	20	Exposure		5	4	3	2	1	0		
				Total Score							
				Group							
Evaluated by			Date								
Recommendation											
Reviewed by			Date								
Comments											
Approved by			Date								
Comments											

Source: own construction

Each criterion was measured by 5 to 0 (E=excellent (5), VG=very good (4), A=average (3), G=good (2), F=fair (1), P=poor (0)).

The criteria of evaluation sheet no 1 is designed to evaluate according the below table:

Table 3.2: Evaluating criterion of evaluation sheet no 1

Criterion	Form of evaluation no1
1. Architecture	
Style Notable, rare, unique, or early example of a particular architectural style, type.	This is best done by comparing the building to as many other buildings of a similar style as is possible, and assessing it in terms of the aims of its designer (as they are understood).
Construction Notable, rare, unique, or early example of a particular material or method of construction.	This may be evaluated only if the assessor is certain of the nature of the structure. Data concerning the number of survivors will be obtained from the survey.
Age Comparatively old in the context of its region.	Determine the date of construction of the oldest extant building in the area,. Adjust each of these years to correspond to a date that forms a meaningful watershed in the history or architecture of the area under consideration. The age of a building increases, of course, every year. The watershed dates will therefore need revision from time to time, but probably only every decade or two.
Architect Designed or built by an architect or builder who has made a significant contribution to the community, province, or nation.	The significance of the person, group, organization, or institution must itself be evaluated by rational criteria. Some historical distance is necessary, so the significant factor should probably have been important at least a generation or two ago.
Design A particularly attractive or unique building because of the excellence, artistic merit, or uniqueness of its design, composition, craftsmanship, or details	

Interior Interior arrangement, finishes, craftsmanship, and/or detail is/are particularly attractive or unique.	The interior is not always accessible or relevant. The purposes of the specific evaluation will determine whether this should be evaluated.
2. History	
Person Associated with the life or activities of a person, group, organization, or institution that has made a significant contribution to the community, province, or nation.	The significance of the person, group, organization, or institution must itself be evaluated by rational criteria. Some historical distance is necessary, so the significant factor should probably have been important at least a generation or two ago.
Event Associated with an event that has made a significant contribution to the community, province, or national	See person
Context Associated with, and effectively illustrative of, broad patterns of cultural, social, political, military, economic, or industrial history	A helpful measure of this factor is to consider how useful the structure would be for the teaching of cultural history. 9
3. Environmental	
Retain historical setting, condition retains most of its original materials and design features. maintaining	
Environmental performance Physical building performance, Reuse, efficiency management	
Landmark	A building may be declared a landmark if it is a prominent or conspicuous structure that has acquired for the community a special visual or sentimental value that transcends its function. Landmarks give distinctive character to cities or areas.
4. Functional	
Compatibility Residential status	Expert evaluation
Adaptability Potentially adaptable to compatible re-use without harm to the architectural elements which contribute to its significance.	This requires making certain assumptions about possible adaptive uses that are appropriate to current social patterns and zoning.
Convertibility Capacity for needed public, educational, or museum use.	This requires that the building offer potential social benefits and/or that it have strong interpretive potential. Economic viability should not be considered here. It is considered in detailed criterion no. 17 (cost).

Services Adequately serviced and protected for contemporary use.	These services include fire and police protection, public utilities, and availability of parking.
site originality	evaluation
5. Economic viability	
Population density	It may require statistic distribution by survey
Site access	Mapping and observation
Market proximity	Mapping and observation

Source: Own construction

This table shows how to evaluate buildings on the basis of criteria No1.

This study designed the following evaluation sheet as tourism potential building evaluation no 2 from criterion of different countries and some mentioned scholars.

Ferrario (1976); Peroglou (1966); historic England (2015); Harold Kalman (1980); world heritage Italy (2002); national heritage policy of Germany (2010); Cheryl Hargrove (2014); Travis c. and McDonald, jr; Mackercher &S.Y. Ho. (2006); Mackercher. (2001); Mackercher &du Cros (2004); Bjelja &Bronkov (2012); Du Cros (2001); Ruiz (2016)

Table 3.3: Evaluation sheet No 2 in order to identify tourism potential of the buildings.

Evaluation sheet no 2									
Tourism potential of building Evaluation Sheet 32									
Name									
Location		Ilhavo, R. Vasco da Gama ,19							
Reference Number									
		V.H	H	Avg	L	V.L	Abs		
1	Cultural and physical value	5	4	3	2	1	0		
2	History	5	4	3	2	1	0		
3	Environmental value	5	4	3	2	1	0		
4	usability	5	4	3	2	1	0		
5	Documentation value	5	4	3	2	1	0		
6	Commercial value	5	4	3	2	1	0		
7	Experiential value	5	4	3	2	1	0		
8	Product value	5	4	3	2	1	0		
9	Marketing & market appeal	5	4	3	2	1	0		
10	leadership	5	4	3	2	1	0		
11	Attractiveness	5	4	3	2	1	0		
12	Action	5	4	3	2	1	0		
13	Social value	5	4	3	2	1	0		
14	Communal value	5	4	3	2	1	0		
15	Urbanistic value	5	4	3	2	1	0		
16	Antiquity value	5	4	3	2	1	0		
17	Economic value	5	4	3	2	1	0		
18	valuation	5	4	3	2	1	0		
19	Political	5	4	3	2	1	0		
20	Legal	5	4	3	2	1	0		
		Total Score							
		Group							
Evaluated by		Date							
Recommendation									
Reviewed by		Date							
Comments									
Approved by		Date							
Comments									

Source: own construction

Each criterion was measured by 5 to 0 (E=excellent (5), VG=very good (4), A=average (3), G=good (2), F=fair (1), P=poor (0)).

Table 3.4: Evaluating criterion of evaluation sheet no 2

Criterion	Evaluating form no2
1. Cultural & physical value Architecture-historical building-monument- museum-gallery- Local vs. international social values, social, educational	Expert evaluation
2.History Context-event-person	Documentary
3.Environment value Historical and cultural traditions, tangible, intangible heritage of historical and architectural value, monuments and works of architectural value	Survey, comparing the buildings, criteria, expert evaluation
4.Usability Compatibility- -cost-public- service	Expert evaluation
5.Documentation value The value of documentation for the collective memory acknowledged to handmade objects of the past (buildings, urban centers, gardens) may also be used for landscapes, in all their material and immaterial components. The value of documentation applies to all the evidence of human and natural history	Documentary
6. Commercial value Transforming heritage place into a cultural heritage tourism attraction	Expert evaluation, interview, management& planning
7. Experiential value Uniqueness, Relevance to tourist, Ease of consumption, tourist experience	Survey tourist, (Compare competing attraction/ country)
8. Product value Site, Setting, Scale, Purpose built or extant facility, Complementary adaptive re-use, accessibility, Transport, Number of attractive natural values nearby, Service benefits	General categories
9. Marketing & market appeal Identification of viable market segments, Place in attraction's hierarchy, Product life cycle stage and ability to rejuvenate product, life cycle, commercial factors associate with transforming a heritage place into cultural heritage tourism attraction as product	General categories
10. Leadership Attitude to tourism, Vision, Ability to assess tourism potential realistically, Ability to adopt a marketing management philosophy to the management of the asset	Interview and survey
11. Attractiveness The number and geographic scope of appeal of the destination's attractions, Attractiveness The number and geographic scope of appeal of the destination's attractions comprise this attribute. heritage science e. g. construction, materiality of mortar, plaster, colors of the interior and exterior	Compared to competing Attraction/ countries

12. Action The availability of a long-term tourism plan and a marketing plan for tourism	Interview
13. Social value Image/ identity-authenticity – sense of place	Tourist survey and mystification
14. Communal value meaning of place for people who related in to sites.	Survey and experts evaluation
15. Urbanistic value Place & landscape	Experts judgment
16. Antiquity value The modalities of persistence contribute to define the antiquity feature, i.e. the immediate readability of the non-contemporaneity of the work, that reveals itself mainly through the persistence of materials and techniques of the past, as well as design and uses, to the degree that the persistence is complex and structured.	Observing and expert judgment, compare to competing work
17. Economic value	Survey& assessing impact of tourism
18. Valuation Preference, popularity (visitation rate)Preference, popularity (visitation rate)	Survey &experts' judgment
19. Political	unspecified
20.legal Neighborhood-safety- security- disability access	interview Expert judgment

Source: own construction

This table shows how to evaluate buildings on the basis of criteria No2.

In the next step this study assessed the conservation of the buildings, which had potential of tourism by evaluating the preservation criteria.

This study designed criteria for preservation of historical buildings extract from different countries and scholars. Ferrario (1976); Peroglou (1966); historic England (2015); Harold Kalman (1980); world heritage Italy (2002); national heritage policy of Germany (2010); Cheryl Hargrove (2014); Travis c. and McDonald, jr; Mackercher &S.Y. Ho. (2006); Mackercher. (2001); Mackercher &du Cros (2004); Bjelja &Bronkov (2012); Du Cros (2001); Ruiz (2016)

Table 3.5: Evaluation sheet No 3 in order to identify preservation potential of the buildings

Evaluation sheet no 3							
Evaluation Sheet of building preservation 25							
Name	Hotel As Americas 1910						
Location	Aveiro						
Reference Number							
		V.H	H	Avg	L	V.L	Abs
1	Cultural identity	5	4	3	2	1	0
2	History	5	4	3	2	1	0
3	Aesthetic value	5	4	3	2	1	0
4	Physical & context	5	4	3	2	1	0
5	Heritage value	5	4	3	2	1	0
6	Functional	5	4	3	2	1	0
7	Spiritual	5	4	3	2	1	0
8	Community	5	4	3	2	1	0
9	Visual value	5	4	3	2	1	0
10	Technological	5	4	3	2	1	0
11	Compare the place	5	4	3	2	1	0
12	Who values the place	5	4	3	2	1	0
13	Social value	5	4	3	2	1	0
14	Code requirement	5	4	3	2	1	0
15	Political	5	4	3	2	1	0
16	Economic value	5	4	3	2	1	0
17	Authenticity and integrity	5	4	3	2	1	0
18	Rarity	5	4	3	2	1	0
19	Morphological value	5	4	3	2	1	0
20	Archival	5	4	3	2	1	0
		Total Score					
		Group					
Evaluated by			Date				
Recommendation							
Reviewed by			Date				
Comments							
Approved by			Date				
Comments							

Source: own construction

Each criterion was measured by 5 to 0 (E=excellent (5), VG=very good (4),

A=average (3), G=good (2), F=fair (1), P=poor (0).

The criteria of evaluation sheet no 3 is designed to evaluate according the below table:

Table 3.6: Evaluating criterion of evaluation sheet no 3

Criterion	Evaluating no3
Cultural identity Demonstrate the qualities, belief and culture of a geographic area, identity, sense of place	Expert evaluation
History Did an important event take place in it?	documentary
Aesthetic value Architecture- design-art-decoration	Observation and expert evaluation
Physical & context Structure-age- area-material-techniques-stability- originality, infrastructure	Expert evaluation
Heritage value Relate identified heritage values to the fabric of the place	Expert evaluation
Functional Convertibility-spatial flow	
Spiritual The quality that enable the people to do compassionate, mercy, etc. sense of traditional way	Expert evaluation
Community ownership	documentary
Visual value Articulate the significance, vistas and views	Expert evaluation and interview
Technological Building damage frequency-	Interview and observation
Compare the place Compare the place with other places sharing similar values	comparing
Who value the place	documentary
Social value Valuable density cultural resource in surrounding area	Mapping and interview
Code requirement code requirements need to be taken in to consideration. if a building needs to be upgraded, modifications to the historic appearance should be minimal.	interview
Political Building damage frequency, market profitability, urban master plan	Urban planning and interview
Economic value Site access- job creation-population density- - market proximity, generate tourism	Expert Evaluation
Authenticity and integrity Evolution of the place, record of time, place and use	Expert evaluation
Rarity	Expert evaluation

Uniqueness	
Morphological value Residential-commercial-industrial- other urban or built-up	Interview and documentary
Archival Identifying standard elements	interview

Source: own construction

This table shows how to evaluate buildings on the basis of criteria No3.

Source: Ferrario (1976); Peroglou (1966); historic England (2015); Harold Kalman (1980); world heritage Italy (2002); national heritage policy of Germany (2010); Cheryl Hargrove (2014); Travis c. and McDonald, jr; Mackercher & S.Y. Ho. (2006); Mackercher. (2001); Mackercher & du Cros (2004); Bjelja & Bronkov (2012); Du Cros (2001); Ruiz (2016)

Chapter 4

PORTUGAL (PORTO, AVEIRO & OBSERVED HISTORICAL BUILDINGS)

4.1 Introduction

This chapter is presented Porto and Aveiro and the implications of its unique heritage and historical sites. Section 4.2 provides general information about Portugal. Sections 4.3 and 4.4 report on the historical sites of Porto And Aveiro. Implications of all are explained in 4.5.

4.2 General Information

4.2.1 Location

Portugal, authoritatively the Portuguese Republic, is located in southwestern Europe, on the Iberian Peninsula. The land inside the outskirts of the present Portuguese Republic has been always settled since Prehistoric times. In spite of the fact, Of all Western European countries, Portugal has the lowest GPD per capita, It is a developed country with a high Human Development Index and one of the most overwhelming personal satisfaction evaluations in the world. As the westernmost part of the mainland of Europe Portugal borders the Atlantic to the west and south and Spain to the north and east.

As well as Portugal owns the region like Atlantic archipelagos of the Azores and Madeira. The total area of Portugal is 35,580 square miles (92,345 square kilometers), or Indiana in the United States is slightly larger than Portugal. Territory of Portugal has

been divided by the Tagus (main river in Portugal). It embraced mountainous boundary of the Meseta in the north; the Iberian Peninsula with ancient rock at the centre, and with dented hills by river valleys. Between the Tagus and the Algarve (The Alentejo) in the south, it is presented more rolling plains features (www.nationencyclopedia.com/economies/Europe/Portugal)

4.2.2 Climate

Seasonal and regional variations determine the specific weather conditions as climate. In the north, ocean climates dominate: cold summers and rainy winter (rainfall in average between 125-150 cm / 50-60 yearly), with snowfall occasionally.

Warm summers and cold and rainy winters are the climate characteristic of the central of Portugal with an average rainfall of 50 to 75 cm (20 to 30in) yearly. The characteristic of the southern climate is very dry and having rain not above 50 cm alongside the coast.

The average temperature in Lisbon is around 4° C (39° F) in January and 24° C (75° F) in July. In Portugal, average temperature is 16° C (61° F) yearly. Portugal as a one of the warmest European countries with the yearly mean temperature 64°F (18°C) in the south and 55°F (13°C) in the north, has ranked one of the warmest European countries ([www. Newworldencyclopedia.org/prehistoric](http://www.Newworldencyclopedia.org/prehistoric)).

4.2.3 History

Portugal takes its name from Portus Cale (now Oporto), where the Portuguese kingdom began at the mouth of the Douro River. The original history of this country is not distinguished from otheriberian people. The Lusitanians were steadily flooded by Celts, Romans, Visigoths and Morse (711). In 1094, King Castilla and Leon gave over the Portugal to Henry Brurgundy to the success of the Moors, then after his son, Alfonso I coroneted in 1143, he could reach the independence of Portugal with opening

of new season of Burgundian empire. Then the present borders of Portugal were set up, and the Lisbon turned into the capital by the mid-thirteenth century. Passing colonization era for two millenia by the Finns, Rome, the kingdom of Norway, Muslims, the medieval kingdom, the Portuguese began their expansion to imperialism and settled colonialism (Birmingham,2003; [www.//portualities.com/en/art-nouveau-in-aveiro-the-venice-of-port](http://portualities.com/en/art-nouveau-in-aveiro-the-venice-of-port)).

4.2.4 Finance

Since economy of Portugal had evaluated on services area, especially banking and finance, it reached an important level in the 1990s. The thorough, but gradual, privatization of state-owned banks began in the late 1980s; the only state-controlled financial services firm in 2000, was the Caixa Geral de Depositos (CGD). The government has rejected its privatization until further notice.

Banking services were developed and up to date in Portugal by 2000. However, due to competition with foreign banks with the implementation of rebuilding policies of Europe Union Bank, the profit margins of Portuguese banks has begun to reduce profit margins. Because of light and dynamic loan financing, family unit debit ascended from 28.6 percent to 60.8 percent of the disposable earning and from 21.1 percent to 44.1 percent of GDP between 1994 and 1998. even as the Portuguese government deems there are not any risk with such level, the quick increasing of the debt is easily fleeting. A sudden drop in household income could allow a banking crisis that households are not able to pay. There are along these lines a few stresses that these excessive debts could exacerbate any upcoming recession. Family disposable earnings can be speedily influenced regardless possibility that no recession happens, because of adjustments just in rates of interest by European Central bank. At long last, the simple accessibility of home loan credits has given to a misrepresented and heavy increment

in the costs of real estate (www.ine.pt).

4.2.5 Tourism.

Tourism is a standout amongst the most vital parts of the Portuguese economy, with foreign currency income representing 4.8 percent of GDP in 1999, and hires 6 percent of the active population. In 1997, Foreign exchange revenue reached \$ 2.4 billion by tourism. Half of nearly 25 million foreigner who visit Portugal, are tourists. Most of Europe's central and northern visitors are attracted by the sun and the coasts of the Southern Algarve region and Madeira. Due to the decline in coastal tourism across the world in the mid-1990s, tourism sector has been passed through lagging regarding too closely matched to tourism flourishing in neighbouring Spain. By supporting culture, sport, public investment and conference facilities the authorities set up a program to expand attraction. In the late 1990s some measures were taken to offer facilities and to supply centers in undeveloped regions to inspire funding and investment by private sector.

Restoring of historical and cultural belongings which include castles and monasteries have been done by government with undertaking one-third of the costs through European Union. faces one 1/3 of the cost. In 1997 and 1998, there was an evident increasing revenue in tourism industry with assisting of a renewed advertising campaign of tourism. Allocating appropriate currency for British visitors and the 98th International Exhibition (World Fair Expo '98) in Lisbon, also lead to add the visitors. The World Expo merely increased the number of foreign visitors by 20% in 1998 and increased its tourist income by 17%. (www.nationencyclopedia.com/economies/Europe/Portugal); (www.Newworldencyclopedia.org/entry/Portugal).

Rate of tourists in 2011 up to 2015 is shown in the table as below:

Table 4.1: Basic data and indicators in 2011-2015

Cod. Basic Data and Indicators	Notes	Units	2011	2012	2013	2014	2015
1. INBOUND TOURISM							
Data							
Arrivals							
1.1 Total	(000)		-	-	-	-	-
1.2 Overnight visitors (tourists)	(000)		7,264	7,503	8,097	9,092	9,957
1.3 Same-day visitor (excursion)	(000)		-	-	-	-	-
1.4 Of which, cruise passengers	(000)		7,263	7,503	8,097	9,092	9,954
Arrivals by region	(000)		84	96	121	146	141
1.5 Total	(000)		874	947	1,029	1,138	1,192
1.6 Africa	(000)		261	301	412	521	611
1.7 America	(000)		6,044	6,159	6,534	7,287	8,014
1.8 East Asia and the Pacific	(000)		-	-	-	-	-
1.9 Europe	(000)		-	-	-	-	-
1.10 Middle East	(000)		-	-	-	-	-
1.11 South Asia							
1.12 Other not classified	(000)		7,264	7,503	8,097	9,092	9,957
1.13 Of which, nationals residing abroad	(000)		27,860	29,034	31,094	33,992	36,417
Accommodation	(000)		6,792	7,043	7,630	8,576	9,390
Total	(000)		26,004	27,257	29,360	32,095	34,368
1.29 Guest							
1.30 Overnight visitors (tourists)	US\$ Mn		14.901	14.582	16.210	17.723	15.721
Hotel and similar establishment	US\$ Mn		11.376	11.001	12.282	13.777	12.594
1.31 Guests	US\$ Mn		3.525	3.581	3.928	3.946	3.127
1.32 Overnights	Persons		-	-	-	-	-
Expenditure	Days		-	-	-	-	-
1.33 Total	Nights		3.83	3.86	3.18	2.91	3.66
1.34 Travel	Nights		3.82	3.50	3.08	2.86	3.66
1.35 Passenger transport	Days		-	-	-	-	-
Indicators	Us\$		-	-	-	-	-
1.39 Average size of travel party							
Average length of stay							
1.40 Total							
1.41 For non-commercial accommodation services							
1.42 Of which, hotels and similar establishments							
1.43 For non-commercial accommodation services							

1.44 Average expenditure per day							
2. DOMESTIC TOURISM							
Data							
Trips							
2.1 Total	(000)	-	-	-	-	-	-
2.2 Overnight visitors (tourists)	(000)	-	-	12.670	13.611	-	-
	(000)	-	-	-	-	-	-
2.3 Same-day visitor (excursion)							
Accommodation	(000)		7.586	7.142	7.013	7.623	8.111
Total	(000)		19.012	17.747	16.903	18.223	18.913
2.19 Guest							
2.20 Overnight visitors (tourists)	(000)		6.322	5.937	5.863	6.545	6.961
Hotel and similar establishment	(000)		13.437	12.424	12.210	13.777	14.483
2.21 Guests							
2.22 Overnights							
3. OUTBOUND TOURISM							
Data							
Departures							
3.1 Total	(000)	-	-	-	-	-	-
3.2 Overnight visitors (tourists)	(000)	-	-	1.361	1.329	-	-
	(000)	-	-	-	-	-	-
3.3 Same-day visitors(excursion)							
Expenditure	US\$ Mn		4.948	4.485	4.976	3.379	4.782
	US\$ Mn		4.144	3.784	4.142	4.407	4.006
3.4 Total							
3.5 Travel	US\$ Mn		804	701	834	972	777
3.6 Passenger transport							

Source: Statistics Portugal (INE)

The table 4.1 shows the rate of inbound, outbound and domestic tourists 2011-2015 in Portugal.

4.2.5.1 Tourism in 2016

According to data from Banco de Portugal, the item “Travel and Tourism from the Balance of Payments revealed an acceleration (+0.5 p.p.) in revenue (+10.7%) and a slowdown (-2.3 p.p.) in expenditure (+6.6%), the former amounting to EUR 12.7 billion and the latter to EUR 3.85 billion. As a consequence, the balance for this item

revealed a 12.7% increase (+1.9 p.p. in comparison to 2015), totalling EUR 8.8 billion. According to the results of the Travel Survey of Residents, 4.54 million residents in Portugal travelled at least once in 2016 (which implied an overnight stay outside their usual living environment), corresponding to 44.1% of the resident population (43.3% in 2015). The number of tourist trips, in 2016, amounted to 20.2 million (+5.4%, following +7.0% in 2015), of which 18.2 million were made within the national territory, corresponding to a 5.7% increase (+6.1% in 2015) and representing 90.4% of the total (+0.3 p.p.), while 1.9 million were made towards foreign destinations (+2.5%, after +16.2% in 2015)” (www. Ine.pt).

According to the results of the Travel Survey of Residents, “4.54 million residents in Portugal travelled at least once in 2016 (which implied an overnight stay outside their usual living environment), corresponding to 44.1% of the resident population (43.3% in 2015). The number of tourist trips, in 2016, amounted to 20.2 million (+5.4%, following +7.0% in 2015), of which 18.2 million were made within the national territory, corresponding to a 5.7% increase (+6.1% in 2015) and representing 90.4% of the total (+0.3 p.p.), while 1.9 million were made towards foreign destinations (+2.5%, after +16.2% in 2015). The main reason to travel was “visit to relatives or friends” corresponding to 8.9 million trips (44.1% of the total, -0.8 p.p.), followed by “leisure, recreational or holiday” reasons with 8.84 million trips (43.8% share; +1.6 p.p.) and “professional or business” motivations (1.65 million; 8.2% of the total). The emphasis went to the 9.3% increase of the trips for “leisure, recreational or holiday”, vis-à-vis 2015. The number of overnight stays resulting from trips made by residents ascended to 81.6 million (+1.8%). “Free private accommodation provided by relatives or friends” strengthened its position as the most used means of accommodation by resident tourists, totalling 37.3 million overnight stays, the

equivalent to 45.6% of the total (44.9% in 2015)” (www. Ine.pt).

Table 4.2: Breakdown of trips according to the main reasons, 2016

Leisure, recreation or holidays 43.8%
Professional or business 8.2%
Other reasons 2.6%
Health 0
Visit to relatives or friends 44.1%.
Religion 1.1%

Source: ine.pt

4.3 Porto & Aveiro

4.3.1 Porto

The historical assets should be converted into a product in order to actualize the potential of heritage assets (Chahabra, 2014). In Portugal, culture and heritage have unique features that have been taken from historical events and people's perspectives that, as they have learned from the other cultures of the world, have adapted this new experience and knowledge to their land and life style.

As you travel all over the country, you will find that these are some of the characteristics that Portugal have been made by them. They are evident in the cities, historical works and landscapes, which somehow represent a part of world history.

It was a reason that they were registered as World Heritage. UNESCO has now assigned the status of World Heritage to 19 items, entering archaeological sites, historic centers, cultural sights, intangible heritage, natural parks. Portuguese contributions are complete reason for recognizing the country from the north to the south, they are unavoidable in the history of the world (www.new world encyclopedia.org/entry/Portugal).

Porto has the registered historic places as the world heritage site by UNESCO in

1996. This historic centre is a large medieval fabric located in the second metropolitan area of Portugal. A broad bar of visual bastion along the 2 km from the bank of the Douro River to the other bank where the wine is stored in the port. Further way, another narrow strip of 20 km was registered as a living evolutionary cultural landscape by UNESCO in 2001. Historic Centre of Port: The landscape of the waterfall houses reached Ribeira, by the River Douro, and the area of waterfront in Vila Nova de Gaia links the history of the city to marine activities since Roman times. This is an exceptional city landscape with the Cathedral and the Clerigos Tower as a symbols of Porto, abundance of the buildings, the Baroque churches, the Neoclassic Stock Exchange and a rich history that has passed through it for thousands of years. The CRUARB (Cammisariado para a Rrecuperacao da Riberia-Barredo) has been working on sites as a team of technical professional of architects and engineers, historians, archaeologists and social assistant along with other professionals, since 1947, first with national money and Portuguese government, European funding and municipality of Porto(Lourenco & Alvares,2004).

Here are two samples of heritage buildings over five heritage buildings as case study in Porto:

Porto in 8th Century B.C

The city of Porto has been erected in Roman era in 8th century B.C. Also, the ruins of Celtic have been find in different regions.

12th Century (from 1101 to 1200)

The city of Porto was part of the trade Path between Braga and Lisbon over the years.The first king of Portugal D. Teresawho was mother of D. Afonso Henriques,gave in Porto land to Bishop D. Hugo. This bishop started to erect the Cathedral of Porto, the beginning of the city's development, which showed up in the

church walls and step by step spread to Ribeira (coastal area). With supporting of Bishop Hugo, the king, D. Afonso Henriques, son of Henry of Borgonha (Borgogne), could dominate the south land of Porto (www.visitar-porto.com).

Cathedral in 12th century

Cathedral of Porto is a Romanesque church which was built in the twelfth and thirteenth centuries. Over time, several extensions and renovations has been occurred on it. It is a must to visit this beautiful fortified church. Gothic are the design of the cloister and the Chapel of São João Evangelista from the fourteenth century. Still, it is observable the style of Mannerist belonging to the seventeenth century style on the main-chapel and the Chapel of Santíssimo Sacramento and its silver altar. The frescoes of the main chancel reveal the style of eighteenth century, by architect of remarkable buildings in Porto, "Nicolau Nasoni". Also tiling of the cloister by Vital Rifarto was done through the same period. You can reach historic centre of the city by going down from cathedral square towards Douro River. Also, it is considered as a departure for the people who are going to pilgrim to Santiago de Compostela ([www.new world encyclopedia.org/entry/Portugal](http://www.newworldencyclopedia.org/entry/Portugal)).

The cathedral although had Romanesque roots, it underwent variety changes in the styles of architecture all over the centuries, for example these changes can be seen next to front doors with baroque roofs of the turrets, or even the north wall of the building outside of loggia, that was designed by Nicolau Nasoni, in the 18th century ([www.new world encyclopedia.org/entry/Portugal](http://www.newworldencyclopedia.org/entry/Portugal)).

You might like to see inside the cathedral with the silver altar by a curious story: in 1809, local resident covered the silver by painting in order to hide it when Napoleon's Grande Armée dominate the city. The French troops left the city without noticing the existence of the silver. The Gothic rose window as a part of the original façade that

remains, especially after Baroque alterations in the 18th century. Gothic rose window as the only part of original facade after Baroque changes in the XVIII century, has remained. At that time, the loggia that wholly was made up of silver was added on the north front. The Gothic cloisters concealed with outstanding tiles coloring blue and white are more splendid than the church itself. Before going in, it is a must to consider beautiful views of the old Oporto rooftops from the terrace and regard the splendor three-story facade of the Episcopal Palace ([www.top 10 Portugal](http://www.top10portugal.com)). Those who study architecture will definitely spend time analyzing the cathedral, which represents a tremendous amount of space between the three main historical styles: Romance, Gothic, and Baroque. The Gothic cloister which was erected in the 14th century, with the tiling decoration, shows inspirational scenes from Solomon's song, that was added later. The Chapel of Saint Vincent with construction from 16th centuries, can be entered right from the cloister. The north façade that was designed by Nicolau Nasoni dates back to the 18th century (1736). Besides an Italian architect was the author of the loggia of the cathedral (<http://www.porto-tourism.com>).



Figure 4.1: Cathedral in Porto
Photo by Shahrbanoo 12 Mar. 2017

The remaining narrow streets and narrower alleys from medieval, with ancient buildings declining in some parts, indicate the historicity of the Ribeira Square (Portuguese Square: Ribiera) in the port. typical boats, from small to large have created

a beautiful scenery in the harbour. The area of the Cais de Ribeira was accredited as a World Heritage Site by UNESCO in 1996 (www.top 10 Portugal).

The historical area of Ribeira is a part of the São Nicolau district that the square is located on it. In the middle age the Ribeira district was a activity centre of strong commercial and manufacturing alongside the Douro river. There are many shops in the Ribeira square to sold many goods like fish and bread which lasted from the same time. Many buildings that were located around the square destroyed in a fire in 1491. During the process of rebuilding of the houses, it was made pavement with pieces stone around the square. The Praça da Ribeira, as known a cube square; one of the oldest of this city named the Rua da Fonte Taurina; the Wall of Bacalhoeiros and Casa do Infante, (there is a believed that in 1394 to have been born Prince Henry) all located in Rebeira. The figure of the Duke of Ribeira, whois known saved many people to drowned, was in this area. The mediaeval walls (Muralhas Fernandinas) of Porto enclosed the south side of the square where facing the Douro. In 1821, the square was opened to the river after the walls were torn down (www.top 10 Portugal).

View of Ribeira Square and the surrounding district



Figure 4.2: Reberia square of Porto
Photo by Shahrbanoo 29Oct. 16.

A monumental fountain, which was built in the 1780s and has ornamented with the Portugal coat-of-arms, can be seen in north part of the square. The birth place house

of prince Henry who was born in 1394 is located around the corner of the Rua da Alfandegais Casa de Infante. The building is now coming to the archives of the city after it has once been the home of the customs ([www.new world encyclopedia.org/entry/Portugal](http://www.newworldencyclopedia.org/entry/Portugal)).

13th Century (from 1201 to 1300)

The wine which was produced in Douro During the 13th century, was exported from Porto. through making ties with international markets. And at the end of the this century, and in the next round, the exporting of Douro wine began to become important (www.portoxxi.com).

14th Century (from 1301 to 1400)

Over the centuries, due to the growing importance of commercial and offshore activities, the urban population, especially along the River Douro, has increased dramatically. At the same time, the ring was expanded over the walls of the cathedral of Porto Sé, to the city old wall. It was started to construct the walls of the new city which became famous as the Fernandina wall in the middle of the century, however it was started in the days of D. Afonso IV, only during the reign of D. Fernando was ended (www.portoxxi.com).

15th Century (from 1401 to 1500)

The urban environment of Porto was restricted to inside of the Fernandina wall and it was just contained of narrow, unequal streets network at the beginning of the century

Throughout this century, Porto shipbuilding was a pioneer in the development of the country's naval ([www.new world encyclopedia.org/entry/Portugal](http://www.newworldencyclopedia.org/entry/Portugal)).

16th Century (from 1501 to 1600)

From the year 1521, with the dawn of the king, Di Manuel I, the main street like Rua Santa Catarina Das Flores, with today's name as Rua das Flores was going to be

formed. During this century, some magnificent buildings, such as the Convento de Santa Clara, the Convento de Lóios and the Mosteiro de São Bento da Vitória, were built (www.portoxxi.com).



Figure 4.3: Sao Bento Train Station of Porto
Photo by Shahrbanoo 12 Mar.2017

17th Century (from 1601 to 1700) and 18th Century (from 1701 to 1800)

With regard to public works, springs and fountains were built and buildings emerged, such as Paço Episcopal, Igreja e Torre dos Clérigos, Palácio do Freixo and Palácio de São João Novo. Torre dos Clérigos was designed by the Italian architect, Nicolau Nasoni. With regard to commercial relations, in 1703, the Treaty of Methuen was signed by Portugal and England and in 1717 the first English factory was set up in Porto. Flourishing of Dynamic architectural activities, on the purpose of both religious and civil, were in these two centuries. Concerning to public works, fountains and springs were constructed and Italian architect Nicolau Nasoni designed Baroque-style buildings such as Pao Episcopal, Igreja Torre dos Clérigos, Palácio do Freixo and Palácio de São João Novo emerged. Torre dos Clérigos (www.visitar-porto.com).

In the year 1703, Portugal and the United Kingdom signed a Rome treaty, and in 1717, the first English factory was established in Porto in 1717. Marquis Pombal, one of which had created the 'Demarcated Region of Alto Douro that is the oldest in the world, with the aim of Quality control and wine production. The most important

industry that played a main role in the economy of Porto, was the millinery industry. The years between 1790 and 1820 was the peak of this industry. Since 1820 Manufacturers named sombrero-makers or milliners. Slowly, the industry suffered of having lost in credibility with the exports growth and preferences for hat prepared by other materials. Nonetheless, São João da Madeira, as a part of Metropolitan Area of Porto, is currently viewed as the 'Footwear Capital' and is the greatest maker of hats in Portugal which is counted third biggest in the world. Also, It is deniable the role of Ceramic factories between the 18th and 19th century (from 1801 to 1900) that were heavily involved in the development of the local economy in the past (www.visitar-porto.com).

Igreja e Torre dos Clerigos

The Church of the Clerics that is situated in the S Philip Neri street, is one of the most outstanding representative of Baroque style. It is an amazing work of Nicolau Nasoni that its development started in 1732.

Enriched interiors temple of Hoists revealed the new idea of Renaissance elegance that bring about mixture of wonderfully demonstrated volume in the dynamism of imagination and passion. Twofold decorative flowers vases cut in stone staircase is visible outside of the church. The central façade embracing an entry that is made up of a large window of different sizes, and the side windows are cut as a spiral pillar. At the best point of this facade, there is another large window with raised and padded reprised on which the church front is. The sides of this top level we come across even with two statues in niches collected Cupped, sides of this best level we run over even with two statues, a St. Peter and the other of St. Philip Neri. The culmination of this remarkable architectural project faced with a triangular pediment stressing HIM in the center a carved AM monogram on the tympanum of the protruding frame and adorned

with foliage, garland and wreaths in honor of Our Lady of the Assumption(www.portoxxi.com).

Architectural manifestation is revealed in frontispiece and tower and also decorative component of Nasoni being especially unique arrangement of bells and clockvisitin. We found the interior of temple one ship with oval shape. the roof is one vault partitioned by arches entrevalados by a shell framed by monogram am the keys of St.Peter, the miter and the foliage descaindo on the entablature are bolstered by pilasters. The entrance of church is to feature the splendid picture of the Archangel Miguel holding a wooden shield. A throne having the image of the Virgin is found in the chancel and also under it, the remains of St. Innocent martyr and Nasoni, who died in 1773. Despite everything we wonder about the altarpiece summer Louis XV all colourful marble. On the top of the church, tackled the Cordage Gardens with the highest Portuguese tower, with a height of 75 meters, outstanding for its elegance and harmony of its forms, also built in the Baroque style, between 1748 and 1763. Referring to Tower of Clerics, a staircase of 240 steps in a beautiful bell tower, served granite carved and divided by straight line floors from where you can watch the Porto region a truly undefeated way. This is absolutely most recognized in March by Portuguese, even one of their pride [www.new world encyclopedia.org/entry/Portugal](http://www.newworldencyclopedia.org/entry/Portugal)).



Figure 4.4: Igreja e Torre dos Clérigos
Photo by Shahrbanoo 27 Jan.2017

Igreja dos Congregados

Almeida Garrett Square is the well-known square in the Porto with The Church Congregados located on it. In 1703, It was built in the place of chapel dedicated to St, Antonio in 1662, it was added to Convent of the Congregation of the Oratory. Its façade is under Baroque influence, style of 17th century. It was rebuilt in the 19th century. Jorge Colaco ornamented it with tiles in 20th century (www.guiadacidade.pt).

The windows are covered with modern tiles illustrating the scenes of Saint Anthony's life. In 1920 the stained-glass windows of Robert Leone are built. In interior design, three arches supported a single nave and choir, based on Ionian columns. The interior decoration was decorated with panels that contain St. Anthony's passageways, in addition, panels can still imagine two of the aforementioned carved reliefs of St. Anthony. Still standing inside the temple of panels, one of the representatives of the "Virgin's Tomb" and the other "Holy Family". The black dick's chest and a plate of the Virgin and the child are kept in the scarcity. (www.infopedia.pt). The front is a reflector the devotion of Santo Antonio, where the space holding the statue of Santo Antonio is highlighted and on the outer tiles and interior wall painting where his life from scenes are portrayed(www.infopedia.pt).



Figure 4.5: Igreja dos Congregados
Photo by Shahrbanoo 27 Jan. 2017

19th Century (from 1801 to 1900)

Political instability of Porto was happened in this century, embracing Liberal wars and the French invasion. French troops attacked the city in 1809. History demonstrate that the locals coped to keep the Porto with support of Britain especially with the support of the Duke of Wellington, Arthur Wellesley and his army to expel French troops from Porto. This century was evident that this city defends the ideals of liberalism with brave warriors. Given to their enormous bravery, during the Civil War between 1832 and 1834, the city was opposed siege of forces called Siege of Porto. In second half of the 20th century the city has grown again and opened new routes outside the wall defined the boundary of the city. It was the peak of city's flourishing that time with spring up of residential areas, built markets (Mercado do Bolhao, in 1837), gardens (garden of the Sao Lázaro in 1834 and the garden of the Cordoaria in 1866), also in 1855 lighting system in street, drainage networks and domestic water developed. Growing factories and workshops and infrastructures were reformed under urban expansion. Then, over the Douro River the significant bridges were built. The largest port infrastructure in the north of Portugal called Port of Leixões, was opened as one of the most important in the country and Baxia in the heart the city was concentrated as the centre of business, intellectual, cultural, social and political life (www.portoxxi.com).

New streets were constructed and banks started to build their head workplaces and families began searching for lodging nearer to the centre. Because of the requirement for a lasting connection between the two banks of the Douro River, in 1806 the Ponte das Barcas was constructed. In 1843, the Ponte Pênsil was constructed. Building the Ponte D. Luis in 1886 prompted to demolish this bridge. An Belgian, Théophile Syrig, designed this oldest bridge. He has already worked with Eiffel in the construction of the D. Maria Pia railway bridge. The first railroad bridge connecting two Douro banks was the Ponte Maria Piao, constructed by Gustav Eiffel from June 1876 to November 4, 1877. Ponte de São João was replaced by it because it was only one line, so it was inadequate for transportation and in 1991 it was closed. Ponte da Arrábida is a link between Porto and the southern bank of the Douro River. In order to facilitate cars traffic from the bridges of the Ponte da Arrábida and Ponte D. Luís I, the ponte da Arrabida was constructed. The Ponte do Infante, in honour of the Henanty Intranet Henryque (Henry Navigator), has been made the latest bridge to connect Porto to Gaia. And replaces the upper deck Ponte D. Lewis, which is currently expanded as the Metro do Porto's 'Yellow Line'. This bridge connects Porto to Gaia (www.infopedia.pt).

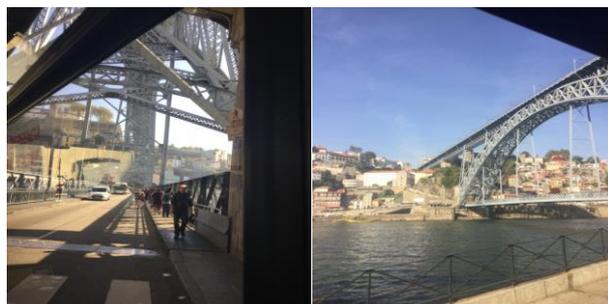


Figure 4.6: Ponte da Arrábida
Photo by Shahrbanoo 11 Aug. 2017

20th Century (from 1901 to 2000) and 21st Century (from 2001 to 2100)

Fifth, Oct 1910 was the beginning of republic in Portugal with the end of monarch.

he city of Porto, deemed to be the capital of the North, is the capital of the area and all things considered incorporates 17 districts (municipalities). In 1996, the Historic Center of Porto, the oldest part with marks of its medieval history, is contained of districts of Sé, São Nicolau, Vitória and Miragaia. UNESCO categorized it as Cultural Heritage of Humanity and today, in spite of all the various ages and all the improvement that has occurred, the center of Porto, with its narrow streets and old structures, keeping kept all its character and still reflects the picture of its past.

Parts of its identity are shown in the various museums. According to a survey (the European Cities and Regions of the Future 2014/15) by the Financial Times, the respected British newspaper, Porto reached the third rank in the list of the ten most appealing cities in the south of Europe in 2014. Fitting to Another survey in 2014, by the Smart brand of cars, in corporation with the RheinGold Institute, resulted in inhabitants of the Porto are happiest people in Europe. In 1994, Palaeolithic rock with art symbols that is related to 20 thousand years ago, were discovered in Vila Nova de Foz, located in Alto Douro Wine Region, it shows human living was existed there that time. Since 1996, The biggest museum of outdoor rock art in the world accreated by UNESCO, as Heritage of Humanity, was organized to visits by the Vale do Coa Archeological (www.visitar-porto.com).



Figure 4.7: Municipality of Porto
Photo by Shahrbanoo 27 Jul. 2017

Porto in 21th century

Porto as a second largest city in Portugal and country's leading industrial and economical centre with brilliant history in love of freedom and trade is called Cidade Invicta (Undefeated city). It is progressed and dynamic in 21st-century. This liveliness is obvious in infrastructure, green spaces, sport places, nightlife and cultural motion. In 2001, It was European Capital of Culture with Rotterdam and everything the people have expected from a city. Recently, the visitors from all over the world are interested to visit Porto as a touristic destination with many pleasure in city such as walking besides the river; great lunch in Parca da Ribeira; walk over historic center and climbing the Clerigos Tower and University as a charming place (<http://sigarra.up.pt/up/en/p/Porto>).

4.3.2 The Aveiro



Figure 4.8: Aveiro Channel

Photo by Shahrbanoo 30 Mar.2017

Photo by Prof. Costa 15, Apr.2017

Aveiro capital of a region with mountains and lagoon in a remarkable contrast and 1000 year history, tradition and modern are jointed in harmony.

History

Aveiro extended to standing of town and it entered to develop round of St.Manuel church. In 1853 the church itself was destroyed. Later the wall was constructed around the city. This idea was from infante Pedro proposed to his father King Jao. In 19th

century the wall destroyed. They have used the stone of walls to build new bar. March exhibition was the result of privilege that by King Duarte conceded for holding yearly fair in 1434. The town was developed by the time of entering princess Joana daughter of king Afonso to the Covent of Jesus in 1472. The geographical location of this city attracted people from all over the world. The main sources of development were salt, fishing and maritime commerce (Diss. Aveiro, otherwise called Venice of Portugal, is a city 1 hour away from the city of Porto and, in terms of its Art Noveau buildings, is worth seeing, of course, the most famous eggs (traditional sweet) and Moliceiros (typical boats on canals). In the nineteenth century, the liberal movement rose nationally. In the meantime, transportation has been especially developed in the planning of the Lisbon / Porto railway through Aveiro. Moreover, Aveiro has come up with different heritages such as industrial heritage, nature heritage and cultural heritage including buildings with architectural values, museum, monuments, Museum(<http://sigarra.up.pt/up/en/p/Porto>); (www.frommers.com/destination/aveiro).



Figure 4.9: Saint Joana Museum in Aveiro
Photo by Shahrbanoo Dec 2016

This building is situated on the Jesus' former monastery and is measured to be wealthiest source of holy art collection on a large scale. This is the second largest institution in the country (Dias, 1997). The previous monastery of Jesus was belonging

to the female of Dominican. To date it is museum. This monastery was established by D.Brites in the second half of the 15 century. The beginning of religious life was when the B.Pius II delivered the papal bull permitting for its founding in 1461. Next year, King D.Afonso placed a cornerstone ([www. frommers.com/destination/aveiro](http://www.frommers.com/destination/aveiro))

In 1472, Daughter of Afonso, D.Joana, arrived to monastery. she experienced the holy living that would bring about her beatification in 1693. The eminence of the monastery has been related with the princess. the complex, in addition to being artistically enriched, continued to recover from the 16th to 18th centuries.

The third order of saint Dominic transformed the site to the college of Santa Joana in 1882. On the other hand, the college of Saint Joana was closed with the founding of the church delegated a national monument and monastery was closed at the same year. In 1911 the museum undertook the monastery of Jesus. The exhibition hall of Aveiro assumed control over the religious circle of Jesus in 1911 (the leading body of museum). This museum includes the Jesus Church, which imposes architecture of the Baroque. The high ceiling draw attention to the fact that engraving shows a Goldsmiths' filigrane work some fine of 18th century with ceramics and monument organ date back to 1739. There is a bulk of collection of sculpture and antique ceramic from 16th-17th and 18th centuries. The collection here also preserves some carriages and coaches from the eighteenth and nineteenth centuries. In the wake of visiting this, walking through the monastery with Doric columns is worthy (www.frommers.com/destination/aveiro). Tomb of saint Joana: An example of a magnificent 18th century a colorful marble that, due to its elegance, is similar to painting. Her tomb attracts many pilgrims with a marble rectangle quarried in Italy. Portray of Saint Joana: A particularly precious valuable work, painted in the second 15th century by Nano Goncalves (Dias, 1997). It is noteworthy about the

church is the carved golden work, despite the dust, is still brilliant and shiny. Holy Family: Sculpture made by polychrome earthenware from the workshop of Mechado e Castro in the 17th century (Dias,1997). A mixture of painting of 15th-century, portraits of the last two kings of Braganaca - Carlos I and Manuel II-. Sculpture of 16th-, 17th-, and 18th-century, also antique ceramics signify the volume of the collection in this place. Igreja de São Domingo from 15th-century is located next to the saint Juana museum On Rua Santa Joana Princesa with blue-and-golden altarpieces and windows with shape of egg nearby upper nave. The facade ornamented with four flame finials, shows Gothic-Manueline style, Bell tower situated at the right (www.frammers.com/destination/aveiro).



Figure 4.10: Igreja de São Domingo
Photo by Shahrbanoo Dec 2016

20th century

The brilliant age of Art Nouveau style in Portugal was at the beginning of the twentieth century, arrived at Aveiro by the new bourgeoisie from Brazil. Art Nouveau architecture was used in shops and houses by mixing the traditional decorative such as tile. However, Art Nouveau went on for a short time in Portugal its steps are clear powerfully in Aveiro. It is one of the rare cities in the Reseau Art Noveau Network. Art Noveau architectural style is apparent in this reliable network (<http://portoalities.com/en/art-noveau-in-aveiro-the-venice-of-portugal/>).

4.3.2.1 History of Art Nouveau

The term "Art Nouveau" raised from the name of the Parisian art gallery, called "La Maison de l'Art Nouveau". The eminence and reputation of this gallery was substantially strengthened by modern furniture, curtains and art items in 1900, and then the name of the gallery was almost synonymous with style.

Les Vingt and La Libre Esthetique prompted this style in Belgium. At the same time, in Germany this style was popularized by Jugend magazine: *Münchener illustrierte Wochenschrift für Kunst und Leben* (Youth: Weekly magazine shown in art and style Munich's life), in parallel in the Netherlands, the Baltic and Nordic countries –it was known as the "Jugendstil youth" style (youth style). In Austria, Vienna Secession movement spread the Art Noveau prompted to the adoption of the name of "Sezessionstil", that became popular for the first time. Indeed, Art and architecture throughout Austria-Hungary was under influenced by Vienna Secessionist such as Joseph Marie-Ulbrich (1908-1867).

Other temporary names were used in France as "Le style modern" or "Le style Nouille" (style of noodle); in Spain, young art "arte joven"; in Italy "art nuova"; in the Netherlands "Nieuwe Kunst"; in America, it was called "Tiffany style" because of its linking to Louis Comfort Tiffany Art Nouveau glassmaker and Jeweler (www.widwwalls.ch/art-noveau-history-and-lagacy; www.visual-arts-cork.com).

4.3.2.1.1 Art Nouveau Evolution

The beginnings of Art Noveau are vague, while most historians of art believe it is rooted in the UK art and handicraft movement, defended by William Morris, also a simple perspective and Japanese woodcut along with strong colours. Art Noveau as a movement, combined characteristics with Romanticism, symbolism, and the movement of arts and crafts, although each of them differed from one another. There

were Connections between Jugendstil specialists and Celtic- style artists, especially in the field of abstract work. Arthur Heygate Mcmurdo (1842-1894), often known as the first designer, has had enough historical backgrounds for the new mode. He had been conquered to show clearly the building, furniture, graphics and textiles definitely, though not absolutely, comes out of the natural world, bears strong feelings of her material and is structurally elemental. Art Nouveau has gained benefit of the exposure at exhibitions like the Paris Exposition Universelle (1900) and the Turin Esposizione Internazionale d'Arte Decorativa Moderna (1902), together with opening individual like London's Liberty & Co and Siegfried Bing's "Maison de l'Art Nouveau".

The style has ended in the work of Charles Ronnie Macintosh (1868-1888), a leading figure at the Glasgow School of Painting (1880-1915). Painter, architect, and designer, he was initially attracted by creative freedom and encouragement, but he used a cooler method. A Painter, architect and designer, who was attracted by the innovative freedom of Art Nouveau at the first and its inspiration of the imaginary, while he expended a cooler treatment. The Glasgow School of Art was the only place he traced requirements of his routes. After removing the new order into a new orderliness, Architecture and applied arts arranged. After dropping new order to a new orderliness on meaner notions of utility (www.widwwalls.ch/art-noveaue-history-and-lagacy; www.visual-arts-cork.com).

4.3.2.1.2 Art Nouveau Architecture

A wide utilization of iron and irregular pieces of glasses, are the characteristic of Art Nouveau architectural design. Innovation architecture is one of the greatest cultural developments that appears almost virtually everywhere in Europe and Scandinavia, as well as in the United States. An exceptionally incredible strain in Belgium, in which Henry van de Velde (1863-1937), cut back art and architecture conventions in agree

with a relatively floral style (his home in Auckland, 1895), on the other hand, the Hotel Tassel, 1892-3, and the Maison du Peuple, 1896-9 in Brussels shows Victor Horta (1861-1947) have passed the the rule-book through a mess of botanical fact. In France, the architecture of the nineteenth century was approved by State when Gimard's designs were accepted for Paris stations, and on the top of the subway (1898-1900), precise methods of iron and glass similar to branches of beans and seed-pods (www.widwwalls.ch/art-noveau-history-and-lagacy; www.visual-arts-cork.com). In Spain, Antoni Gaudi (1825-1929) Antoni Gaudi (1852-1926) He imagined for Barcelona a strange architecture, apparently encompasses the beliefs of nature in its less attractive - warren rabbit, crawling anatomy, weed on the rampage. The Casa Mila (1905-07) used a combination of pitted stone and twisting iron, and a ground plan. This combination disregards the right-angle. Meanwhile, in America, the façade of the the giant office blocks of Louis Sullivan (1856-1924) - the Wainwright Building, St Louis (1890), the Guaranty Building, Buffalo (1894), the Carson, Pirie & Scott Store, Chicago (1899-1904) –disclosed, the strips and panels splitting the cells a riot of plant-like ornament and their honeycomb insides.

Art Nouveau architecture extended through some parts of Central and Eastern Europe, involving Latvia (Riga), the Czech Republic (Prague), Poland (Krakow), Slovenia (Ljubljana) and Italy. The prominent architects and designers of Art Nouveau were Hungarian architect Odon Lechner (1845-1914), French architect Hector Guimard (1867-1942), Spanish architect Antoni Gaudi (1926-1852), Belgian architect Victor Horth (1961-1947), and designer from Vienna, Otto Wagner (1818-1841) and Joseph Marie Olbrich (1867-1888. In other areas, it can be found in South America (Uruguay and Montevideo) and Australia. (www.widwwalls.ch/art-noveau-history-and-lagacy; www.visual-arts-cork.com).

Famous Art Nouveau Artists

The greatest graphic artists in Art Nouveau were Jules Cheret(1860-1932) French lithographer whose invention was based on the Three-Stone Chromolithography, and Alphonse Mucha (1860-1939) a Czech designer and lithographer that His famous posters depicted the term of Art Nouveau. Emile Galle from France and Louis Comfort Tiffany from America were two famous architects and designers in the colourful glassware in Art Nouveau and the same English artists Aubrey Beardsley and Walter Crane who were expert in Art Nouveau drawing(www.visual-arts-cork.com/famous-artists/Jules-cheret.htm).

4.3.2.1.3 Legacy & Influence of Art Nouveau

Although Art Nouveau endorsed to spread implementation of the "beautiful" design, it did not reduce the value of a device or mass production (as a movement of arts and crafts), but instead get benefit many technological innovations of the late nineteenth century. However, with World War I, it became too much of a reorganized design process that began to become available, probably its greatest impact on (1) integrated design advocates of the 20th century, such as the German Bauhaus Design School and the Dutch Design Movement De Stijl; and (2) Graphic art such as image and poster design. Today, it is treated as a bridge between Neoclassicism and modernism, and a large amount of these building are available in UNESCO World Heritage List, in particular the historic centre of Riga, Latvia with more than 750 buildings with Art Nouveau style. (www.visual-arts-cork.com/famous-artists/Julescheret.htm).

This research addressed 48 Art Nouveau buildings located in Aveiro. And 5 heritage buildings in Porto. All buildings have evaluated by three evaluation sheets which are designed by authors.

4.4 Buildings as Case Study

4.4.1 Art Nouveau Buildings in Aveiro

1. *Museum Art Nouveau 1907/1909*

It is located in R.Barbosa Magalhaes, 9,10,11 and Travessa do Rossio.

It is the result of partnership between Silva Rocha and Ernesto Korrodi, date back to 1907. It translates the originality and talent of both artists (Art Nouveau book).

Its facade is combination of stone carved as flowers and forged iron with flowers. The eagle at the top of this building represents the artistic work. an aesthetic approach is used in facade. Four columns with an arch at the entry are considerable.



Figure 4.11: Museum Art Nouveau
Photo by Author Shaharbanoo1 Nov. 2016

2. *Casa do Rossio 1929*



Figure 4.12: Casa do Rossio
Photo by Author Shaharbanoo1 Nov 2016

3. *Praca do Peixe* 1904



Figure 4.13: Praca do Peixe
Photo by Author Shaharbanoo1 Nov 2016

4. *Penssao Ferro* 1909/1910



Figure 4.14: Penssao Ferro
Photo by Author Shaharbanoo Nov 2016

5. *Farmacia Ala c* 1907



Figure 4.15: Farmacia Ala c
Photo by Author Shaharbanoo Nov, 2016

6. Monumento a Liberdade 1929



Figure 4.16: Monumento a Liberdade
Photo by Shahrbanooi Nov 2016

7. Antiga Cooperativa Agricola 1904



Figure 4.17: Antiga Cooperativa Agricola
Photo by Shahrbanoo Nov 2016

8. Museu da Cidade c 1909



Figure 4.18: Museu da Cidade
Photo by Shahrbanoo Nov 2016

9. Casa dos Ovos Moles 1920



Figure 4.19: Casa dos Ovos Moles
Photo by Shahrbanoo Nov 2016

10. Florentino Vicente Ferreira 1907



Figure 4.20: Florentino Vicente Ferreira
Photo by Shahrbanoo Nov 2016

11. Fundacao Jao Jacinto Magalhaes 1908



Figure 4.21: Fundacao Jao Jacinto Magalhaes
Photo by Shahrbanoo Nov 2016

12. Antiga Garagem c 1915



Figure 4.22: Antiga Garagem c
Photo by Shahrbanoo Dec.2016

13. Antigo Hospital 1923



Figure 4.23: Antigo Hospital
Photo by Shahrbanoo Dec.2016

14. Coreto C 1905



Figure 4.24: Coreto C
Photo by Shahrbanoo Dec.2016

15. Casa Amarela c 1915



Figure 4.25: Casa Amarela C
Photo by Shahrbanoo Dec.2016

16. Fontanario Cinco Bicas 1880



Figure 4.26: Fontanario Cinco Bicas
Photo by Shahrbanoo jul.2017

17. Tribunal de Menores 1918



Figure 4.27: Tribunal de Menores
Photo by Shahrbanoo Mar.2017

18a. Testa e Amadores 1914



Figure 4.28: Testa e Amadores
Photo by Shahrbanoo Mar.2017

18b. Antiga Sapataria Leitao 1921



Figure 4.29: Antiga Sapataria Leitao
Photo by Shahrbanoo Mar. 2017

19. Sapataria Migueis 1918



Figure 4.30: Sapataria Migueis
Photo by Shahrbanoo Dec 2016

20. Ultimo Alento 1914



Figure 4.31: Ultimo Alento
Photo by Shahrbanoo Dec 2016

21. Fabrica Jeronimo Pereira Campos 1896/1916

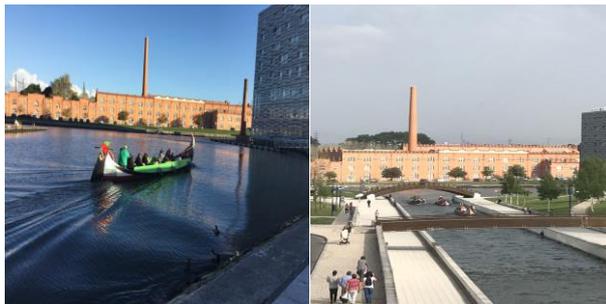


Figure 4.32: Fabrica Jeronimo Pereira Campos
Photo by Shahrbanoo Dec 2016

22. Assembleia Municipa de Aveiro 1903



Figure 4.33: Assembleia Municipa de Aveiro
Photo by Shahrbanoo Dec 2016

23. *Francisco Rebelo dos Santos 1911*



Figure 4.34: Francisco Rebelo dos Santos
Photo by Shahrbanoo Dec 2016

24. *Centro Comunitario Vera Cruz 1910*



Figure 4.35: Centro Comunitario Vera Cruz
Photo by Shahrbanoo Nov 2016

25. *Hotel As Americas 1908/1910*



Figure 4.36: Hotel As Americas
Photo by Shahrbanoo Nov 2016

26. Pompeu de Figueiredo c 1910



Figure 4.37: Pompeu de Figueiredo c
Photo by Shahrbanoo Dec 2016

27. Residencia Francisco A.Silva Rocha 1904



Figure 4.38: Residencia Francisco A.Silva Rocha
Photo by Shahrbanoo Jan 2017

28. Edificio dos Liris 1912



Figure 4.39: Edificio dos Liris
Photo by Shahrbanoo Jan 2017

29. Villa francelina in Frossos



Figure 4.40: Villa francelina in Frossos
Photo by Shahrbanoo Feb 2017

30. Building Dr. Antonio Pinho in Albergaria-A-Velha



Figure 4.41: Building Dr. Antonio Pinho in Albergaria-A-Velha
Photo by Shahrbanoo 5 Nov 2017

31. Chalet of the Vidal family in Albergaria-A-Velha



Figure 4.42: Chalet of the Vidal family in Albergaria-A-Velha
Photo by Shahrbanoo 5 Nov 2017

There are some buildings in ILHAVO

32. R.Vasco da Gama ,19



Figure 4.43: R. Vasco da Gama
Photo by Shahrbanoo Feb 2017

33. R.Vasca da Gama,35



Figure 4.44: R. Vasco da Gama
Photo by Shahrbanoo Feb 2017

34. Villa Africana



Figure 4.45: Villa Africana
Photo by Shahrbanoo Feb 2017

35. *Villa Maia*



Figure 4.46: Villa Maia
Photo by Shahrbanoo Feb 2017

36. *Vivenda Paradela*



Figure 4.47: Vivenda Paradela
Photo by Shahrbanoo Jan 2017

37. *Villa Vieira*



Figure 4.48: Villa Vieira
Photo by Shahrbanoo Jan 2017

ESTARREJA-SALREU

38. Building Francisco Simoes

ESTARREJA

Houses in Avenida Vsconde de Salreu Avenue

39.



Figure 4.49: Houses in Avenida Vsconde de Salreu Avenue
Photo by Shahrbanoo Jan 2017

40.



Figure 4.50: Houses in Avenida Vsconde de Salreu Avenue
Photo by Shahrbanoo Jan 2017

41.



Figure 4.51: Houses in Avenida Vsconde de Salreu Avenue
Photo by Shahrbanoo Jan 2017

42.



Figure 4.52:Houses in Avenida Vsconde de Salreu Avenue
Photo by Shahrbanoo Jan 2017

43.



Figure 4.53: Houses in Avenida Vsconde de Salreu Avenue
Photo by Shahrbanoo Jan 2017

OVAR

44. R. Candido dos Reis,54



Figure 4.54: R. Candido dos Reis,54
Photo by Shahrbanoo Jan 2017

45. R. Jose Falcao,40



Figure 4.55: R. Jose Falcao,40
Photo by Shahrbanoo Jan 2017

46. R. Jose Falcao,40



Figure 4.56: R. Jose Falcao,40
Photo by Shahrbanoo Jan 2017

47. R. Abdel Salazar, 20



Figure 4.57: R. Abdel Salazar, 20
Photo by Shahrbanoo Jan 2017

48. R. Marechal Zagalo, 59



Figure 4.58: R. Marechal Zagalo, 59
Photo by Shahrbanoo Jan 2017

49. R. Coronel Helder Riberio. 7



Figure 4.59: R. Coronel Helder Riberio. 7
Photo by Shahrbanoo Jan 2017

50. R.Elias Garcia,93



Figure 4.60: R.Elias Garcia,93
Photo by Shahrbanoo Jan 2017

Avanca

51. Egas Moniz house- museum



Figure 4.61: Egas Moniz house- museum
Photo by Shahrbanoo Jan 2017

4.4.2 Heritage Buildings in Porto

52. *Cathedral (12th)*



Figure 4.62: Cathedral Porto
Photo by Shahrbanoo Feb2017

53. *Sao Bento*



Figure 4.63: Sao Bento Porto
Photo by Shahrbanoo Feb 2017

54. *Igreja Torre dos Clérigos*



Figure 4.64: Igreja Torre dos Clérigos
Photo by Shahrbanoo Feb 2017

55. Municipality



Figure 4.65: Municipality
Photo by Shahrbanoo Feb 2017

56. Igreja dos congregados



Figure 4.66: Igreja dos Congregados
Photo by Shahrbanoo Feb 2017

57. Saint Joana Museum ,Aveiro



Figure 4.67: Saint Joana Museum
Photo by Shahrbanoo Jun 2017

Chapter 5

PRESERVATION AND MANAGEMENT POLICIES FOR HERITAGE AND HISTORICAL BUILDINGS IN PORTO & AVEIRO

5.1 Introduction

More recently, the heritage has attained conservation, while heritage marketing as a product, due to consumer demand, especially tourists, has led to the commercialization of heritage on conservation values. Nowadays, the solidarity of both the tourist and cultural heritage sites is an important goal in the management and planning of suburban areas. In this Chapter We addressed to preservation policies in five countries and survey the historical buildings preservation in Aveiro & Porto (Nasr, 2016).

5.2 Preservation in USA

By 19th late and the early 20th century many societies supporting local historical were appeared to protect sites and individual structures. up to 1930, preservation was supported by Federal involvement as minimal. As a result of the forceful alliance of the Sierra Club members, the National Park Service was formed in 1916. The aim of historic laws, buildings and antiquities was backed up to strengthen a national policy to protect historic sites, buildings and historic goals in 1936. A private and nonprofit organization was established under titled National Trust for Historical Preservation (NTHP) dedicated to "irreplaceable protection" and to furthering the preservation

cause in 1949. Under the 1966 National Historic Preservation Act, conservation efforts focused on the state centre. Nevertheless, preservation of history, as most planning activities, happens at the local level. With regard to federal requirements, all states now have a State Historic Preservation Officer (SHPO), which must be created to create inventory, naming a qualified property to a National Register, providing a plan for state-owned historic preservation, and providing public information and Technical assistance "duties. Recently, governments have a greater involvement in preservation at all level than ever. (Mullin et al,200). An eligibility criteria are used to evaluate the significance of a cultural resource for listing in the NRHP (Advisory council on historic preservation,2015).

The quality of significance in American history, architecture, archaeology, engineering and culture is present in districts, sites, buildings, structures and objects that possess integrity of location, design, setting, materials, workmanship, feeling and association. quality of importance in the history, architecture, archaeology, engineering, and culture of the United States is existed in the districts, places, buildings, structures and objects that have the reliability of location, design, adjustment, materials, function, feelings and communication. Significance of a cultural resource for listing in the NRHP ([http: www.achp.gov/index.html](http://www.achp.gov/index.html)).

The quality of significance in American history, architecture, archaeology, engineering and culture is present in districts, sites, buildings, structures and objects that possess integrity of location, design, setting, materials, workmanship, feeling and association. quality of importance in the history, architecture, archaeology, engineering, and culture of the United States is existed in the districts, places, buildings, structures and objects that have the reliability of location, design, adjustment, materials, function, feelings and communication (Advisory council on

historic preservation,2015).

The National Register Criteria for Evaluation, described in 36 CFR Part 60.4 addressed that the aim of standards in USA is to increase practices of responsible preservation in order to aid keep protection of their exceptional cultural resources. The four treatment approaches were selected.

- ✚ Preservation
- ✚ Rehabilitation
- ✚ Restoration
- ✚ Reconstruction

The process of treatment:

- Retaining of historic fabric by conservation, maintenance, repairs.
- Retain and repair of historical materials, more provide for replacement. A property can keep its historic character by preservation and rehabilitation.
- Retaining of material belonging to the particular time in history of a property, whereas letting the elimination of materials of other periods.
- Rebuild a non-surviving site, landscape, building, structure with new material.

Building requires conserving:

- ❖ Relative eminence history (nationally significant resource of the buildings- event take place in it)
- ❖ Physical condition (existing condition- the original or altered over time- Preservation is fit while distinctive material, features and spaces shows the historical significant of the buildings.
- ❖ Proposed use (will the building be used as it was historically or will it be given a new use?)
- ❖ Mandated code requirement (code requirements need to be taken in to

consideration. if a building requires to be renewed, least modifications should be done to the historic appearance (Advisory council on historic preservation,2015).

5.3 Preservation in Canada

A foremost collaboration between federal, provincial, territorial and municipal governments, heritage conservation professionals, heritage developers, and many individual Canadians resulted in. The Standards and Guidelines for the Conservation of Historic Places in Canada. The Standards are to be applied to historic places, which have been (or could be) recognized by an appropriate authority for their heritage value, i.e., for their aesthetic, historic, scientific, cultural, social or spiritual importance or significance for past, present, or future generations. Guidance and direction of the Working Group on Conservation Standards and Guidelines, create The Standards and Guidelines for the Conservation of Historic Places in Canada. The members are as volunteer (Lefebvre&Wertheimer,2005).

To decide any measure of preservation on the heritage of historic site value, needs precautionary judgement to balance of conflicting, while participation of all stakeholders and attention to certain criteria is required. The participation of multi-disciplinary experts and all stakeholders involved in the decision-making process is essential.

- Understanding
- Using
- Planning
- Intervening

Understanding usually reached by documentary and physical survey and oral research. It is important to know what the heritage value of the historic site is; How it

is physically and functionally within its range; and how it is and for the larger society, past and present, and the future is important. Planning is treated as a mechanism plays a link role between inclusive understanding of a historic sites and interventions respecting the specific place of heritage value. All factors affecting the future of a historic place should be considered in planning. Factors can be the owner's needs, resources and external constraints (Lefebvre&Wertheimer,2005).

Any interference in a historical place, that is, any action or process prompted to physical changes, to tangible elements, must be in order to maintain its value.

5.3.1 Treatment is Based on Preservation, Rehabilitation and Restoration.

To achieve a successful conservation in Canada it needs to some steps as figure below:



Figure 5.1: The steps to achieving a successful conservation in Canada
Source: Own construction

Criteria for preservation of historical place is lied in the first step of achieving a successful conservation through identifying heritage value of buildings, i.e.,

- Aesthetic,
- historic,
- scientific,

- cultural,
- social,
- spiritual

(Lefebvre&Wertheimer,2005).

5.4 Preserving Germany's Heritage

In Germany, 32 individual monuments building complexes and historic city centers of one million, are listed in World Heritage Listed properties. It means that the place of these buildings in UNESCO's World Heritage list, deserve to be conserved because these are the sites of outstanding cultural or natural importance. Heritage protection in Germany are the main part of urban planning. Throughout the Europe, Endeavors were made to guarantee that the overall population turned out to be more aware of the social, cultural, economic heritage and historical monuments, old structures and destinations with special interest for country areas and urban. Heritage protection in Germany have an important place in urban planning and in the construction appealing for village and cities. Individual federal presented the criteria for evaluating and protecting heritage buildings by own. Germany's Urban Planning Law emphasized to respect cultural heritage and conserve historic monument (BMUB,2016).

Sixteen federal states (Länder), formed the officially the Federal Republic of Germany which is the German government controlled by the Chancellor. President of the State is the President of Germany. According to the German constitution of the "Grundgesetz", the protection of historic buildings is not undertaken the federal legal authority, so the responsibility for the protection of heritage lies with Lander; subsequently, sixteen different laws are available (albeit relatively similar in the field) Protecting German Historical Buildings. In addition to the historic buildings, this protection includes underground monuments (such as caves and funeral hills), urban

areas (such as old industrial factory areas), and non-statutory monuments (such as archaeological objects). Once, building is classified as being protected, has the specific conditions lies in the framework of the law (Blumenreich, 2016).

As it is clear, Individual federal states presented their own criteria for evaluating and protecting heritage buildings. Contrary to existed differences, those buildings can be protected by these sixteen laws if it meets two specific conditions (BMUB,2016):

1. The ability is to be protected on the basis of figure below:

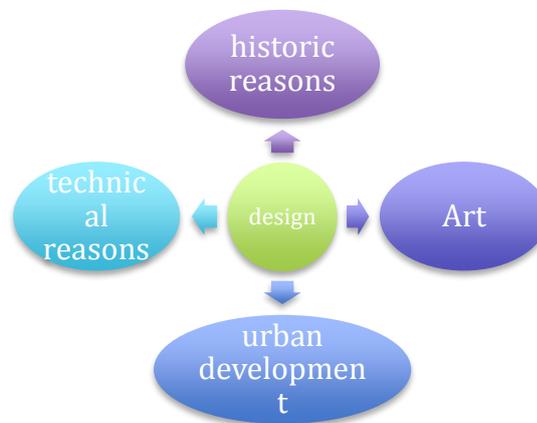


Figure 5.2: The factors on which ability of the building in Germany should be protected
Source: Own construction

2. Worthiness is to be protected. it should be considered for next generation basis of:



Figure 5.3: The factors on which worthiness of the buildings in Germany should be preserved

Source: Own construction

Keeping the Worthiness of the buildings needs to consider the Authenticity and rarity and the original component should be kept (*Rics research, 2007*).

5.5 England Preservation

The evaluation of a place and its importance requires the use of a systematic and stable process that is fitting and balanced to the extent and strengths of making decision or evaluation objectives. To get reach the process, which can apply not only to places previously known as significant, but also to those in which the potential for change needs to be evaluated. All steps are not applicable to all places (Historic England, 2015).

Table 5.1: Assessing heritage significant for conservation in England

	Understand the fabric and evolution of the place
	Identify who values the place and why they do so
	Relate identified heritage values to the fabric of the place
	Consider the relative importance of those identified values
	Consider the contribution made by setting and context
	Compare the place with other places sharing similar values
	Articulate the significance of the place
	Consider the contribution of associated objects and collections

Source: own construction

5.5.1 English Heritage Conservation Policies and Guidance

England Heritage Conservation Policies and Guidance series of Policies particular to some common action, trailed by Guidance associated on their interpretation. It is essential some of these policies with tight connection to specific principles, to be interpreted within setting of the Principles in general. English Heritage follow the

policies as below:

Table 5.2: English heritage conservation policies

Routine management and maintenance
Periodic renewal
Repair
Intervention to increase knowledge of the past
Restoration
New work and Alteration
Integrating conservation with other public interests
Enabling Development

Source: own construction

Council of Europe/ERIC arts (2012); Historical England (2015)

5.6 Conservation Cultural Heritage Context in Italy

In Italy, the conservation of the cultural heritage is sustained by the State, the Regions, the Metropolitan Areas, the Provinces and Municipalities and upraised public satisfaction and improvement. The Ministry of Cultural Heritage and Activities is the main body responsible for the protection and promotion of the cultural heritage. The public organization, in doing their undertaking, guarantee the preservation and people satisfaction regarding to their cultural heritage. Private proprietors, owners or holders of property having cultural heritage value, must guarantee its protection. The Guidelines, technical regulations, standards and models must be defined by Ministry for the protection of cultural properties, it may benefit from the participation of regions and the cooperation of universities and research institutes. In accordance with the provisions of laws and regulations considering implementation of works and design required for the remaining architectural property in effect, and repair of movable cultural properties, decorative façade and the properties of architecture should be totally performed by those who are expert in cultural restoration in accordance with the provisions in this area (Bodo, C. & Bodo, S. 2016)

Cultural properties for protection should possess:

- Artistic,
- Historical,
- Archaeological
- Ethno-anthropological interest.

Both built and landscape of Architectural heritage embraces the environmental Archival and bibliographical interest. Scope assets (buildings and area) for protection should possess the criterion as figure below:

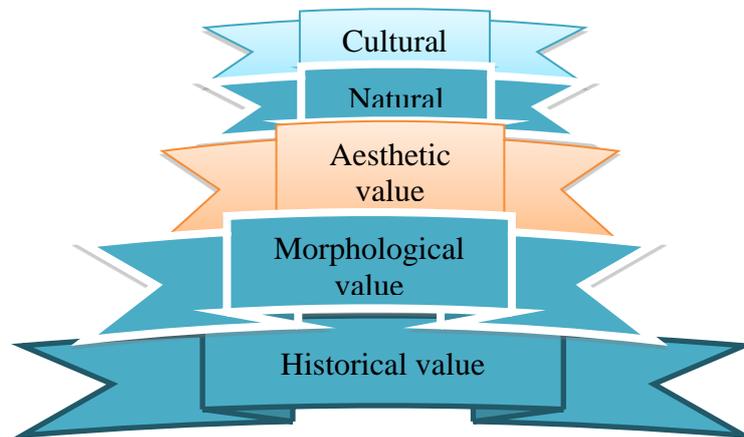


Figure 5.4: The criterion of protection in Scope of assets (buildings and area) in Italy.
Source: Own construction

In Italy, cultural. Natural. Morphological, historical and aesthetic values are considered as criterion of protection in scope of assets including buildings and area (Code of the cultural and landscape heritage, 2004).

5.7 Preservation in Portugal

In 1972, UNESCO adapted the Convention for the Protection of World Cultural and Natural Heritage at the General Conference. In 1979, Portugal joined the Convention as contained in Decree No. 49/79 on June 6 and, and responds to the ethical

development of heritage conservation accordance the guidelines for the use of the World Heritage Convention. UNESCO identified 962 properties as World Heritage, 745 as cultural, 188 natural and 29 mixed and 15 in national territory (<http://whc.unesco.org>).

Aspects coming about of interaction between people and places during the time, is a source of fundamental prominence for communal identity and a factor in the distinction and assessment of territory that should be preserved for future. Its preservation, value and diffusion has the local, regional, national potential and, and in particular cases, global estimate, with different people's appeal for the various features related to its pleasure, due to the diversity of the related values (Historical, urban, architectural, ethnographic, social, industrial, technical, scientific and artistic). The method of interventions in the cultural heritage, both built and landscape, must be taken care of different values and terms that distinguish it and make them unique and irreplaceable feature (<http://www.Patrimoniocultural.gov.pt/pt/patrimonio/patrimonio-imovel/pesquisa-do-patrimonio/classificado-ou-em-vias-de-classificacao/geral/>).

Law 159/99, of 14 September outlined the framework for offering responsibilities to the local government and defines the restrictions of intervention for intervention of central and local government, hence creating the principles of decentralization of governance and autonomy of the local government. For this section, entitled "Heritage, Culture and Science" (Article 20), this law states: (PT-18 Council of Europe/ERICarts (2012).

1 – The responsibilities of Municipality are defined for planning, managing and moving public investment in the following areas:

a) Culture centres, science centres, libraries, museums and municipal theatres;

b) Cultural, landscape and urban heritage in their district.

2 – Also responsibility of Municipal includes:

- a) Formulating commendation for listing or orders of conservation for sites or buildings, connected to the legal requirements;
- b) Listing and issuing conservation orders for those buildings are treated to be of interests of municipal, and guaranteeing they are properly restored and maintained;
- c) To participate, by public agreements, co-operative or private organizations, in the heritage conservation and restoration and buildings on the list;
- d) To arrange and up to date an record heritage of cultural, urban and landscape inside their district;
- e) To manipulate listed buildings and sites, museum corresponding with legal regulations to be defined;
- f) To support non-professional cultural projects and actors;
- g) To provide support for cultural activities which are of interest to the municipality;
- h) To keep provision for building and preservation of local cultural services. (Gomes & Martinho, 2011; Mullin et al., 2000). In Portugal, awareness about preserving buildings was for Aesthetic value-age-cultural identity-political value figure as below:

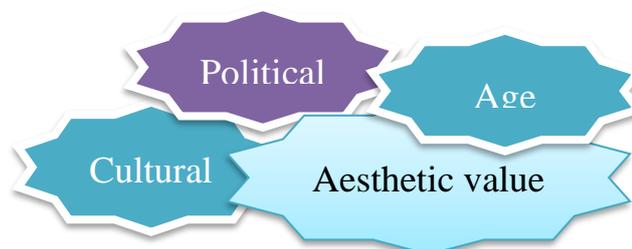


Figure 5.5: The criterion of buildings preservation in Portugal
Source: Own construction

In the 12th century, the value of aesthetics as a reminder of the past can result in

independence of the country. Initial efforts were carried out by Royal laws or by the invention of individuals. In order to defend Christian kings primarily select criteria for the preservation of the wall.

The main goal of the preservation was cultural identity of the country and its political identifications during the Renaissance. Historic and archaeological criteria for safeguarding of monuments followed mainly in other countries (Mullin et al., 2000).

5.8 Preservation of Heritage and Historical Buildings in Porto & Aveiro

In this part, we address the mentioned historical building considering their preservation in Portugal (Aveiro and Porto). We will have a glance on preservation and conservation definition by David G. Woodcock Texas A&M University

“Preservation means to maintain in an existing state and pointed the act of retaining all or any part of a structure. Restoration refers to any treatment after the decision has been made to preserve it. It refers to return to former state. Conservation refers to a sensitive attempt to integrate modern additions. Conservationists referring only to people concerned with natural things such as landscape”.

1. Museum Art Nouveau 1907/1909

Silva Rocha and Ernest Korodi designed the building. The façade shows an artistic work with flowers designed by stone and forged iron also, an eagle on the top of building. Inside of the building are covered by hand painted ceramic tiles with birds, animals and flowers. Facade with an aesthetic approach especially four columns and three arcs at the entrance added more aesthetic value to this building. It is appeared a different façade from the front one.



Figure 5.6: The preservation of Museum Art Nouveau
Source: Photo by Shahrbanoo Feb 2017

Through observation it is found Lack of well-preserved volume. As it is clear in the pictures the body of the building is not cleaned. These pictures show the original tiles are broken with no evidence of preservation.

2. *Casa do Rossio 1929*

This building impresses for its Art nouveau decoration by stone, iron and arches above windows as well as balcony in the central part which extends with four bases to support for overhanging it. Two entrance doors and beautiful mansard reflects its aesthetic.



Figure 5.7: The preservation of Casa do Rossio
Source: Photo by Shahrbanoo Feb 2017

It seems it is well preserved but there is a key problem with electrical Junction Box. The external of building was pierced to pass the cable.

3. *Praca do Peixe 1904*

This construction displays iron architecture. It is located in a nightlife area. Also, it is close to the Canal dos Botirões (old pier of salt and fish).



Figure 5.8: The preservation of Praca do Peixe
Photo by Shahrbanoo Feb 2017

This building needs to be cleaned.

4. *Penssao Ferro 1909/1910 non.review*

The design is mixture of the iron, the glass and the tiles. It is a masterpiece of Silva Rocha. Of the front of the façade are two larges arch on which are carved two full medallions next to entrance. It is covered with green tiles on the top of the balcony and mansard with fantastic stonework.



Figure 5.9: The preservation of Penssao Ferro
Photo by Shahrbanoo Feb 2017

This building dates back to one hundred years ago and as it is clear in the picture, the body of building is pierced to pass cables. Also, pic shows missing tile on the external wall.

5. Farmacia Ala c 1907

This building dates back to 1907. It was converted to pharmacy. About 10 years ago, it was changed to a shop.

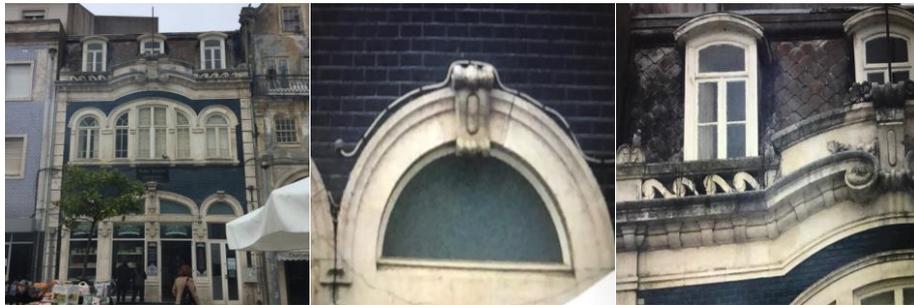


Figure 5.10: The preservation of Farmacia Ala c
Photo by Shahrbanoo Feb 2017

This pic shows a set of cable that has been passed on the top of the frame of windows on the external wall. Exterior coaxial cable should never run directly on the façade. The picture on the right shows deep damages on the roof of this historical building.

6. Monumento a Liberdade 1929

This monument is titled liberty and located in the center of the city and surrounded an area with shops and cafes. It represents the magnificent history of the city.



Figure 5.11: The preservation of Monumento a Liberdade
Photo by Shahrbanoo Feb 2017

The picture on the right shows the humidity affects on the monument and there is no any consideration in this case.

7. Antiga Cooperativa Agricola 1904

The building's warm colour may capture more attention of visitors. The magnificent work with iron and stone build an aesthetically pleasing to visitors. An excellent decoration is visible with remarkable tiles.

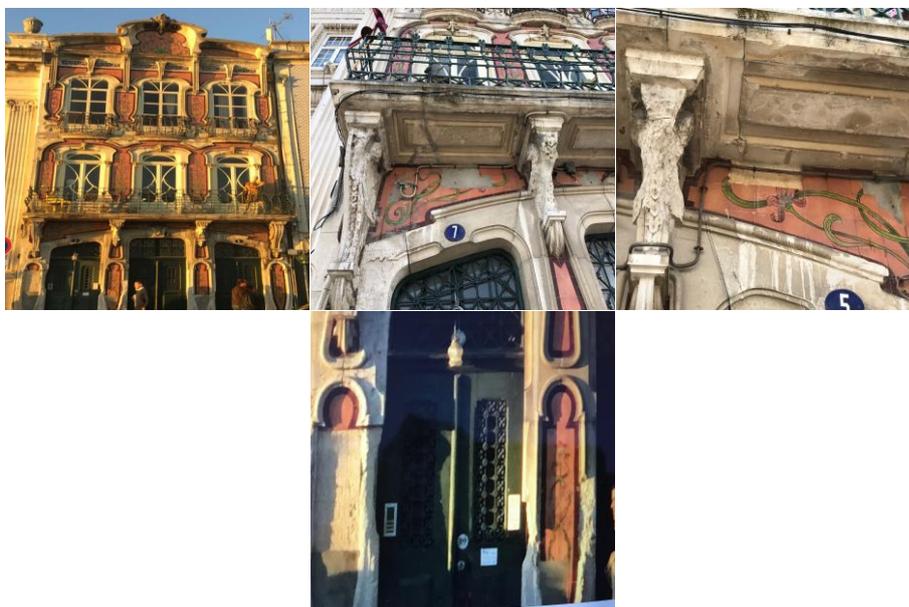


Figure 5.12: The preservation of Antiga Cooperativa Agricola
Photo by Shahrbanoo Feb 2017

In these pictures, the missing tile and the cable on the external wall shows the lack

of preservation. As it is shown in the above picture, the tiles are missing on the left column next to entrance while repairing of the tiles is needed to prevent the further damage. The two columns of entrance are in different appearances.

8. Museu da Cidade c 1909

Town Hall museum

This elegant building date backsto the late 18th century. Itsfaçade isnot only aesthetically pleasant but traditionally magical. A beautiful design of a feminine figure in the centrerepresents a masterpiece work. The Aveiro coat of arms is above the entrance (Dias, 1997) with a harmonious and pleasant resolution. This building impresses for its ascension AL vertically of the facade'scentre, pulling back from prominent brackets that support the balcony, extending on its two Corinthian columns, culminating in an elegant attic. The decoration is homogeneous, joining the stone's floral and vegetable motives with the windows and balcony's forged iron. A feminine figure with long hairs gives a special elegance to the facade. (Almeida et al.,2008)



Figure 5.13: The preservation of Monumento a Liberdade
Photo by Shahrbanoo Feb 2017

It is just need the façade to be cleaned.

9. Casa dos Ovos Moles 1920

The mansard with carved linesand a small rounded balcony with worked base and both side windows andiron designed with flowers and also ceramic tiles display an

elegance approach.



Figure 5.14: The preservation of Casa dos Ovos Moles
Photo by Shahrbanoo Feb 2017

The same problem of hole on the external wall for passing the cable has happened.

10. Florentino Vicente Ferreira 1907

The aesthetic is created by Silva Rocha and Ernesto Korodi (1907). They construct together masonry and façade's tiles. The tiles color impact visitors' impression. The central balcony with an artistic design arouses the attentions. The attic with a window which is different design from the other windows design gives it an aesthetic pleasing.



Figure 5.15: The preservation of Florentino Vicente Ferreira
Photo by Shahrbanoo Feb 2017

In these 2 pictures the same problem of piercing over the external of the building for passing cables, is visible. Also, the missing tiles and dirty façade are the other problems.

11. Fundacao Jao Jacinto Magalhaes 1908

Sliva Rocha was the architect of this building built between 1980-1910. It is obvious that she combined the granite, tiles and the forged iron. Balcony and attics and two doors are the interesting artistic work in the building. Also, the well designed forged iron under the windows and balcony represents the animal motives.



Figure 5.16: The preservation of Fundacao Jao Jacinto Magalhaes
Photo by Shahrbanoo Feb 2017

In these 2 pictures the same problem of piercing the external of the building for passing cables, is visible. Dirty façade is the other problem.

12. Antiga Garagem c 1915

Façade is kept only. Aesthetics stunning with magnificent work of architect Koroni on the façade. Three coupled arches in the middle and both sides masonry work and floral motives show uniqueness of this building.



Figure 5.17: The preservation of Antiga Garagem c
Photo by Shahrbanoo Feb 2017

As it is clear in picture 2 the site is not accessible because of underpass in front of the building.

13. Antigo Hospital 1923

It has also Art Noveau characteristic with design of Avenida Artur Ravara and Silva Rocha execution (Almeida et al.,2008). The eagle under balcony and upon the remarkable arch of entrance make it distinctive.

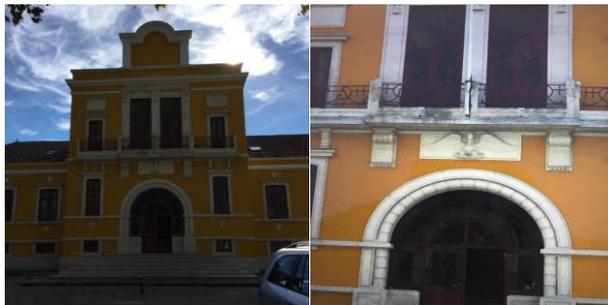


Figure 5.18: The preservation of Antigo Hospital
Photo by Shahrbanoo may 2017

It is well preserved.

14. Coreto C do Parque 1905

It is a bandstand in city park Infante Depedro. It is designed by Araujo e Silva and constructed by iron decorated in style of Art Noveau.



Figure 5.19: The preservation Coreto C do Parque
Photo by Shahrbanoo may 2017

Repair should be done.

15. Casa Amarela c 1915

Masonry and frame of windows, small balcony and also the colorful tiles make the façade unique. Feminine figure in the middle and two lions head on the right and left, crowning the main doors and windows, create an elegance perspective.



Figure 5.20: The preservation Casa Amarela c
Photo by Shahrbanoo may 2017

It's sunpeopled and it's going to be ruin without any preservation. As it is visible in pictures After some repairs it's not painted. At the first glance, it seems a ruined building with dirty façade. As the other building the body of building was pierced to pass cables with a bad perspective

16. Fontanario Cinco Bicas 1880

The public drinking fountain was built at 1880. It attracts attention by the reason of its characteristic from the floral and animal style.



Figure 5.21: The preservation Fontanario Cinco Bicas
 Photo by Shahrbanoo may 2017

There is some crack as it is shown on the pictures. And some parts are broken. In the picture on the right you can see the rubbish inside of it. There is not any caution to prevent dropping rubbish inside of it.

17. Tribunal de Menores 1918

It is the work of Jamie Inacio dos Santos from 1918. It's a combination of granite masonries, the iron and beautiful tiles with floral motives. An arch with two column and different design of balconies are typical of this building. One row tiles on the top of building and 16 windows make distinctive it among residence buildings.

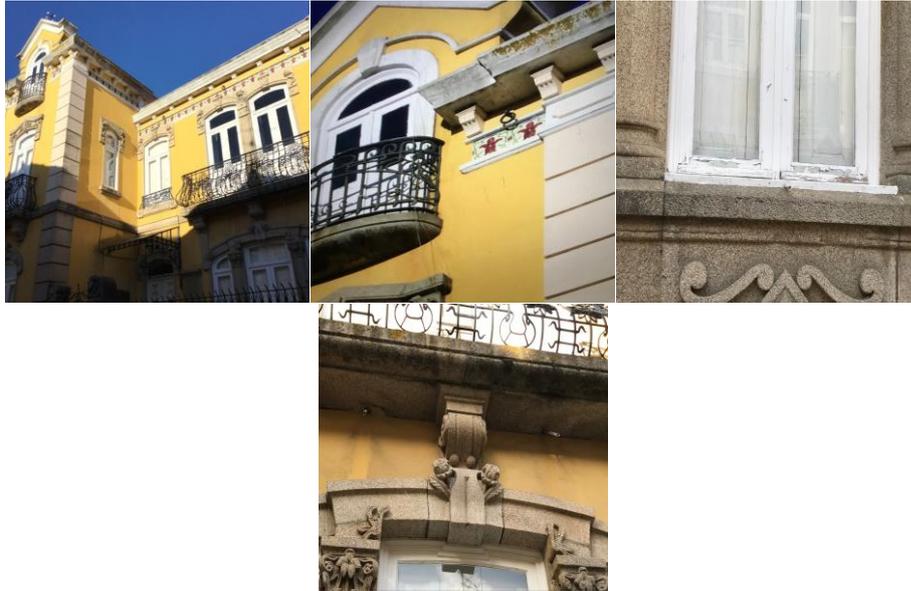


Figure 5.22: The preservation Tribunal de Menores
Photo by Shahrbanoo may 2017

There is crack close to attic and two pipes are visible that come out of the wall. As well as there was depigmentation on the windows.

18. A-Testa e Amadores 1914

Balcony and crown of building on the corner of the street, the blue color tiles with flowers design, and its location that covers two streets, are the special effect of this building.

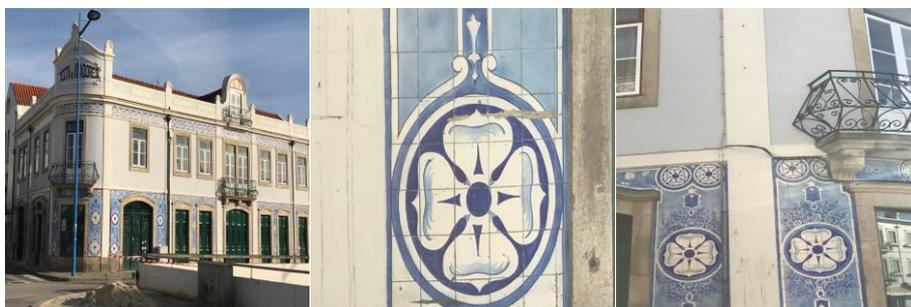


Figure 5.23: The preservation of Testa e Amadores
Photo by Shahrbanoo Jun 2017

As we can see in these pictures, tiles are damaged and there is the same problem of cable on the external of building. Power line in front of building creates a bad

perspective.

18. B- Antiga Sapataria Leitao 1921

It represents the Art Noveau with tiles and iron work. The big balcony with iron covers three windows. Its location which covers two streets is similar to Testa Amadores building.

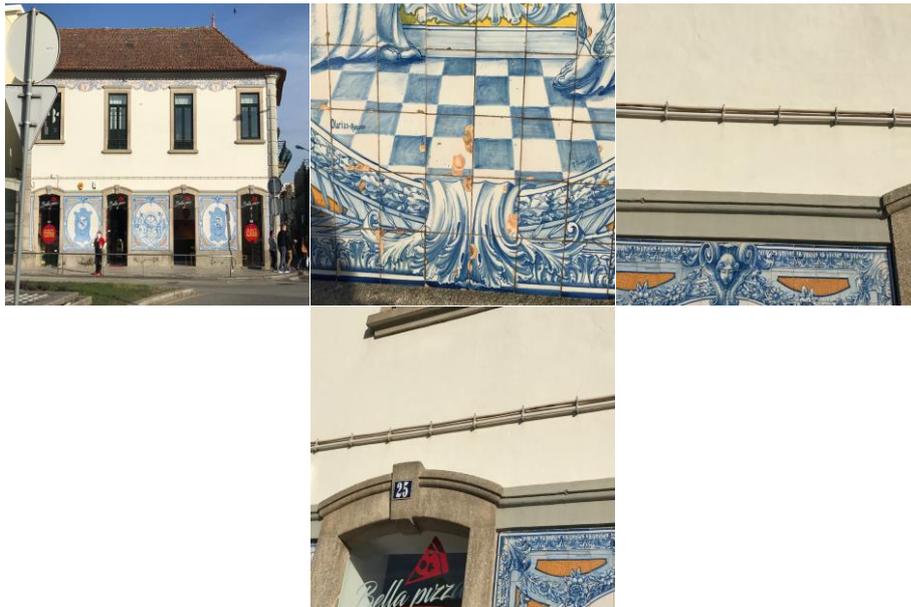


Figure 5.24: The preservation of Antiga Sapataria Leitao
Photo by Shahrbanoo Jun, 2017

It has the same problem of Testa Amadores building.

19. Sapataria Migueis 1918

There is a façade with beautiful Art Noveau decoration. It is displayed with garlands suspended on the entrance and a feminine head on the windows that made this work as an elegance work.



Figure 5.25: The preservation of Sapataria Migueis
Photo by Shahrbanoo Jun, 2017

It is well preserved just dirty façade.

20. *Ultimo Alento 1914*

It is the oldest cemetery of Aveiro. Art Noveau has been added a magnificent soul to this soulless place. The flower motives and feminine head are a reflection of the Art Noveau on the tombs. The beauty of the tombs which belong to the past centuries make everybody wonder.



Figure 5.26: The preservation of Ultimo Alento
Photo by Shahrbanoo Jun, 2017

In addition to this valuable work, construction of the new tombs was found in the

entrance of the cemetery. Tomb of new design differ from those given should not be allowed. A good perspective is not supported through dichotomy of design. Meanwhile façades of family tombs are very dirty.

21. Fabrica Jeronimo Pereira Campos 1896/1916

It was constructed in 1896/1916 as a ceramic factory. It was undertaken changes over time. It has brought the beautiful scenery from four sides to the city.

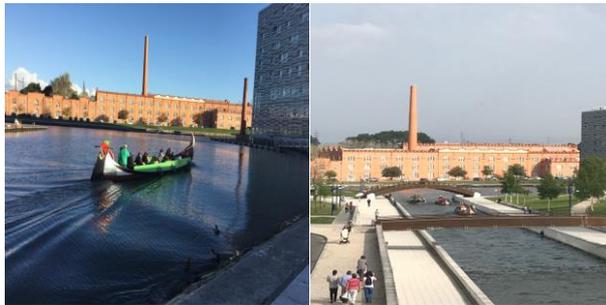


Figure 5.27: The preservation of Fabrica Jeronimo Pereira Campos
Photo by Shahrbanoo Jun, 2017

It is well preserved.

22. Assembleia Municipa de Aveiro 1903

This building date backsto 1903 by designing architect Silva Rocha. Art Noveau characteristic was displayed with adding a floor on the tide mill. The tiles and forge iron are considerable. This building is located on the river. Recently it is services of the City Hall.



Figure 5.28: The preservation of Assembleia Municipal de Aveiro
Photo by Shahrbanoo Jun, 2017

This beautiful building with a magnificent location requires more protective measures. Dirty façade and rusting fences are visible.

23. Francisco Rebelo dos Santos 1911

This is fantastic work of architect Silva Rocha with a warm color tiles and floral motives. Its special design of attic, with two windows on one frame, turning around warm color of tiles.



Figure 5.29: The preservation of Francisco Rebelo dos Santos
Photo by Shahrbanoo Jun, 2017

It is unpeopled and it's going to be ruined. The missing tiles are shown in the picture

on the left and the roof and windows and façade require to be repaired.

24. Centro Comunitario Vera Cruz 1910

Silva Rocha designed it for residents. The special work with stone and tiles together with feminine figure on attic, the eyeglass and mailbox create an appealing perspective.



Figure 5.30: The preservation of Centro Comunitario Vera Cruz
Photo by Shahrbanoo Jun, 2017

By observation, it is found that the doors were changed, the tiles were missed. Also, the same problem of cable on external building, and drawing picture on the wall which is shown in the picture above. The planning authorities should take preservation into account.

25. Hotel as Americas 1908/1910

It is attributed to Jose de Pinho as his daughter residence. The building is covered with many windows decorated with garland and flowered banners. The fence with iron carves shows special effect. Tiles as a ribbon round the mansard and buildings shows an elegant design.



Figure 5.31: The preservation of Hotel as Americas
Photo by Shahrbanoo Jun, 2017

It is well conserved just rainspout extended on the wall and power line in front of the building creates a bad perspective.

26. Pompeu de Figueiredo c 1910

It was designed for residence. Recently the first floor is rented to family and second floor is rented to Portuguesestudent. The significant difference between this building with given buildings is the design of balcony. A tiles and Stone designof balcony attract attention while the others are designed by forged iron.Eight-worked base under the roof create a good perspective.

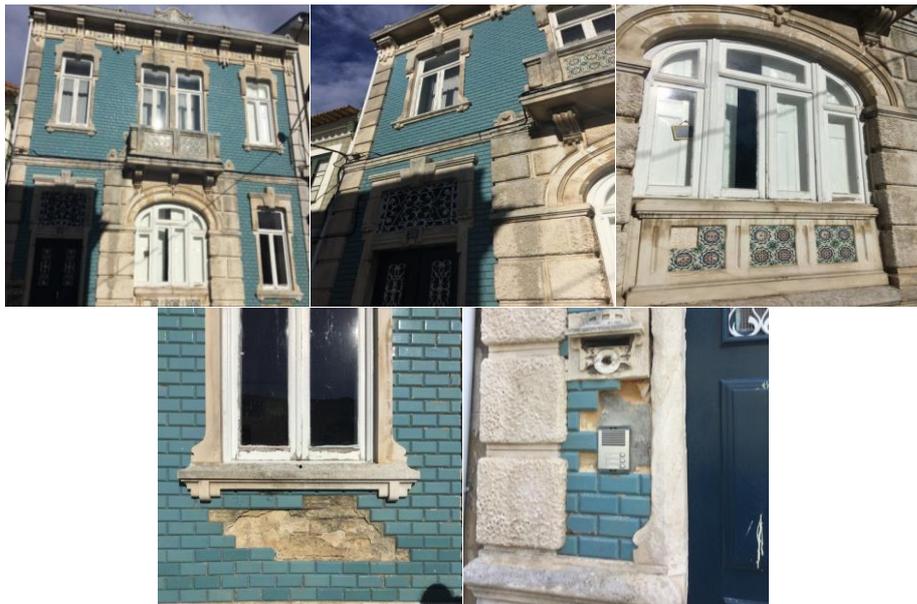


Figure 5.32: The preservation of Pompeu de Figueiredo c
Photo by Shahrbanoo Jun, 2017

As it is shown in above picture there is missing tiles under arch windows that renter claims it is stolen. And in the last pic it is shown the lack of balance between preservation and human necessity in using of modern devices. The inside: you can see original tiles on the wall and floor.



Figure 5.33: The preservation inside of the Pompeu de Figueiredo c building
Photo by Shahrbanoo Jun, 2017

These pictures show the inside of the building and extent of preservation. There is a lot of stuff left in the entrance where it is covered with original tiles on the ground and wall. Also, as it is shown in the pictures they didn't care to keep the tiles safe on the wall of yard when they were painting the wall.

27. Residencia Francisco A. Silva Rocha 1904

It is Silva Rocha residence building. Its design makes it unique. Two line tiles as vertically and horizontally with vegetable motives shows artistic work. The level difference between roof and attic in the same parallel line shows a contrast with a good perspective. It is visible the forged iron fence on the attic as this architect used it in all works. A feminine figure on the arch crowned the windows and balcony's door. The

attic on the other side of building with the different design added more value to this work. The different elements in decoration have harmony together and creates an elegant work with nature characteristic.



Figure 5.34: The preservation of Francisco A. Silva Rocha
Photo by Shahrbanoo Jun, 2017

The façade is not cleaned and the windows frame needs to be repaired and it can be seen the problem of rainspout that has extended on the wall.

28. Edifício dos Lirios 1912

Tiles with lilies on a warm colour background, granite ashlar and forged iron represent an elegant work by Licinio pinto.



Figure 5.35: The preservation of Edificio dos Lirios
 Photo by Shahrbanoo Jun, 2017

As it is clear in the pictures, all parts of this building require to be repaired. It is completely ruined. Moreover, in the last pic it is shown the power line on the external of building.

29. Villa Francelina in Frossos

A similar design with tiles, iron, attic and balcony can represent this building but the great contrast is the location of this building with the landscape over the Pateira de Frossos lake.

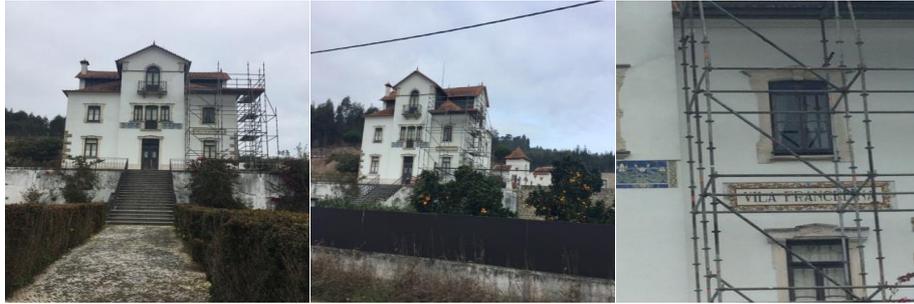


Figure 5.36: The preservation of villa Francelina in Frossos
Photo by Shahrbanoo Jun, 2017

It is well conserved and it was being restored at the time of observation.

30. Building Dr. Antonio Pinho in Albergaria-A-Velha

This building represents Art Noveau by using granite masonry and forged iron as well as tiles with floral motives. They give together a pleasant perspective to this building. A Triangle design including two window and a round terrace gives the building a special perspective. One round terrace and the other rectangle one in the same line of façade attract the attention of any visitor.



Figure 5.37: The preservation of Dr. Antonio Pinho in Albergaria-A-Velha
Photo by Shahrbanoo 5 Nov 2017

This building requires much protection on a large scale. The power junction box is installed on the external wall of the building. That's because the tile has been pierced. As it is shown in the pictures the windows are broken. The façade and both crowns are dirty and the cable has been dragged around the building. Forge of the terrace and doors are rusty. As if, this masterpiece is neglected.

31. Chalet of the Vidal family in Albergaria-A-Velha

A different design makes this building significant. The house is divided into three parts, which being back and forward builds contrast and creates a good perspective. A forged crown all over the second part gives a special effect to it.



Figure 5.38: The preservation of Vidal family
Photo by Shahrbanoo Nov, 2017

The protection attempt is evident and the owner has tried to minimize the damage to the cabling. You can see this in the photo. The middle photo shows insufficient attention to conservation. The windows require to be painted.

There are some buildings in ILHAVO

32. R. Vasco da Gama ,19

The design of this building is different from other buildings. An attic with inline design and beautifully colored tiles covered two windows all the way round, moreover, three windows in parallel with a universal railing covered three windows, has given the building an elegance perspective.



Figure 5.39: The preservation of building No 19, Rvasco da Gama
Photo by Shahrbanoo Nov, 2017

It is well conserved and the perspective is excellent. But Placing the power beam in front of the building eliminates the Aesthetic of the building. It would be a great ignorance of keeping the aesthetic in a good perspective.

33. *R.Vasca da Gama,35*

The harmony can be seen between the chiseled work on stone. Also it is an aesthetic effect on facade by the elegant frame of windows and door and also tiles like ribbon.

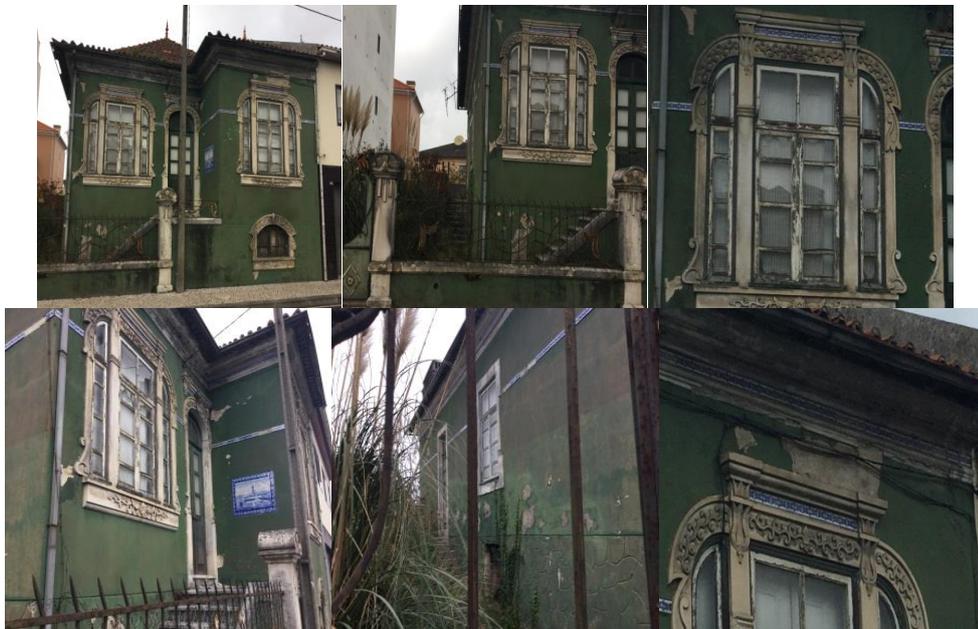


Figure 5.40: The preservation of building No 35, Rvasco da Gama
Photo by Shahrbanoo Nov, 2017

It requires a major overhaul and is generally not seen any sign of protection. This

Building has been completely ignored. All of the problems that have already been mentioned with the other buildings, such as placing of gutters, the existence of a power line at the front of the building, dirty facades, tear of windows, the rustling of fences, the missing of the colour of some parts of the building, besides the grassland of the courtyard is seen in this building. It is a pity that such a building would be turned into a ruin due to negligence.

34. Villa Africana

It is a masterpiece of architecture. Its aesthetic would fade everybody out. The design of the attic like a hat with a similar shape of the roof and an oval window, displays a magnificent architecture. The colors of the tiles, which are in harmony with the color of the building adds to this effect. The lion figure on the arch covered two windows and the human figure, which is located below the two sides of the attic window and entrance, as well as the forged iron fence, have represented the combination of Art novo's design. The design of entrance in the lower part of the building with the flower motives and the oval design next to the stairs are one of the few initiatives in the Art Novo architecture.



Figure 5.41: The preservation of Villa Africana
 Photo by Shahrbanoo Nov, 2017

It is very well preserved. The only problem is the same problem of the most building, placing power line at the front of such a magnificent building will reduce its effect.

35. *Villa Maia*

The figure of an eagle on top of the building, tiling and iron has displayed the repeated design. Locating the building on the corner next to the open area, has made easy to access the building.



Figure 5.42: The preservation of Villa Maia
 Photo by Shahrbanoo Nov, 2017

As it is revealed in the pictures the building needs to be repaired and cleaned. As the other buildings, placing power line at the front of the building is a problem creating bad perspective.

36. *Vivenda Paradela*

The shape of the attic that is different from shape of the roof, displayed a contrast perspective. The cluster flower's design on the frames of two sides of the windows also the forged iron over the attic's window is specifically designed for this building. Otherwise it can be seen the figure of lion, tiling that is repeated in design of the other buildings.



Figure 5.43: The preservation of Vivenda Paradela
Photo by Shahrbanoo Nov, 2017

Dirty facades, tear of windows, the rustling of fences, the missing color in some parts of the building showed there is no preservation.

37. Villa Vieira

It is modified to lodge public services. Two windows at the angles of the buildings as a twin, tiles with floral motives at the two sides of upper floor and two baskets hanging from the roof, columns all round of the building as a base work terrace shed.



Figure 5.44: The preservation of Villa Vieira
Photo by Shahrbanoo Nov, 20

Placing power line and power junction box at the front of the building will ruin perspective of this building with colorful flourishes feature.

ESTARREJA-SALREU

38. Building Francisco Simoes



Figure 5.45: The preservation of Francisco Simoes Photo: Google search

ESTARREJA

Houses in Avenida Vsconde de Salreu Avenue with Art Noveau design.

This building with green tiles, iron and glass work and a terrace along the crown of the building with same width at the corner of the street, represents the Art Noveau

architecture.

39.



Figure 5.46: The preservation of building No 39, Rvasco da Gama Avenida Vsconde de Salreu, Starreja

Photo by Shahrbanoo Nov, 2016

The gutters and the cable that are drawn on the wall, also placing the board on the wall with dirty façade are the reasons lack of preservation.

40.

A building with relatively different design, an attic in the corner of the building and short fences at the top of the building, as well as tiles with two different designs under each window, is distinctive.



Figure 5.47: The preservation of building No 40, Rvasco da Gama Avenida Vconde de Salreu, Starreja
Photo by Shahrbanoo Nov, 2016

As it is shown in the pictures, the gutters and the cable are drawn on the wall.

41.

This building features a beautiful turret form over the corner of the street. It is surrounded with the two sides of the street. It is designed with many windows as arch above them.

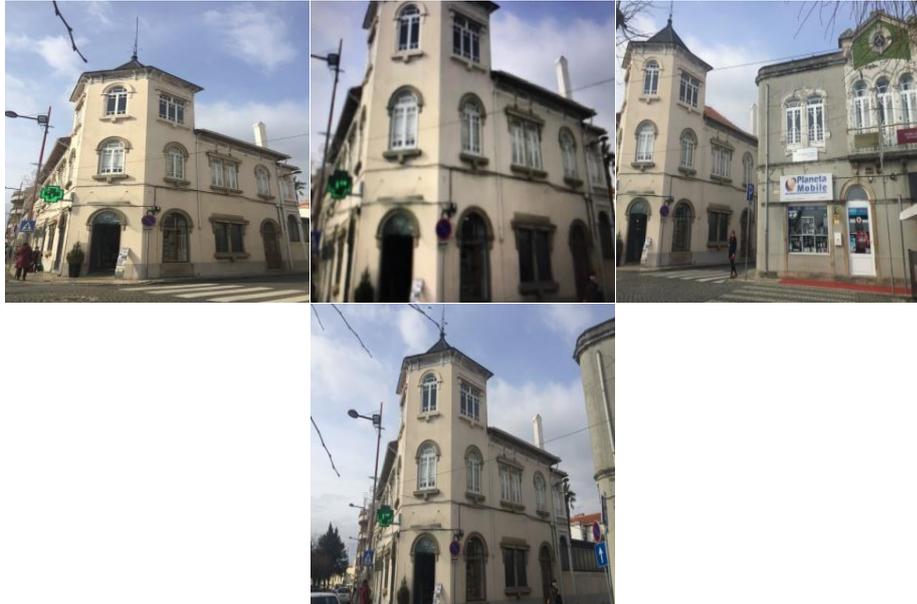


Figure 5.48: The preservation of building No 41, Rvasco da Gama Avenida Vsconde de Salreu, Starreja
 Photo by Shahrbanoo Nov, 2016

There is lack of preservation by the reason of board and road sign which is relied on the wall of building and also placing gutters and many cables that are drawn on the wall.

42.

This building with tiles, iron and glass work and a terrace with the same width of the building's crown represents Art Noveau architecture.



Figure 5.49: The preservation of building No 42, Rvasco da Gama Avenida Vsconde de Salreu, Starreja
 Photo by Shahrbanoo Nov, 2016

As it is revealed in the pictures they make a hole on the original tiles to rely the sign. Also, the other problem mentioned above is happen on this building too.

43.

This building with two turret shapes extending along the width of the building up to the end, continues with cube-shaped designs. In the middle of the building, the same design is repeated along the window. Also, the granite slabs show different formations of iron fences.



Figure 5.50: The preservation of building No 43, Rvasco da Gama Avenida Vsconde de Salreu, Starreja
Photo by Shahrbanoo Nov, 2016

There is lack of preservation by the reason of board that is relied on the wall of building and also power junction cables that are drawn on the wall.

OVAR

A specific Art Noveau approach is visible in Ovar. The traditional tile facades will receive some innovative motives either under the form of panels of single Art novo pattern tiles. The stylized floral and vegetal motives are characteristic together with cheerful colored geometric elements, contrasting with the masonry granite, being itself decorated floral motives (Almeida et al., 2008).

44. R. Candido dos Reis, 54

This building is significant for its overall tiling on facade. Forge iron is used in balcony and it's a combination of granite masonries, the iron and beautiful blue tiles.



Figure 5.51: The preservation of building No 54, R. Candido dos Reis,Ovar
Photo by Shahrbanoo, Dec,2016

Pictures show the tile missing and also the effect of corrosion iron fences on the tiles is overpowering. Preservation policy should be executed.

45. R.Jose Falcao,40

The design of railing on both sides of the attic with colorful tiles and iron applied above the entrance doors, would attracts the attention of each viewer. The facade which is not wide, is riches in elegant aesthetic.

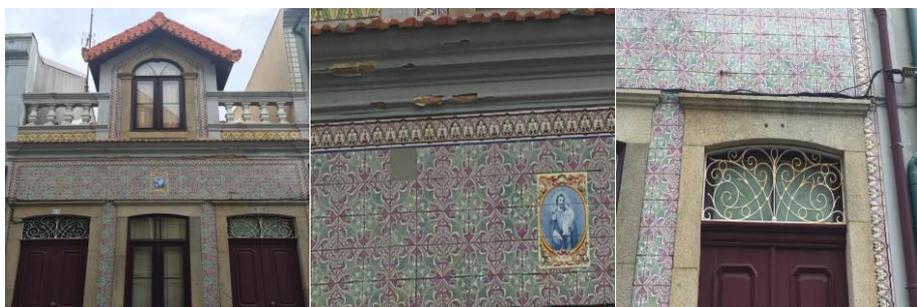


Figure 5.52: The preservation of building No 45, R.Jose Falcao, Ovar
Photo by Shahrbanoo Dec,2016

It can be seen missing tiles furthermore, they perforated tiles for pulling cable. Also,

the grips can be seen inside the tiles and the holes on the granite frame of the doors.

46. R. Jose Falcao, 40

Art Noveaue can be visible in tiling and iron work on this building.



Figure 5.53: The preservation of building No 46, R. Jose Falcao, Ovar
Photo by Shahrbanoo Dec, 2016

The tiles are broken and damaged. There can be seen the cables that are extended inside the building. It creates a bad perspective by pulling it over the external walls and façade.

47. R. Abdel Salazar, 20

In this building, the harmonious decoration can attract the attention. Tiles with floral motives and iron grids make it elegant. Four windows with four masonry frame and warm colored tiles under each frame demonstrate Art Noveaue architecture.

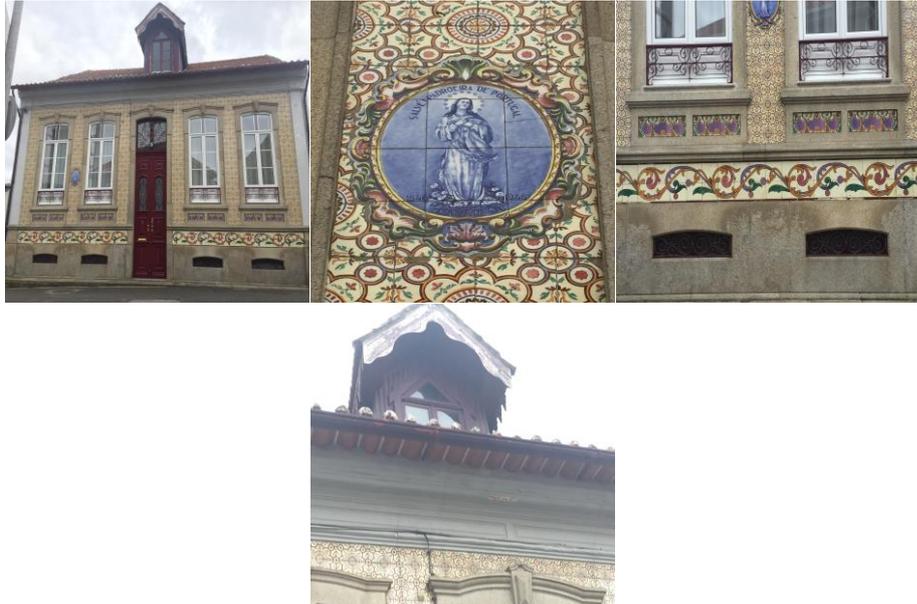


Figure 5.54: The preservation of building No 47, R.Abdel Salazar, Ovar
 Photo by Shahrbanoo Dec, 2016

Attic made by wood at the middle of building and the broken and damaged tiles needs to be repaired. The cables are extended inside the building by pulling over the external walls and façade similar to building No 43.

48. R. Marechal Zagalo, 59

The building is decorated by colorful tiles and artistic iron. The facade of the house is remarkable by fencing at the top of building with a small statue and a window with masonry frame between two entrance doors.



Figure 5.55: The preservation of building No 48, R.Marechal Zagalo, Ovar
Photo by Shahrbanoo Dec, 2016

Lack of preservation by dirty façade with broken tiles and perforated walls are visible in this building.

49. R. Coronel Helder Riberio.7

This magnificent house bears the concept of elegant design by various elements glass, tiles and iron. The remarkable stained-coloured glass windows with masonry arc frame and Attic with the disparity in the ceiling created contrast resulted a good perspective.

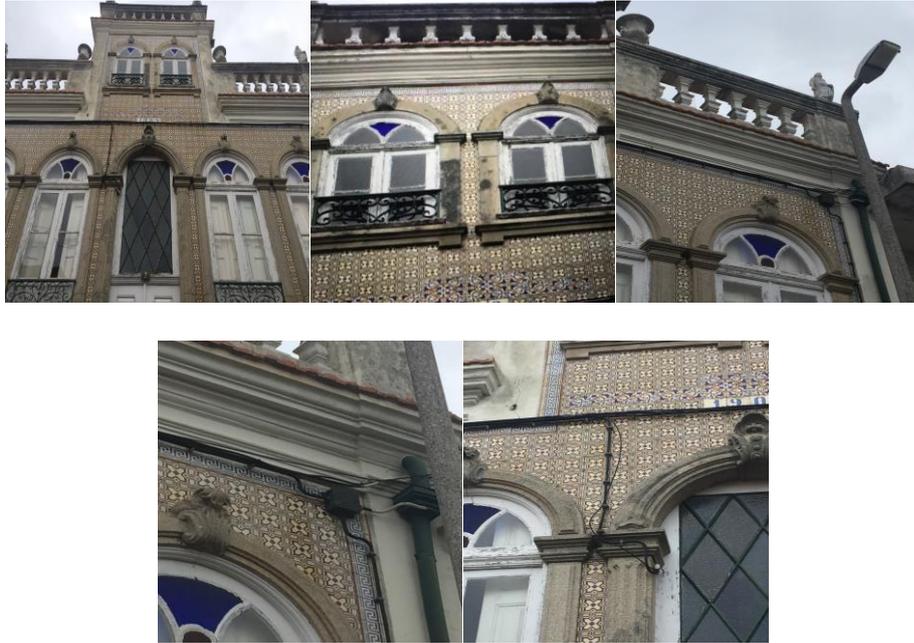


Figure 5.56: The preservation of building No 49, R. Coronel Helder Riberio, Ovar Photo by Shahrbanoo Dec, 2016

Crack on the wall, dirty façade, pierce the wall to pulling cable, making hole on the tiles to extended the cables are demonstrated lack of preservation.

50. R. Elias Garcia, 93

The building owes its decoration by the crown carving feminine figure with vegetable motives. The splendid facade is the result of the combination of several materials, colorful tiles, masonries, stone balcony, ironing. It allows visitors to see which of this design made it unique. One of the most astonishing element of the façade is the design in two sides of crown also the warm color tiles surrounded windows. The architecture and ornamentation gives a sensation atmosphere to the building. The visitors can be able to dive in aesthetic of Art Novea architecture of this building.



Figure 5.57: The preservation of building No 50, R.Elias Garcia, Ovar
Photo by Shahrbanoo Dec, 2016

It is unpeopled and it is going to be ruined completely. As it is shown in the pictures there are missing and damaged tiles, the cables are extended all over the façade, placing light and some devices on the external wall of the building, dirty façade are the threatens of deterioration of this building.

Avanca

51. Egas Moniz house- museum

In this building, you can find different design on each side of the building. This elegant building was designed by architect Ernesto Korrodi. It was constructed as resident of Dr Moniz. The structure is topped with the distinctive Circular and conical forms that are used in roof design. Tiles, granite slabs and iron fence are used. Arc and two columns on the both sides of entrance filled with romantic flair. On the other side a conical roof with a beautiful painting and tiling with two windows which surrounded by two sides, and a different sizes windows in the below shows the unique aesthetic and artistic talent of this architect. At the present, it is museum.



Figure 5.58: The preservation of Egas Moniz house- museum
 Photo by Shahrbanoo Dec, 2016

It is preserved but more attention should be paid to its protection. As it is shown in the pictures there are cracks on some parts also they are not clean.

Porto

Five buildings in Porto are the setting of this study. They are not Art Noveau.

52. Cathedral

All over the centuries, Cathedralis considered to be one of the architectural masterpieces with different architectures (Gothic, Baroque). It was designed by Nicolau Nasoriand& Vital Rifarto. More explain can be reached in the above context.



Figure 5.59: The preservation of Cathedral, Porto
 Photo by Shahrbanoo Feb, 2016

As it is clear in the pictures the facade is required to be cleaned. Also, the tiles are damaged and it needs to be repaired.

53. Sao Bento

It was constructed between 1501 to 1600. The most splendid buildings were constructed during these centuries. Sao Bento is covered with blue painting tiles that excites the admiration for anyviewer.

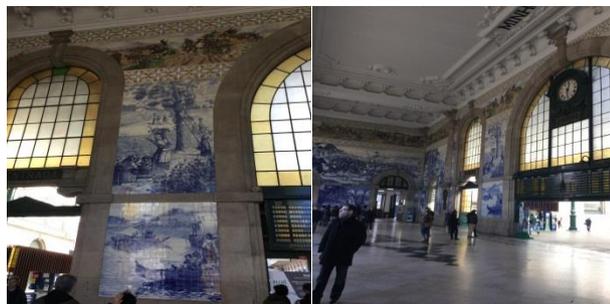


Figure 5.60: The preservation of Sao Bento, Porto
 Photo by Shahrbanoo Feb, 2016

It is well conserved.

54. Igreja torre dos

It was designed by Italian architect, Nicolau Nasori in 1703. It is consisted of church, tower, and Chapel. Its aesthetic represents an architecturally creative art. The more explained are brought in above context.



Figure 5.61: The preservation of Igreja torre dos, Porto
Photo by Shahrbanoo Feb, 2016

The façade is required to be cleaned.

55. Municipality

It is located at the top of the Aliados Avenue at the heart of City Centre. It dates back to the beginning of the 20th century with 70 m high tower.



Figure 5.62: The preservation of Municipality, Porto
Photo by Shahrbanoo Feb, 2016

It is well conserved.

56. Igreja dos congregados

It was built in 1703 in the place of chapel dedicated to St, Antonio, 1662. Its façade

is in Baroque influenced, style of 17th century. It rebuilt in the 19th century. Jorge Colaco ornamented it with tiles in 20th century.



Figure 5.63: The preservation of Igreja dos congregados, Porto
Photo by Shahrbanoo Feb, 2016

The tiles are broken and damaged. There is power line in front of the building that creates a bad perspective.

57. Santa Joana Musuem

This museum includes the Jesus Church, which imposes architecture of the Baroque. The high ceiling draw attention to the fact that engraving shows a Goldsmiths' filigrane work some fine of 18th century with ceramics and monument organ date back to 1739. There is a bulk of collection of sculpture and antique ceramic from 16th-17th and 18th centuries. In the wake of visiting this, walking through the monastery with Doric columns is worthy (www.frommers.com/destination/aveiro). More explain can be reached in the above context. People are highly recommended to visit the amazing architecture of this museum.



Figure 5.64: The preservation of Santa Joana Museum
Photo by Shahrbanoo Jun 2016

It is well preserved.

Chapter 6

RESULTS, EVALUATIONS AND DISCUSSIONS

6.1 Introduction

This chapter analyses the findings from the study on architectural heritage resources and policies in light of the interviews conducted with tourists and authorities interview, including the findings of direct observation trips to Portugal historical and heritage site. Issues are studied according to the order of the interview questions asked to the participants. Section 6.2 reports the results of interview(questionnaire) by 200 tourists. Sections 6.3 reports interview (qualitative) with 110 tourist and interview with authorities. Section 6.4 includes the results of the direct observation to buildings and Fuzzy logic method. Section 6.5 includes Limitation and Implication. Section 6.6 includes conclusion.

6.2 Analyze and Result by Method of Quantitative

The First set of data is related to data collected of 200 tourists who have visited Porto and Aveiro through distributing questionnaire. It was analysed by the software Stata, R and excel based on the different fixed questions with Likert scales. we construct a composite scores index for each part. In line with the procedure each respond is examined in detail to identify the image of tourists about architecture with different questions in order to fit with the main question of this part “Does the impact of tourist’s image from aesthetic can prevent the negative effect on heritage building through conservation and management planning?”

. Upon organizing all relevant data into software, the frequency of results was

examined which is delineated in tables.

We use factor analysis with following procedures: (1) convert, or recode, nominal or ordinal (Likert) responses to numeric responses, (2) apply a factor analysis model which reflects the known structure, or calculated correlation structure, of the variables, (3) save the factor scores and factor loadings, (4) rescale the factor scores using the factor loadings, the weighted mean, and the weighted standard deviation of the original data so that the composite scores reflect (as nearly as possible) the original semantic (i.e., word) meaning of the original data. In this process, the factor loadings serve as weights for the weighted mean and weighted standard deviation calculations. The last step of rescaling the composite scores is necessary because it allows us to retain the meaning of the responses which went into creating the composites. Before conducting the composite scores index, it is suggested to check the reliability and internal consistency of a set of items (questions) which are examined using Cronbach's alpha test. Note that the methodology is applied for all parts of questionnaires. Also, the regression is done.

6.2.1 Descriptive Statistics

Demographic characteristics Using 200 respondents

200 domestic and international tourists have been interviewed by questionnaire in mentioned touristic places in Porto and Aveiro. Demographic characteristic is demonstrated in tables as below:

Table 6.1: Demographic break down of the sample (n=200tourists interviewed by questionnaire)

Gender	Freq.	Percent
Female	96	48.00
Male	104	52.00
Total	200	100.00
Age	Freq.	Percent
18-35	107	53.50
36-55	59	29.50
36-56	2	1.00
56-65	25	12.50
above 65	7	3.50
Total	200	100.00
Education	Freq.	Percent
Master	64	32
Bachelor	59	29.50
College Level	31	15.50
Doctoral Degree	32	16.00
Junior High School Level	6	3.00
Secondary Level	8	4.00
Total	200	100.00

As shown in table 6.1 48% of the sample are female while the rest (52%) are male. In addition, the majority range of ages in the sample are for young people where they vary between 18-35. 32% of our sample have higher education (e.g., Master) while those who have a bachelor came in second by 29.5%.

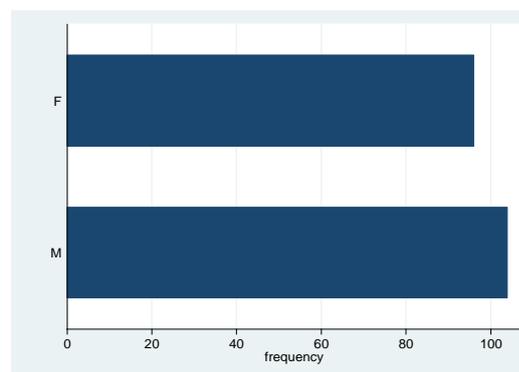


Figure 6.1: Frequency by Gender
Source: own construction

The graph shows that the most frequency in the sample size involved by male.

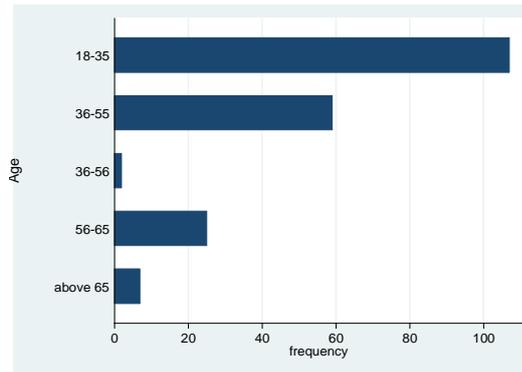


Figure 6.2: Frequency by Age
Source: own construction

The graph shows that the most frequency in the sample size involved between 18-35.

Note: since the variety of nations was too much the tabulation of nationality is not reported. However, upon the request is available.

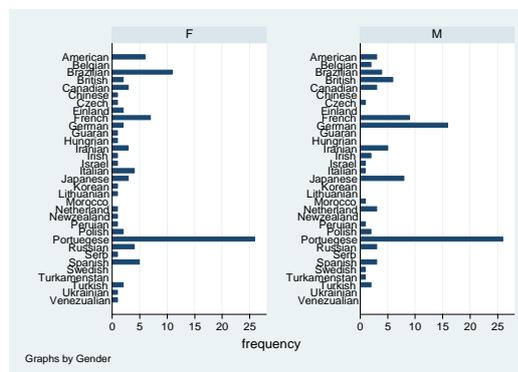


Figure 6.3: Frequency by Nationality
Source: own construction

The graph shows that the most frequency of different countries belongs to men. German has the most men visitor with more than 15 % of international tourist and Brazilian women visitor with more than 10 percent.

The assessment of the questions which have been answered by the tourists through filling in the questionnaire are taken in the tables as below.

Table 6.2: Quality Assessment of Physical Environment- 8 Questions in part 2

Cronbach's Alpha	0.79113073
Split-Half (odd-even) Correlation	0.65198901
Split-Half with Spearman-Brown Adjustment	0.78933819
Mean for Test	31.995
Standard Deviation for Test	3.77822379

Table 6-2 shows the assessment of the physical environment that is located in part 2 in questionnaire. As the Cronbach's alpha is more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. While the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

Table 6.3: Tourist Image- 7 Questions in part 3

Cronbach's Alpha	0.72920551
Split-Half (odd-even) Correlation	0.54135332
Split-Half with Spearman-Brown Adjustment	0.70243897
Mean for Test	27.45
Standard Deviation for Test	3.29962119

Cronbach's alpha shows more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

Table 6.4: Cultural Values- 5 Questions in Part 3.1

Cronbach's Alpha	0.76043447
Split-Half (odd-even) Correlation	0.63577456
Split-Half with Spearman-Brown Adjustment	0.77733763
Mean for Test	20.1
Standard Deviation for Test	2.64952826

Cronbach's alpha shows more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

Table 6.5: Physical Values- 5 Questions in part 3.2

Cronbach's Alpha	0.64756293
Split-Half (odd-even) Correlation	0.5860603
Split-Half with Spearman-Brown Adjustment	0.72798213
Mean for Test	17.355
Standard Deviation for Test	2.22911978

Cronbach's alpha shows more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

Table 6.6: Product Values- 4 Questions in part 3.3

Cronbach's Alpha	0.59904829
Split-Half (odd-even) Correlation	0.4259596
Split-Half with Spearman-Brown Adjustment	0.64481151
Mean for Test	13.41
Standard Deviation for Test	2.23649279

Cronbach's alpha shows more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

Table 6.7: Experiential Values-4 Questions in part 3.4

Cronbach's Alpha	0.66734995
Split-Half (odd-even) Correlation	0.5002817
Split-Half with Spearman-Brown Adjustment	0.66691702
Mean for Test	15.7
Standard Deviation for Test	1.9

Cronbach's alpha shows more than 0.5 hence the more the items have shared covariance and probably measure the same underlying concept. the correlation is also acceptable as it is more than 0.5. Hence, we can conclude that merging those items to construct a new index makes a sense. Each item is measured on five-point scales.

We know that the higher alpha coefficient means, the more the items have shared covariance and probably measure the same underlying concept. Although the standards for what makes a "good" α coefficient are entirely arbitrary and depend on your theoretical knowledge of the scale in question, many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficients that are less than 0.5 are usually unacceptable, especially for scales purporting to be unidimensional.

Then after checking the reliability of items and index for each part is constructed where the results are reported below: Note that in the Y axis 1 stands for Strongly Disagree; 2 Disagree; 3 Neutral; 4 Agree and 5 symbolizes Strongly Agree. As shown in below table 68% of respondents were agree about the Quality of physical environment including architecture attraction and physical infrastructure.

Table 6.8: Frequency and percentage of quality and cultural index

Quality Index	Freq.	Percent
1	1	0.50
2	1	0.50
3	25	12.50
4	137	68.50
5	36	18.00
Total	200	100.00

Cultural Index	Freq.	Percent
1	1	0.50
2	1	0.50
3	25	12.50
4	137	68.50
5	36	18.00
Total	200	100.00

Source: Own construction

The table 6.8 shows quality and cultural index have the similar frequency and percent.

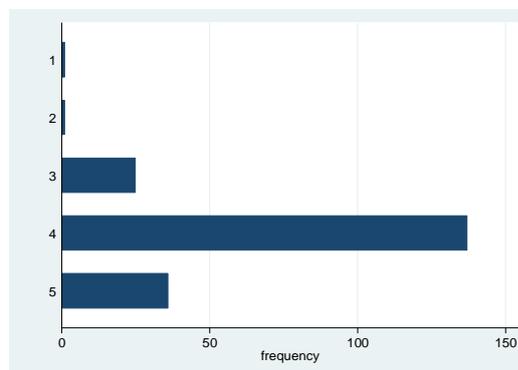


Figure 6.4: Frequency by Item of quality and cultural
Source: own construction

The graph shows that the most frequency in the sample size involved by item 4

with 68.50.

As shown in table 12 the 68% of respondents were agree about the Quality of physical environment including architecture attraction and physical infrastructure).

Note that the quality index and cultural index both have the same distribution and frequencies and it shows that the quality of physical environment is in line with cultural values.

Table 6.9: Frequency and percentage of experiential index

Experiential Index	Freq.	Percent
2	2	1.00
3	25	12.50
4	158	72.00
5	15	7.50
Total	200	100.00

Source: own construction

As shown in table 6-9 the 72% of respondents were agree about the experiential index.

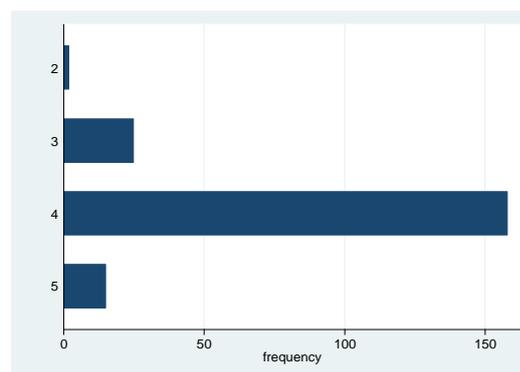


Figure 6.5: Frequency by Item of experiential

Source: own construction

The graph shows that the most frequency in the sample size involved by item 4 with 72%.

Table 6.10: Frequency and percentage of image index

Image Index	Freq.	Percent
1	2	1.00
2	28	14.00
3	160	75.00
4	19	9.00
Total	200	100.00

As shown in table 6-10 the 75% of respondents were agree about the image including motivation, experience.

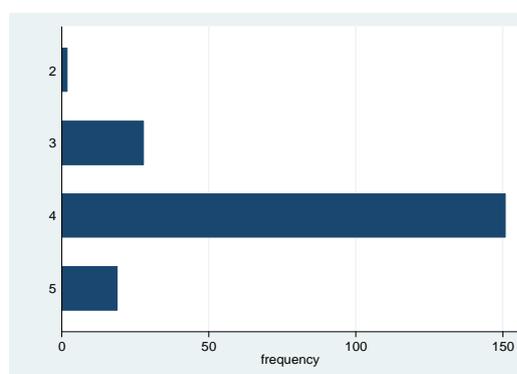


Figure 6.6: Frequency by Item of Image
Source: own construction

The graph shows that the most frequency in the sample size involved by item4 with 75%.

Table 6.11: Frequency and percentage of physical index

Physical Index	Freq.	Percent
1	8	4.00
2	9	4.50
3	34	17.00
4	134	67.00
5	15	7.50
Total	200	100.00

Source: Own construction

As shown in table 6-11 the 67% of respondents were agree about physical.

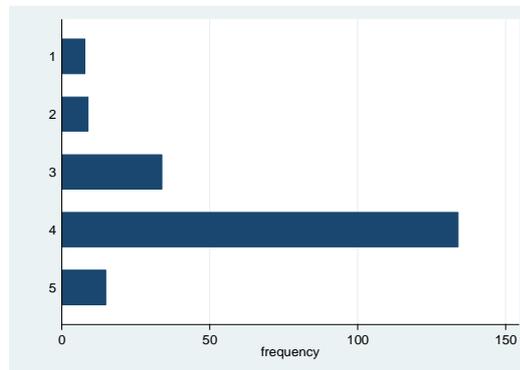


Figure 6.7: Frequency by Item of Physical
Source: own construction

The graph shows that the most frequency in the sample size involved by item 4 with 67%.

Table 6.12: Frequency and percentage of product index

Product Index	Freq.	Percent
1 = strongly disagree	7	3.50
2	10	5.00
3	35	17.50
4	131	65.50
5	17	8.50
Total	200	100.00

Source: Own construction

As shown in table 6-12 the 65.5 % of respondents were agree about the product.

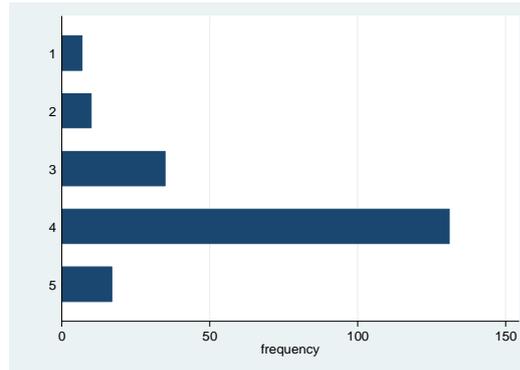


Figure 6.8: Frequency by Item of Product
Source: own construction

The graph shows that the most frequency in the sample size involved by item 4 with 65.5%.

Table 6.13: Frequency and percentage of indexes

Index	Frequency	Percent
<u>Quality physical environment index & cultural index</u>		
1 = strongly disagree	1	0.50
2 = disagree	1	0.50
3 = neutral	25	12.50
4 = agree	137	68.50
5 = strongly agree	36	18.00
Total	200	100.00
<u>Experiential index</u>		
1 = strongly disagree		
2 = disagree	0	0.00
3 = neutral	2	1.00
4 = agree	25	12.50
5 = strongly agree	158	72.50
Total	15	7.50
	200	100.00
<u>Image index</u>		
1 = strongly disagree		
2 = disagree	0	0.00
3 = neutral	2	1.00
4 = agree	28	14.00
5 = strongly agree	160	75.00
Total	19	9.00
	200	100.00

<i>Physical index</i>		
1 = strongly disagree		
2 = disagree	8	4.00
3 = neutral	9	4.50
4 = agree	34	17.00
5 = strongly agree	134	67.00
Total	15	7.50
	200	100.00

Source: Own construction

Table 6.13 has shown the 68% of respondents were agree about the Quality of physical environment including architecture attraction and physical infrastructure). Note that the quality index and cultural index both have the same distribution and frequencies and it shows that the quality of physical environment is in line with cultural values. As shown the 72% of respondents were agree about the experiential index. No respondents were strongly disagreed. It is shown the 75% of respondents were agree about the image including motivation, experience. It shows that the most frequency in the sample size involved by item 4 with 75%. It is shown the most frequency in the sample size involved by item 4 with 67%. In other words, 67% of respondents were agree about physical.

6.2.1.1 Regression of Interview by Questionnaire

Table 6.14: Regression of interview by questionnaire

Dependent Variable: Q1			
Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)			
Variable	Coefficient	Std. Error	Prob.
Quality Index	1.02	0.561	0.045**
Cultural Index	1.02	0.562	0.045**
Experiential Index	1.26	0.033	0.001***
Image Index	1.16	0.099	0.000***
Physical Index	0.93	0.136	0.482
Product Index	0.91	0.214	0.251
McFadden's pseudo R-squared: 0.685			

Note that: ** $p < .05$, *** $p < .01$.

As it is shown in the table 6.14 the weight of image and experiential is more than the other indexes. The quality and cultural indexes are significant at 5% level while the quality and cultural indexes are significant at 1% level of significance. The significant variable image and experiential can support the hypothesis 3 of the level of image and experiential can show the potential of architecture and tourism in the historical buildings, in order to visit Porto- Aveiro. The significant variable of quality supported the hypothesis 1, it shows the necessity of preserving of buildings because of their architectural value. Cultural index with significant at 5% level can support the hypothesis 2 it shows a plan is required to make a procedure to achieve the target of conservation. On the other hand, Physical index was not significant so the hypothesis 5 was not supported, it shows that conservation is not as a reason to losing authenticity of building. In addition, around 68% of independent variables explained the dependent variable as is proved by McFadden's pseudo R-squared.

6.3 Analyze and Result by Qualitative Approach

Interview using 110 observations

The second set of data concerning to interview with 110 tourists were analyzed utilizing the software Matlab based on interview from tourist to identify the preference of tourists in their visit. The purpose of this part is to contribute to the tourism literature by: first, developing a hybrid neural network that will be able to predict tourists' overall satisfaction of their travel experience; and second, prioritizing the travel attributes based on their proportional impact on tourists' overall satisfaction of their travel experience. The data is used to develop a hybrid neural network in which the Genetic Algorithm (GA) as a metaheuristic algorithm applied in order to adopt a features selection based variable rank ordering. Using the hybrid method helps us to find the rank all attributes in the tourist satisfaction analyses. It is examined each

respond in detail to identify the priority and experience of tourists visiting with different questions which would fit with the main question of tourist interview part “what experience of cultural heritage can satisfy the needs of cultural consumption by tourist priority?”

6.3.1 Descriptive Statistic

Demographic break down of the sample (n=110 tourists interviewed orally

Table 6.15: Frequency and percentage of tourist basis on Gender

Gender	Freq.	Percent
Female	55	50.00
Male	55	50.00
Total	110	100.00

As shown in table 6-15 the same percentage goes to male and female over the entire sample.

Table 6.16: Frequency and percentage of tourist basis on Age

Age	Freq.	Percent
25-35	22	20.00
35-45	46	41.82
45-55	29	26.36
55-70	13	11.82
Total	110	100.00

As shown in table 6-16 the different percentage goes to different ages over the entire sample.

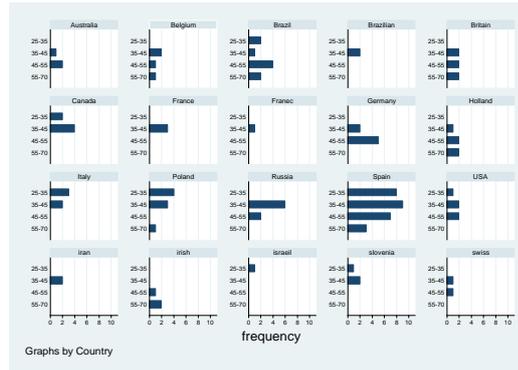


Figure 6.9: Graph of ages by country
 Source: own construction

Moreover, figure 6.9 shows the cater plot graph of different age ranges which is sorted by country. For example, Iranian respondents just has a range between 35-45. figure 3- frequency by country.

Since there is a nonlinear relationship between overall satisfaction and attributes performance (Abalo et al., 2007), traditional statistical methods have limitations in dealing with such a relationship. These methods assume that:

- . Data are relatively normal;
- . The relationship between independent and dependent variables is linear; and
- . Multicollinearity between independent variables is relatively low (Taylor, 1997, retrieved from Golmohammadi et al, 2011).

In tourist images surveys, these assumptions cannot be assured in most cases (Garver, 2002, retrieved from Golmohammadi et al, 2011). So there is a need for alternative methods which do not have the limitations of statistical methods. On the other hand, although measurement of tourists' image is a prevailing theme in the hospitality and tourism literature (Chadee and Mattsson, 1995; Tsiotsou and Vasioti, 2006; Lian Chan and Baum, 2007, Retrieved from Golmohammadi, et al 2011), importance analysis of travel attributes needs to be more investigated. The information obtained through importance analysis can be later used in importance-performance

analysis, as the primary tool for identifying the critical performance attributes. To address the above subjects, a new data mining tool is developed. Such that the GA is combined with the multilayer perceptron (MLP) in order to find the most significant variables. However, It is believed that direct importance assessment is often misleading because ratings are uniformly high (Bacon, 2003). Respondents' lack of involvement (Bacon, 2003) and their possible lack of expertise regarding the product or service assessed (Sambonmatsu et al., 2003, retrieved from Golmohammadi et al., 2011) are among the causes for this phenomenon. However, the primary reason is the use of measures of absolute rather than relative (competitive) importance (Abalo et al., 2007). Other disadvantages of direct importance measurement are: misinterpretation of questions by respondents and researchers (Oliver, 1997, retrieved from Golmohammadi, 2011) and the lack of discriminating power between tourist images attributes (Myers, 2001). To overcome these disadvantages, indirect measures are often employed, including: multiple regression analysis (Matzler et al., 2004b retrieved from Golmohammadi et al 2011), partial correlation analysis (Matzler et al., 2004a) and structural equation models (Simpson et al., 2002). Although indirect measurement of attribute importance is more realistic than direct measurement, this approach has at least two major disadvantages: first is the possibility of collinearity (Bacon, 2003). Collinearity among attribute performances, when used as predictors of overall performance can lead to the precision of the regression coefficients being so poor that they fail to discriminate reliably among the attributes (Abalo et al., 2007).

Second, the fact is that the relationship between attributes performance and the overall performance (and satisfaction (Deng et al., 2008 retrieved from Golmohammadi, 2011) may be nonlinear (Danaher, 1997, retrieve from Golmohammadi et al, 2011). In such a situation, linear regression coefficient can just

produce “local” measures of importance (Abalo et al., 2007).

6.3.2 Network Design

The purpose of this part is to contribute to the tourism management literature by: first, developing a hybrid neural network that will be able to predict tourists’ overall satisfaction of their travel experience; and second, prioritizing the travel attributes based on their proportional impact on tourists’ overall satisfaction of their travel experience. The data is used to develop a hybrid neural network in which the Genetic Algorithm (GA) as a metaheuristic algorithm applied in order to adopt a features selection based variable rank ordering. Using the hybrid method helps us to find the rank all attributes in the tourist satisfaction analyses.

Table 6.17: GA and ANN parameters

GA Parameters	
Maximum Number of Iterations	100
Population Size	50
Mutation Rate	0.1
ANN Parameters	
Number of Neuros	10
Hidden Layer	1
Training Rate	75%

Using the above methods reveals the results as follow:

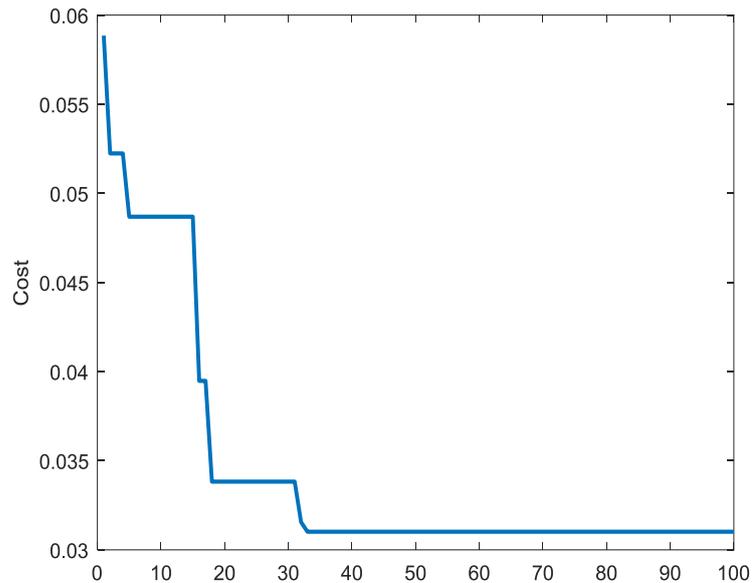


Figure 6.10: Cost of feature selection
Source: own construction

Figure above shows that how the cost of feature selection method (adding a new variable or dropping the other one) decreases to catch the optimal value. Selected variables are sorted based on their rank which is in accordance with their cost. Total cost of procedure (RMSE=0.023) denotes that the fitting process could perform proper analyses in order to measure the satisfaction of respondents.

Table 6.18: Cost of process

Cost of process	0.023
Number of Features (variables) selected	11 Out of 17

Table 6-18 shows the 11 variables of 17 are selected.

6.3.3 Selected Variables Based on A Degree of Importance

As we have already mentioned the sensitivity analysis of hybrid model is also employed in this study to indirectly analyse the relative importance of travel attributes. It is expected that the use of the combination of metaheuristic algorithms and neural networks will remove or reduce the noisy data and prevent the drawbacks of ANN-

based analysis (Behara et al., 2002).The procedure is as follows:Each input variable was modified 10 percent up and down from its actual value,while keeping other inputs unchanged. The impact of this change on the output was then monitored. This way, each of the 17 inputs was changed 10 percent up and down. Following the latter,total change in output variable due to the change in input was calculated for each travel attribute in each fact as:

The total change in output variable due to the change in input= (Output change for 10% increase in input- output change for 10% decrease in input)/2. The changes in the output due to the change in each particular input were then averaged across the 100 times iteration and scaled to fall in a 0 to 1 interval ending in one “mean output change” for each input.

Table 6.19: The ranks of variable

Variable	Ranks	Mean Output Change
Lack of awareness	10	0.391
Architecture	1	0.695
Nature	11	0.315
Academic	8	0.513
Cheap	6	0.561
Food	5	0.601
Historical buildings	4	0.612
Language	9	0.412
Typical design of the buildings and city	2	0.686
Touristic	3	0.660
Religious place	7	0.552

As shown in table 6.19 the most influential and highest ranked travel attribute is architecture then followed by typical design of the buildings and city; touristic; historical buildings; food; cheap; religious places; academic; lack of awareness and natures.

Table 6.20: Regression of interviews

Dependent Variable: Q1			
Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)			
Variable	Coefficient	Std. Error	Prob.
ACADEMIC	0.097	0.561	0.075**
ARCHITECTURE	1.983	0.471	0.000***
CHEAP	0.190	0.033	0.051*
CULTURAL_PLACE	0.209	0.899	0.160
FOOD	0.620	0.465	0.182
Historical buildings	0.431	0.784	0.064*
Language	0.021	0.547	0.075*
Typical design of the buildings and city	0.842	0.214	0.047*
Touristic	0.254	0.541	0.093*
Religious place	0.354	0.214	0.325
Lack of awareness	0.092	0.954	0.213
McFadden's pseudo R-squared: 0.792			

*Note that: **p < .05, ***p<.01, *p<.1*

As shown in the table 6.20 the weight of architecture is more than the other independent variables. The variable academic is significant at 5% level while the architecture is significant at 1% level of significance. According to the above table the tourists' preference were in order architecture and then academic. The variable historical buildings and typical design of the buildings and city, touristic means language and cheap are the same significant with 1. In addition, around 79% of independent variables explained the dependent variable as is proved by McFadden's pseudo R-squared. According to the table above the hypothesis 4 is supported. And it revealed Architecture is the effective factor appealing the tourist.

6.3.3 Analyze of Authority's Interview

Third set of data was analyzed based on interview with authorities. The data was analyzed on the basis of the question "How the capacity of tourism potential are managed in historical sites and how conservation are managed in these cities". The interviews were conducted with some of authorities in municipality, museum and

architects namely, **Gabriela Mota Marques (detc | cultura, museus e patrimonio culturalmuseus da cidade de aveiro)** and **Artur Jorge Almeida (Centro of Portugal Regional Tourism Board)** and **prof. Carlos Manuel Martins da Costa (Director of DEGEIT, Aveiro university)**. Along the steps of procedure, all transcripts were examined in detail to find each paragraphs, sentences or words which would fit with themes.

In line with prominence of historical buildings they uttered that several buildings classified under the protection, safeguard and enhancement of the Portuguese heritage law [Lei 107/2001, September 8th]. National Monuments, are under national protection, notwithstanding, the Municipality can also classify buildings as Monuments of Municipal Interest. The law that standards their management and protection is the same [Lei 107/2001, September 8th]. Aveiro, has a historical area defined since de 1980'. The Critical historic area of city of Aveiro was approved by the Municipality in 1985, and published by national regulation in 1987 [Decreto regulamentar 26/87, April 9th]. In the case of Aveiro, this area gathers the old parts of the city. It has been defined in association to the Municipal Master Plan. They have local,reginal or international classification according to their importance.

Speaking of which, this research has found no evaluation of preservation for historical buildings in these two cities, they answered vaguely and claimed each building has a long process includes assessments from different authorities, both local and national. Any citizen can request the classification of a building or site, after being classified any action can be done without having authorities' assessment too. The Aveiro's master plan regulation also defines what can be done in each area of the city and identifies historical buildings.

In almost the same way, they answered the question about evaluating for potential

cultural heritage value of building. They referred to the maps of master plan and the other urban development plans to define areas and list the buildings and monuments. We were noticed that these statements did not specify to any evaluation criteria that have already been applied to these particular buildings up to now. However, there is some plaques in front of buildings in pavement, that the national law obligated the classified buildings or site should be identified with specific plaques. They confessed, these plaques, on the pavement, are related to the museological management and not to heritage preservation.

In the case that how they balance preservation historical fabric and manage heritage site for tourism purpose, some aforementioned respondents proposed planning for tourism offer. And some of them emphasized the importance of tourism. None of them didn't specify any management applied in this issue. For the making balance between the preservation of historical fabric and needs of citizen in urban development, they believed that the laws together with the municipal plans regulations together can define what should be done [procedures to take]. In the case of classified buildings or the ones in the surroundings of these, the actions and intentions must be assessed by local and, depending of the situations, by national authorities. Utilizing approaches in developing tourism and safeguarding of the historical fabric they emphasized historical fabrics are essential to the community's identity and memories, reason why it could/should be safeguarded. It is the symbiosis and the balance between the maintenance of cultural values and the development and adaptation to society's needs and interests. They didn't mention that which approaches they have been applied.

The incumbent view of professor Costa was that nowadays the local authorities don't have to rebuilding or maintaining the buildings. They have to make plans and play role as referee. Due to lack of funding they are not capable to preserve buildings.

They should determine what kind of function they can have for buildings, so private sectors should be responsible for implementing. He also pointed out it is the most effective way for keeping balance between them. Research's finding has unveiled the majority of these building that were undertaking of private sector, were laid out for sale. In this regards he explained it is not related to planning, it is the result of law and legislative framework. For example if private sectors don't preserve the building, after several years the buildings would be collapse and it needs to create a new one, So it reflects the inefficient executive efficiency of the law.

In the light of cultural, social and environmental concerns, what remarks were obtained from the participant statements, was the importance of preservation and adaptive reuse in the areas that can be the anchor for economic local development, once they attract the tourists and, in a certain point, create new flows of inhabitants.

As per Artur Jorge Almeida, following the impact of tourism on economic growth, the government policies tend to take special concern to long term planning using the PENT (National Strategic Tourism Plan) as a guideline. It is obvious that heritage conservation is included in the long term planning. Considering to disconnection between place management, and tourism planning, he emphasized less bureaucracy and reduction in the number of authorities should be a way to solve this problem. The weighty point in the interview was to find how much the position of the buildings is important in these two cities which credited to preservation, in this vein, they underlined significance role of architecture, regarding to the art nouveau buildings and the contemporary architecture of the Aveiro's University campus where encourage interest of tourists. Furthermore, the next influential point in making highlight the preservation was about designating the Porto and Aveiro as cultural heritage site. In this regards they believed that Porto is more designated as cultural site. Aveiro is

smaller city where the landscape, the history and the stories, as well as the buildings and other heritage references, with the new functions contributes to the enhancement of the area to be designated as a cultural heritage site. The lagoon of Aveiro, shaping the community and the territory [including the urban space], provides the sense of unique, a concept that must be considered when defining and labelling a cultural heritage site.

In the light of collaboration between tourist administration, tourism planning authorities and university, professor Costa as a Director of DEGEIT (Departments of Economic, Management, Industrial Engineering and Tourism), declared that studies were carried out in case of historical sites in urban area by department of social science. Indeed, he referred to a remarkable point to which that local authorities invited university to participate meeting much more about regional planning than tourism because tourism is new and there is no scale of development. The interaction between tourism department and authorities is not as much as it should be. very often authorities don't pay attention.

6.3.5 Result of Interview by Authorities

Predominant factor for lack of preservation in some historical sites was lack of funding. Nowadays the local authorities have the role of planners and private sector is responsible for implementing. Negligent of owners is due to legislative framework.

Despite the eminence of conservation and position of buildings and architecture, no effective action has been implemented for all buildings, however the planning has planned but it has only been legislated in the framework of the laws. Although the law emphasizes the necessity of protection but it is not successful in providing a strategy for safeguarding. According finding, So far, no criterion has been proposed to define the extent tourist potential of a building and protection value of a building. The analysis

also revealed the major lack of balance between preserving of the historical fabric, urban development and developing tourism. In this case they did stress the law was not influential. Moreover, it is deduced that, lack of management and planning is evident particularly in making balance between protection of historical fabric and necessity of urban development. Regarding to disconnection between place management, and tourism planning we concluded serious measures have not been taken in this respect. This study has found that collaborating between municipality, tourism planning authorities and University was much more about regional planning not tourism planning.

6.4 Analysis and Result by Observing and Fuzzy Logic Method

The following step was done to assess fifty-seven observed buildings in order to identify the value of buildings, the tourism potential of buildings and preservation potential of buildings. five buildings of fifty-seven are presented in this study. Measurement were performed using three evaluation sheets that are adapted by several criteria. To evaluate the buildings, each sample was also analysed in terms of three evaluation sheets. During analysis the style, construction, architect, design façade and interior were characterized for architecture of buildings. Each criterion was measured by 5 to 0 (E=excellent (5), VG=very good (4), A=average (3), G=good (2), F=fair (1), P=poor (0). Furthermore, Of the total numbers, the numbers 60 to 100 were considered for the minimum and maximum of having criteria for each building. Then the buildings are sorted according to the total score obtained as the following ranking: A= E (95-100), B=VG (90-95), C=A (80-90) D=G (70-80), E=F (60-70), F=P (0-60). Ultimately, all these fifty-seven buildings reached up to 60 by different level in adaptation with criterion. And here is the result of fifty-seven case study buildings that has mentioned

above. We analyze these buildings 10 by 10 with each criteria once totally once individually.

6.4.1 Evaluating the Buildings by Criteria No 1

As it is explained above this study evaluated the buildings by 3 criteria. CriteriaNo 1 is designed to identify architectural value of buildings.

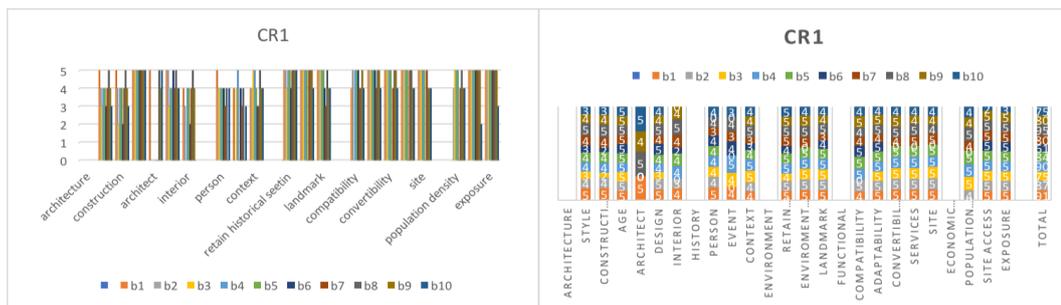


Figure 6.11: Architectural value of first set of 10 buildings
Source: own construction

The result of the analysis first set of 10 building according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the buildings no 3-10 and rank B=VG for the buildings no1-8-4 and rank C=A for the buildings no 2-5-7-9 and E=F for the buildings no 6.

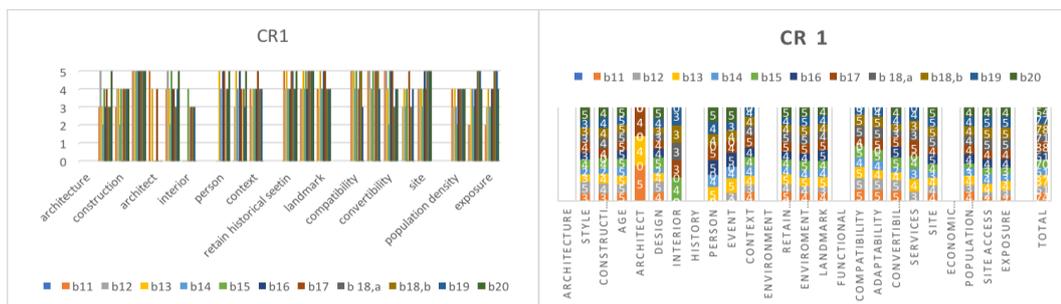


Figure 6.12: Architectural value of second set of 10 buildings
Source: own construction

The result of the analysis second set of 10 building according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the

buildings no 11-18a,b-19 and rank C=A for the buildings no 13-17 and E=F for the buildings no 12-14-15-16-20.

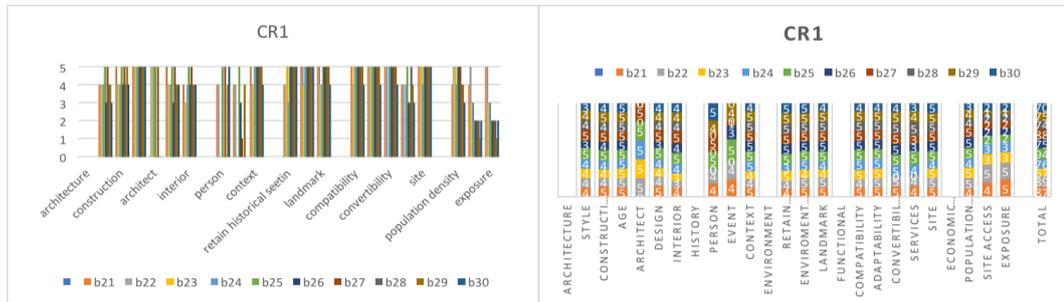


Figure 6.13: Architectural value of third set of 10 buildings
Source: own construction

The result of the analysis forth set of 10 building according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the buildings no 24-26-28-29, rank B=VG for the building no 25, rank C=A for the buildings no 21-22-27 and rank E=F for the buildings no 23-30.

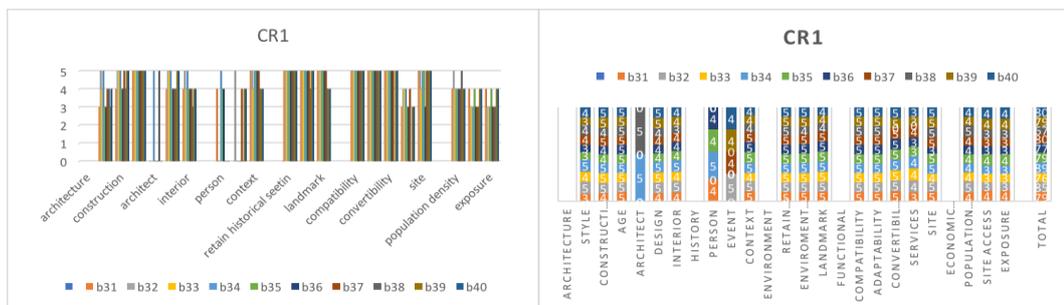


Figure 6.14: Architectural value of fourth set of 10 buildings
Source: own construction

The result of the analysis fourth set of 10 building according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the buildings no 31-33-36-37-39-40 and rank C=A for the buildings no 32-34-35-and rank E=F for the buildings no 38.

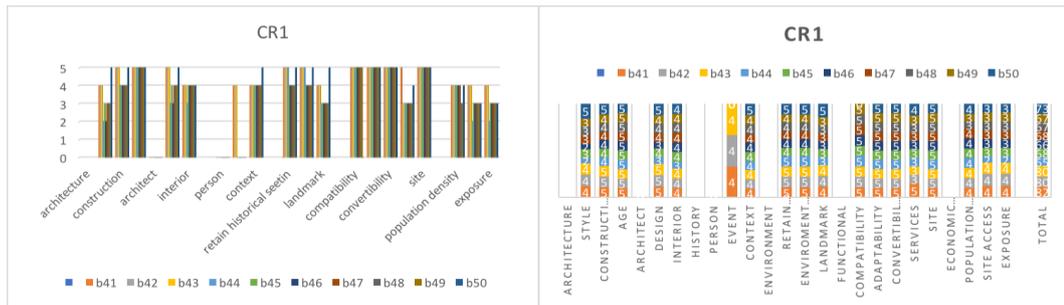


Figure 6.15: Architectural value of fifth set of 10 buildings
Source: own construction

The result of the analysis fifth set of 10 building according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the buildings no42-43-50, rank C=A for the building no 41 and rank E=F for the buildings no 44-45-46-47-48-49.

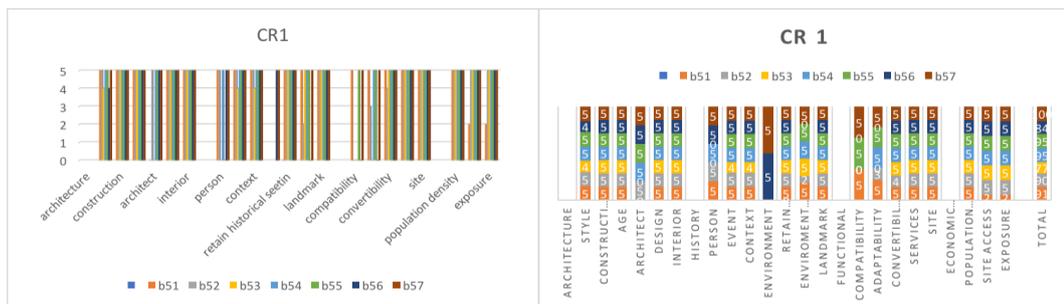


Figure 6.16: Architectural value of sixth set of 7 buildings
Source: own construction

The result of the analysis sixth set of 7 buildings according to criteria no 1 has revealed that all samples have architectural value with reaching rank of D=G for the buildings no 53, rank B=VG for the building no51-54-55, rank C=A for the buildings no 52 and rank A=E for the buildings no 57.

6.4.2 Evaluating the Buildings by Criteria No 2

Criteria No 2 is designed to identify tourism potential of buildings.

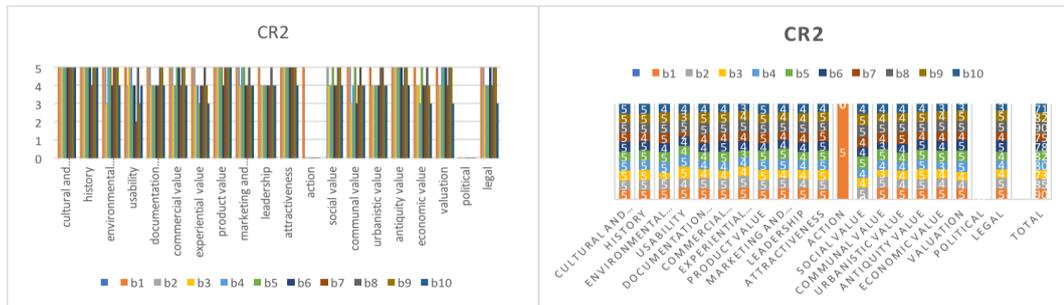


Figure 6.17: Tourism potential of first set of 10 buildings
Source: own construction

The result of the analysis first set of 10 buildings according to criteria no 2 has revealed that all samples have tourism potential withreaching the rank D=G for the buildings no 1-3-6-7-10 and rank C=A for the buildings no 2-5-8-9-10.

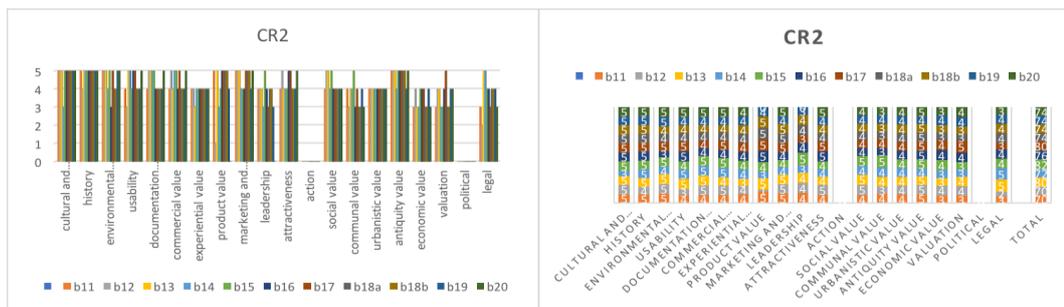


Figure 6.18: Tourism potential of second set of 10 buildings
Source: own construction

The result of the analysis second set of 10 building according to criteria no 1 has revealed that all samples have tourism potential with reaching rank of D=G for the buildings no 13-14-16-17-18a,b-19-20 and rank C=A for the buildings no 15 and rank E=F for the buildings no11-12.

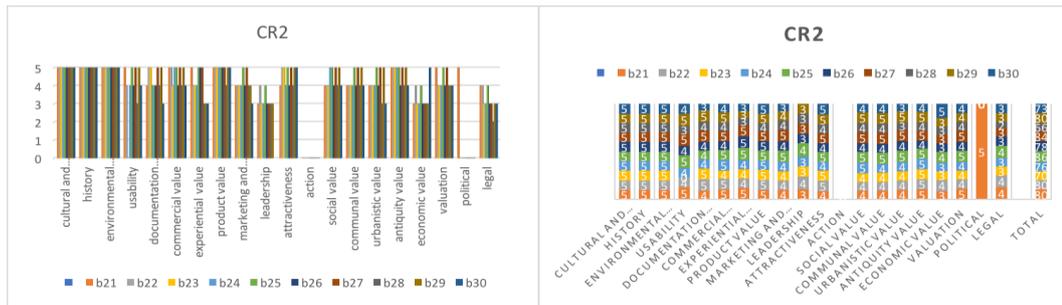


Figure 6.19: Tourism potential of third set of 10 buildings
Source: own construction

The result of the analysis third set of 10 buildings according to criteria no 2 has revealed that all samples have tourism potential withreaching rank of D=G for the buildings no 21-22-24-26-29-30 and rank C=A for the buildings no 25-27 and rank E=F for the buildings 23-28.

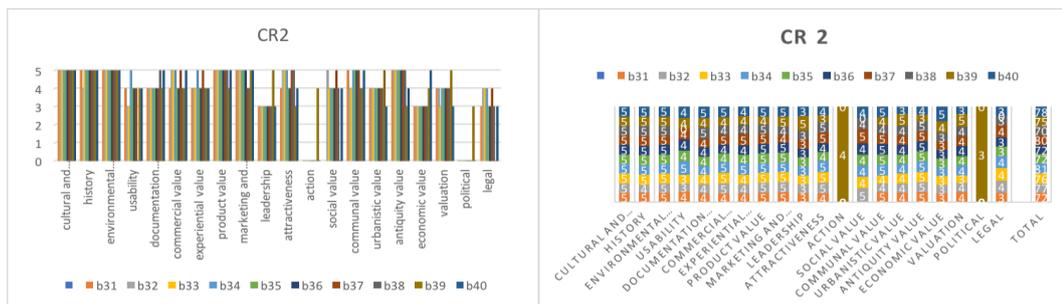


Figure 6.20: Tourism potential of forth set of 10 buildings
Source: own construction

The result of the analysis forth set of 10 buildings according to criteria no 2 has revealed that all samples have tourism potential withreaching rank of D=G for the buildings no 31-32-33-35-36-37-39-40 and rank C=A for the buildings no 34 and rank E=F for the buildings 38.

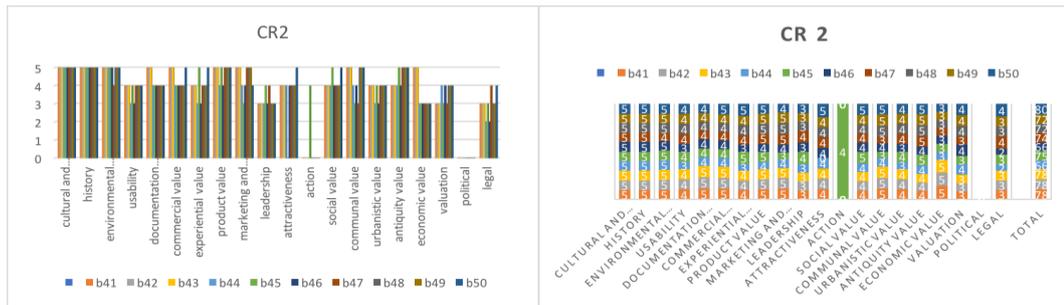


Figure 6.21: Tourism potential of fifth set of 10 buildings
Source: own construction

The result of the analysis fifth set of 10 buildings according to criteria no 2 has revealed that all samples have tourism potential withreaching rank of D=G for the buildings no 41-42-43-47-48-49-50 and E=F for the buildings 44-46.

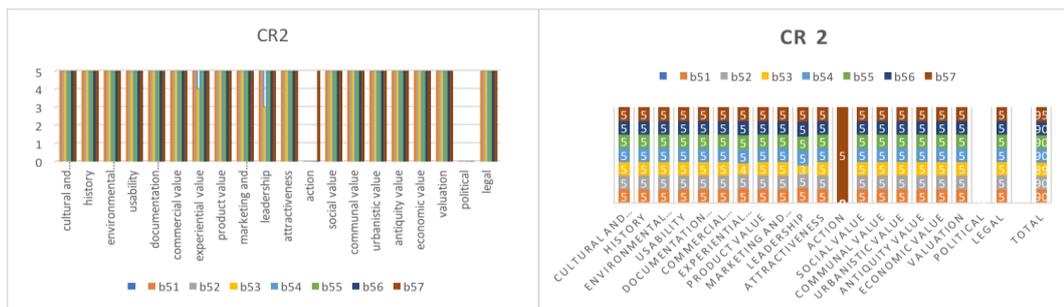


Figure 6.22: Tourism potential of sixth set of 7 buildings
Source: own construction

The result of the analysis sixth set of 10 buildings according to criteria no 2 has revealed that all samples have tourism potential withreaching rank of D=G for the buildings no 51-52-53-54-55-56-and B=VGfor the building57.

6.4.3 Evaluating the Buildings by Criteria No 3

Criteria No 3 is designed to identify preservation potential of buildings.

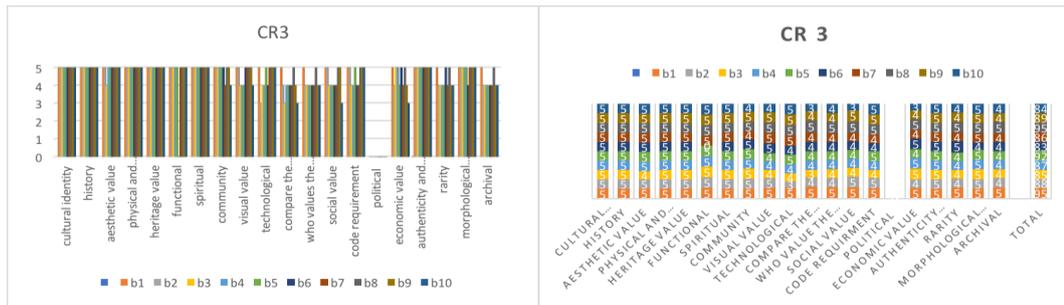


Figure 6.23: Preservation potential of first set of 10 buildings
Source: own construction

The result of the analysis first set of 10 buildings according to criteria no 3 has revealed that all samples have tourism potential withreaching rank of B=VG for the buildings no 1-5-8 and rank C=A for the buildings no 2-3-4-6-7-9-10.

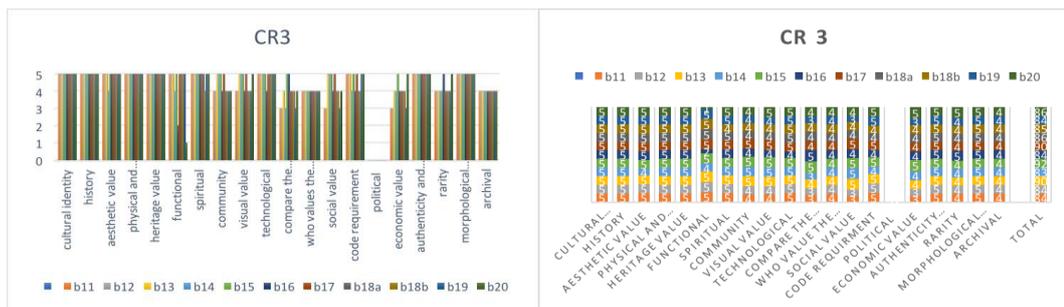


Figure 6.24: Preservation potential of second set of 10 buildings
Source: own construction

The result of the analysis second set of 10 buildings according to criteria no 3 has revealed that all samples have tourism potential withreaching rank of B=VG for the buildings no 15 and rank C=A for the rest of buildings.

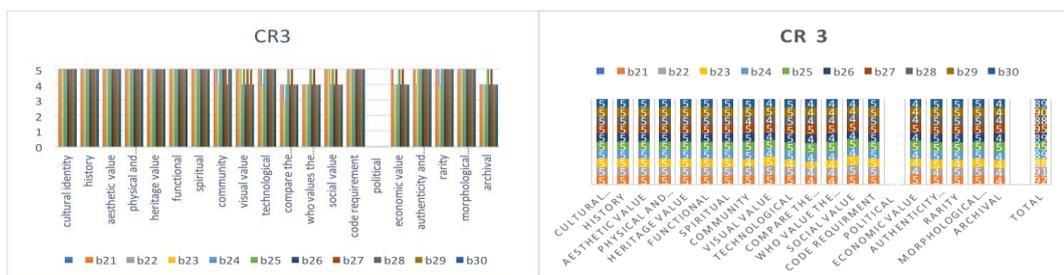


Figure 6.25: Preservation potential of third set of 10 buildings
Source: own construction

The result of the analysis third set of 10 buildings according to criteria no 3 has revealed that all samples have tourism potential withreaching rank of B=VG for the buildings no 21-22-25-27and rank C=A for the rest of buildings.

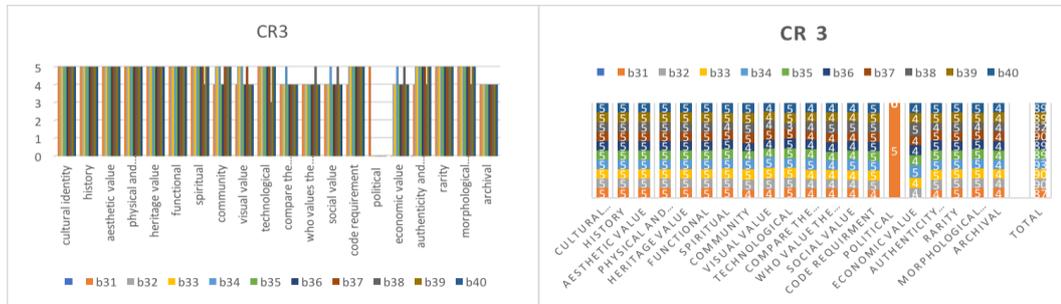


Figure 6.26: Preservation potential of forth set of 10 buildings
Source: own construction

The result of the analysis forth set of 10 buildings according to criteria no 3 has revealed that all samples have tourism potential withreaching rank of B=VG for the buildings no 34 and rank C=A for the rest of buildings.

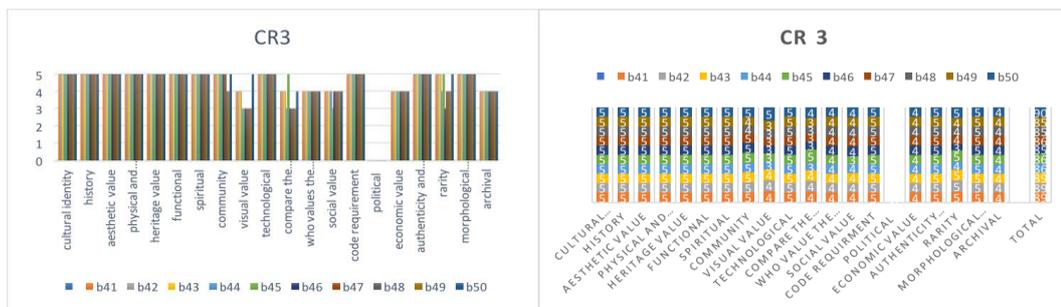


Figure 6.27: Preservation potential of fifth set of 10 buildings
Source: own construction

The result of the analysis fifth set of 10 buildings according to criteria no 3 has revealed that all samples have tourism potential withreaching rank C=A for the all buildings of this set.

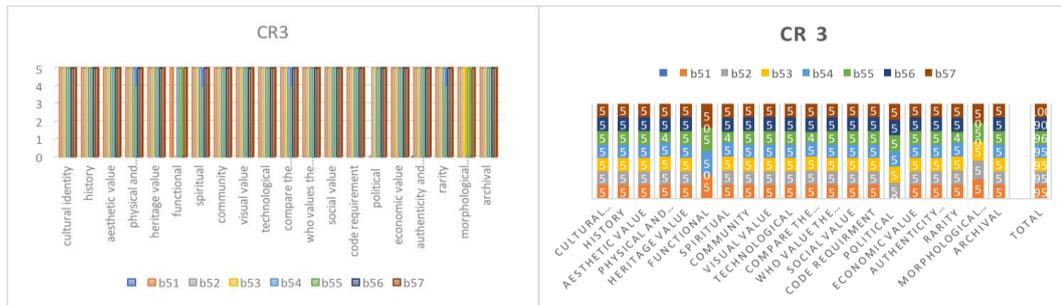


Figure 6.28: Preservation potential of sixth set of 7 buildings
Source: own construction

The result of the analysis sixth set of 10 buildings according to the criteria no 3 has revealed that all samples have tourism potential withreaching rank A=E for the building no 57 and rank B=VG for the buildings 51-52-53-54-55 and rank C=A for the building56.

The above figures show all these buildings has reached the score up to 60 they have architectural value, tourism potential and preserving potential that are resulted by criteria no1,2 and 3. Their architectural value and tourism potential and preserving potential are approved.

The result of the criteria no 1 has revealed that all samples are valuable and have architectural value with reaching rank of B=VG for the buildings no 1-8-4-25-51-54-55 and rank C=A for the buildings no2-5-7-9-13-17-21-22-27-32-34-35-41-52. So, the hypothesis 1 is supported. Also the result of criteria 2 has shown that all these sample have potential of tourismvalue with the same rank of criteria no 1. And they need to be managed hence the hypothesis 2 was supported. It is revealed by criteria no 3 all these buildings are worthy of preserving with reaching rank of C=A for the buildings no 26-36 and rank B=VG for the buildings no 33-56 and rank A=E for the building no 56. whilst the research has uncovered there is an obvious absence of preservation about some of these valuable buildings that may have a noteworthy part in tourism development and economic progress. Some of these buildings are left defenseless

because inefficient structure of responsible for protection has ignored economic, social and cultural value of the historic buildings so when they are useless, demolish would take place. Lack of the preservation was the high point obtained from observation. they are shown in buildings pictures above.

6.4.4 Evaluating the Rank of Buildings by Criteria 1,2, 3

The result of rank by three criteria is shown 10 by 10 in chart.

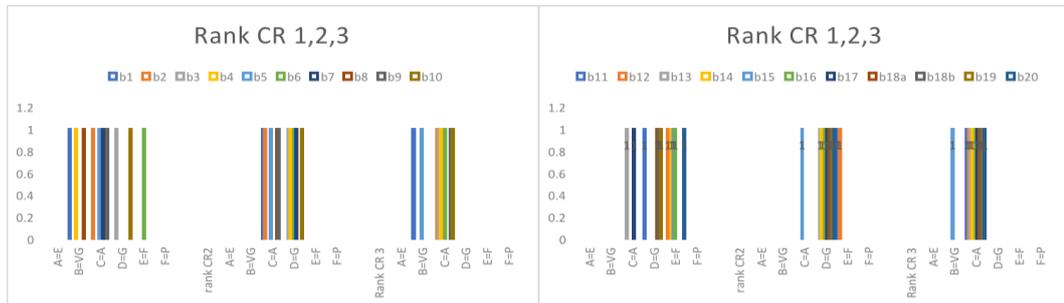


Figure 6.29: Rank of buildings from 1-20 by architectural value, tourism potential and preservation potential
Source: own construction

Table 6.21: The chart result of buildings rank form 1-20 by 3 criteria

Buildings	Rank of criteria 1	Measured rank	Rank of criteria 2	Measured rank	Rank of criteria 3	Measured rank
Building No 1	B	VG	C	A	B	VG
Building No 2	C	A	C	A	C	A
Building No 3	D	G	D	G	C	A
Building No 4	B	G	D	G	C	A
Building No 5	C	A	C	A	B	VG
Building No 6	E	F	D	G	C	A
Building No 7	C	A	D	G	C	A
Building No 8	B	VG	C	A	B	VG
Building No 9	C	A	C	A	C	A
Building No 10	D	G	C	A	C	A
Building No11	D	G	E	F	C	A
Building No 12	E	F	E	F	C	A
Building No 13	C	A	D	G	C	A
Building No 14	E	F	C	A	B	VG
Building No 15	E	F	D	G	C	A
Building No 16	E	F	D	G	C	A
Building No 17	C	A	D	G	C	A
Building No 18a	D	G	D	G	C	A
Building No 18b	D	G	D	G	C	A
Building No19	D	G	D	G	C	A
Building No20	E	F	D	G	C	A

Source: Own construction

It is chart result of buildings' rank by criteria 1,2 and 3 for 20 buildings. It shows all of these buildings have the architectural value and potential of tourism and preservation.

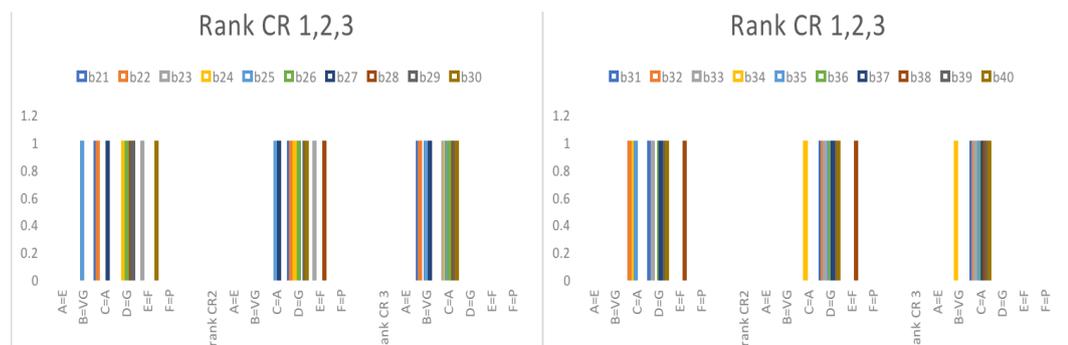


Figure 6.30: Rank of buildings from 21-40 by architectural value, tourism potential and preservation potential
Source: own construction

Table 6.22: The chart result of buildings rank from 21-40 by 3 criteria

Buildings	Rank of criteria 1	Measured rank	Rank of criteria 2	Measured rank	Rank of criteria 3	Measured rank
Building No 21	C	A	D	G	B	VG
Building No 22	C	A	D	G	B	VG
Building No 23	E	F	E	F	C	A
Building No 24	D	G	D	G	C	A
Building No 25	B	VG	C	A	C	A
Building No 26	D	G	D	G	C	A
Building No27	C	A	C	A	C	A
Building No28	D	G	E	F	C	A
Building No 29	D	G	D	G	C	A
Building No 30	E	F	D	G	C	A
Building No31	D	G	D	G	C	A
Building No 32	C	A	D	G	C	A
Building No 33	D	G	D	G	C	A
Building No 34	C	A	C	A	B	VG
Building No 35	C	A	D	G	C	A
Building No 36	D	G	D	G	C	A
Building No 37	D	G	D	G	C	A
Building No 38	E	F	E	F	C	A
Building No39	D	G	D	G	C	A
Building No40	D	G	D	G	C	A

Source: Own construction

It is chart result of buildings' rank by criteria 1,2 and 3 for 20 buildings. It shows all of these buildings have the architectural value and potential of tourism and preservation.

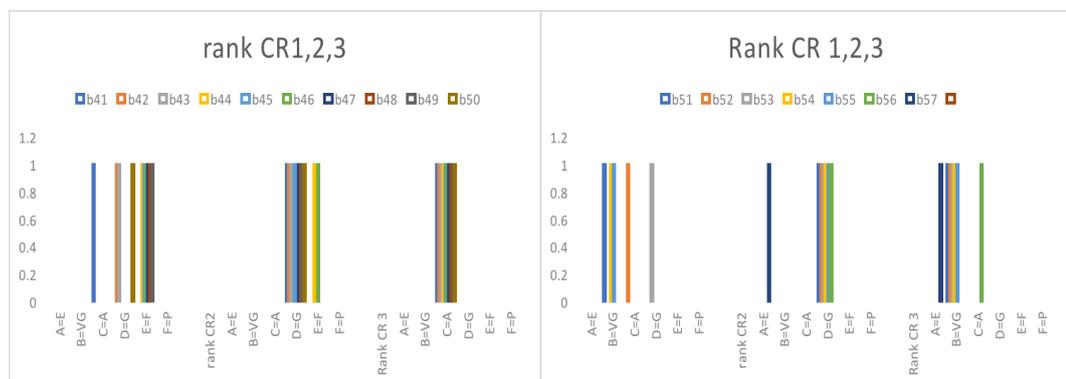


Figure 6.31: Rank of buildings from 41-57 by architectural value, tourism potential and preservation potential
Source: own construction

Table 6.23: The chart result of rank buildings from 41-57 by 3 criteria

Buildings	Rank of criteria 1	Measured rank	Rank of criteria 2	Measured rank	Rank of criteria 3	Measured rank
Building No 41	C	A	D	G	C	G
Building No 42	D	G	D	G	C	A
Building No 43	D	G	D	G	C	A
Building No 44	E	F	E	F	C	A
Building No 45	E	F	D	G	C	A
Building No 46	E	F	E	F	C	A
Building No 47	E	F	D	G	C	A
Building No 48	E	F	D	G	C	A
Building No 49	E	F	D	G	C	A
Building No 50	D	G	D	G	C	A
Building No 51	B	VG	D	G	B	VG
Building No 52	C	A	D	G	B	VG
Building No 53	D	G	D	G	B	VG
Building No 54	B	VG	D	G	B	VG
Building No 55	B	VG	D	G	B	VG
Building No 56	C	A	D	G	C	A
Building No 57	A	E	B	VG	A	E

Source: Own construction

It is the chart result of buildings' rank by criteria 1, 2 and 3 for 17 buildings. It shows all of these buildings have the architectural value and potential of tourism and preservation.

The result of the criteria no 1 has revealed that all samples are valuable and have architectural value with reaching approved rank, so the hypothesis 1 is supported. Also, the result of criteria 2 has shown that all these sample have potential of tourism value with the same rank of criteria no 1. And they need to be managed hence the hypothesis 2 is supported. It is revealed by criteria no 3 all these buildings are worthy of preserving with reaching approved rank. whilst the research has uncovered there is an obvious absence of preservation about some of these valuable buildings that may have a noteworthy part in tourism development and economic progress. Some of these buildings are left defenseless because inefficient structure of responsible for protection has ignored economic, social and cultural value of the historic buildings so when they

are useless, demolish would take place. Lack of the preservation was the high point obtained from observation. they are shown in buildings pictures above.

6.5 Limitation, Implication

This study is constrained by the fact that research on two cities are not enough to generalize the result. Future studies should be carried out to refine the definition of architectural heritage; to test it in different cities, countries and to investigate its connection with the other constructs. Likewise, to examine with the rest attributes of cultural heritage such as monuments, museum, festival and so on. It is advisable to find similarity and dissimilarity of cultural assets in tourist image, by compare destinations that are not geographically close to each other. It is high recommended to push regional value to the up front with a branding perspective and credibility of each architectural destination marketing. And to explore a potential regional branding in order to change a market place. It is suggested a cultural route arrangement by Art Noveaue or Molliceiros and event organised in Aveiro. Architectural arrangement should be done by establish facilities around architectural sites and Physical, social arrangement by interpretation in the destination. The secret behindCreating an image would be communicating between local and international market. Aveiro has a potential to be considered as a cultural city. It can be publicities as city of cultural tourism in an effort to maximise cultural visits domestically and internationally. Ultimately. It is prescribed to investigate which buildings should be reused by utilizing the fuzzy logic method. In this case, it may be found which buildings are to be assess what extent adaptive reuse might bring benefits to tourism scope.

During the study, the major limitation were tourists. Majority of them refused to be interviewed in the down town because on account of constrained time. The most hotel managers didn't get authorization their clients to be met. The other alternative was

interview in the museum that it was done in the wake of getting authorisation. Meanwhile another limitation was lack of access and presence of authorities seemed to have been interviewed. Authorities prefer to have questions by email in advance. And after sending email they were not interested to give an appointment to be interviewed face by face just three of them accepted. It took 2 months to arrange with them. To sum up the part of conclusion, several managerial and policymaking implications are presented. It can be deduced that the authorities who are in charge of preservation and tourism industry must have taken more consideration about heritage and historical site as a tourism destination. In the light of finding it is high recommended to imply preservation approaches for these buildings regarding to sustainability and tourism enhancement. By stablishing a link between architecture, and nature the result would respond to today's necessity. A strong connection between human and nature would result to the collaboration between destination potential and marketing in tourism.

It is suggested to design strong planning in order to improve efficiency and effectiveness of the legislative framework. Moreover, allocating fund to private sector, will afford effectual tools to enhance efficiency in preserving of buildings. Additionally, Local authorities would be recommended to execute conservation approaches and emulate the policies of other countries in dealing with the private sector. (e.g. England approaches in preserving of the buildings that owners are in charge of them). As well, review of cultural heritage law is required for development because the vacuum in present law opens the way for damage to heritage in future.

To tackle, legislation must carefully enforce development projects to include cultural and natural heritage in the planning phase in order to prevent and damage heritage buildings.

Conclusively, in due time, local authorities should be actively involved with tourism experts of the universities because the future of tourism depends on co-creative activities. Both the private sectors, local and university authorities should get together and start to create new product, new alliances for tourism development. In the light of analysis finding it is high recommended to imply preservation approaches for these buildings regarding to sustainability and tourism enhancement.

By establishing a link between architecture and environment and nature the result would be a respond to today's necessity. It is relation between human and nature. It should be cooperation between destination potential and marketing on tourism.

6.6 Conclusion

This study shed light on how and why various competing cultural heritage destinations being visited architecturally, regarding the plan and manage for preservation able to create effective economic outcomes whereas influencing tourist's image, experiences and behaviours. Accordingly, this study provides further evidence on management approaches which might aid preservation architectural value of destinations and at the same time use of strategies in tourism planning.

Empirical evidence of this study adds to the architecture of destination's literature and support the theory of Smith and Bugni's (2006) theory of symbolic interaction that supports the connection between architecture and thought of visitors and their emotion towards the building. The perceptions of visitors demonstrate the effect of architecture on emotion, thought and performance of visitors represents the sense of people (Hatch, 1997).

In the line of data analysis, the predominant factor for lack of preservation in some historical sites was lack of funding. Nowadays the local authorities have the role of

planners and private sector is responsible for implementing. Negligent of owners is due to legislative framework.

Despite the importance of conservation and respect for the position of buildings and architecture some planning have planned, but no effective action has been implemented for all buildings, and it has only been legislated in the framework of the laws. Although the law emphasizes the necessity of protection, it is not successful in providing a strategy for safeguarding. According to finding So far, there is no criterion to determine the extent of tourist potential of a building as well as the criterion the extent of the protection value of a building. It is worthwhile noting the interviewees mentioned that the identification plaques of buildings installed on the sidewalk have no role in protecting and they are installed by museum da Cidade. The analysis also revealed that in the context of balance between preserving of the historical fabric, urban development and developing tourism. For example, Municipality sells density a part of historical fabric to the applicant to construct new buildings and hotel in the heart of the historical fabric of Aveiro. This caused major new construction around the channel. Hence, it is deduced that there is an evident lack of management and planning particularly in making the balance between protection of historical fabric and necessity of urban development. An Urban development plan has not yet reached a balance between safeguarding historic value and responding to the new necessities of the citizens. Regarding disconnection between place management, and tourism planning, we conclude that serious measures have not been taken in this regard. It is found that tourism-oriented promotion initiative and investment-oriented campaign uniquely by visual elements and architecture and aesthetic value needs more attention in charges of spatial planning.

To sum up the part of the conclusion, several managerial and policymaking

implications are presented. It is suggested to make strong planning in order to improve efficiency and effectiveness of the legislative framework. From this perspective, local authorities and policymakers should collaborate in the interest of share a vision for developing a preservation approaches regarding tourism areas. Moreover, to allocate fund to the private sector, might be effectual tools to enhance efficiency in preserving of buildings. As preservation is crucial for cultural heritage area because they can create economic outcomes and shape tourism image and experience (Morgan, Elbe, & De Esteban Curiel, 2009), this assumes the local government might share a fund to the private sector in order to manage the preservation process of their buildings. Also, reduce taxation for the private sector to be stronger. Additionally, Local authorities is recommended to execute conservation approaches and emulate the policies of other countries in dealing with the private sector. (e.g. England approaches in preserving of the buildings that owners are in charge of them). As well, review of the law on cultural heritage is required in development because the vacuum in present law opens the way for future damage to heritage. In order to find way to tackle, legislation should carefully be obliged all development projects to include cultural and natural heritage in the planning phase beneficial to prevent any damage to heritage buildings. Conclusively, Government should permit all the organization, ministries and offices buy historic buildings with regard to save them, this solution can provide a strategy to reuse the valuable buildings. Reuse in compare with the cost of new construction is the economic benefit. A Social and cultural benefit can be achieved through preservation the historical buildings and connection with the common heritage and people. In due time, local authorities should involve more actively with tourism experts of universities because the future of tourism depends on co-creative activities. Both the private sectors, local authorities and university should get together and start

creating a new product, new alliances in order to develop tourism.

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APPENDICES

**Appendix A: Buildings Total Evaluation By Criteria Evaluation No
1,2,3**

Evaluation sheet no 1										
Building Evaluation Sheet 1										
Name		Museum Art Nouveau								
Location		Aveiro								
Reference Number										
A	Architecture			V.H	H	Avg	L	V.L	Abs	29
	1	Style		5	4	3	2	1	0	
	2	Construction		5	4	3	2	1	0	
	3	Age		5	4	3	2	1	0	
	4	Architect		5	4	3	2	1	0	
	5	Design		5	4	3	2	1	0	
	6	Interior		5	4	3	2	1	0	
B	History			V.H	H	Avg	L	V.L	Abs	13
	7	Person		5	4	3	2	1	0	
	8	Event		5	4	3	2	1	0	
	9	Context		5	4	3	2	1	0	
C	Environment			V.H	H	Avg	L	V.L	Abs	15
	10	Retain historical setting		5	4	3	2	1	0	
	11	Environmental performance		5	4	3	2	1	0	
	12	Landmark		5	4	3	2	1	0	
D	Functional			V.H	H	Avg	L	V.L	Abs	24
	13	Compatibility		5	4	3	2	1	0	
	14	Adaptability		5	4	3	2	1	0	
	15	Convertibility		5	4	3	2	1	0	
	16	Services		5	4	3	2	1	0	
	17	Site		5	4	3	2	1	0	
E	Economic viability			V.H	H	Avg	L	V.L	Abs	10
	18	Population density		5	4	3	2	1	0	
	19	Site access		5	4	3	2	1	0	
	20	Exposure		5	4	3	2	1	0	
Total Score									91	
				Group						
Evaluated by				Date						
Recommendation										
Reviewed by				Date						
Comments										
Approved by				Date						
Comments										

Evaluation sheet no 2								
Tourism potential of building Evaluation Sheet 2								
Name	Casa do Rosso							
Location	Aveiro							
Reference Number								
			V. H	H	Avg	L	V. L	Abs
1	Cultural and physical value		5	4	3	2	1	0
2	History		5	4	3	2	1	0
3	Environmental value		5	4	3	2	1	0
4	usability		5	4	3	2	1	0
5	Documentation value		5	4	3	2	1	0
6	Commercial value		5	4	3	2	1	0
7	Experiential value		5	4	3	2	1	0
8	Product value		5	4	3	2	1	0
9	Marketing & market appeal		5	4	3	2	1	0
10	leadership		5	4	3	2	1	0
11	Attractiveness		5	4	3	2	1	0
12	Action		5	4	3	2	1	0
13	Social value		5	4	3	2	1	0
14	Communal value		5	4	3	2	1	0
15	Urbanistic value		5	4	3	2	1	0
16	Antiquity value		5	4	3	2	1	0
17	Economic value		5	4	3	2	1	0
18	valuation		5	4	3	2	1	0
19	Political		5	4	3	2	1	0
20	Legal		5	4	3	2	1	0
			Total Score 85					
			Group					
Evaluated by			Date					
Recommendation								
Reviewed by			Date					
Comments								
Approved by			Date					
Comments								

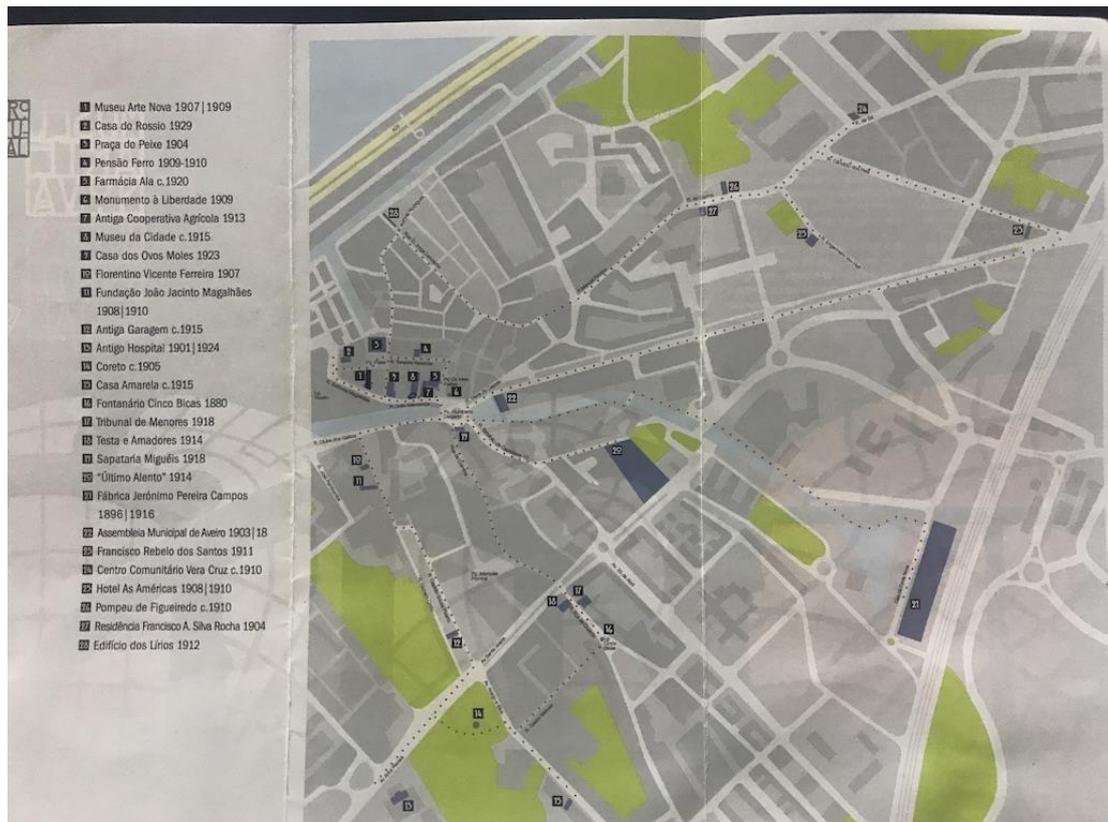
Evaluation sheet no 3									
		Evaluation Sheet of building preservation 36							
Name		Vivenda Paradela							
Location		Ilhavo							
Reference Number									
				V.H	H	Avg	L	V.L	Abs
1	Cultural identity			5	4	3	2	1	0
2	History			5	4	3	2	1	0
3	Aesthetic value			5	4	3	2	1	0
4	Physical & context			5	4	3	2	1	0
5	Heritage value			5	4	3	2	1	0
6	Functional			5	4	3	2	1	0
7	Spiritual			5	4	3	2	1	0
8	Community			5	4	3	2	1	0
9	Visual value			5	4	3	2	1	0
10	Technological			5	4	3	2	1	0
11	Compare the place			5	4	3	2	1	0
12	Who values the place			5	4	3	2	1	0
13	Social value			5	4	3	2	1	0
14	Code requirement			5	4	3	2	1	0
15	Political			5	4	3	2	1	0
16	Economic value			5	4	3	2	1	0
17	Authenticity and integrity			5	4	3	2	1	0
18	Rarity			5	4	3	2	1	0
19	Morphological value			5	4	3	2	1	0
20	Archival			5	4	3	2	1	0
				Total Score		88			
				Group					
Evaluated by						Date			
Recommendation									
Reviewed by						Date			
Comments									
Approved by						Date			
Comments									

The criteria are extracted from ‘criteria of environment Canada park service’,
 Extracted from Hsu, Y. H., & Juan, Y. K. (2016); Islami, et al., (2016); Yung, E. H., &
 Chan, E. H. (2012); Conejos et al., (2011).

Each criterion was measured by 5 to 0 (E=excellent (5), VG=very good (4), A=average (3), G=good (2), F=fair (1), P=poor (0)).

Ranking measure: A= E (95-100), B=VG (90-95), C=A (80-90) D=G (70-80), E=F (60-70), F=P (0-60).

Map of the sites which is observed in Aveiro City.



**Appendix B: Interview with Heritage Consultants, Government
Official, Stakeholders and Tourism Planners**

Interview with heritage consultants, government official, stakeholders and tourism planners (focus on economic, social and culture, environmental and physical and political issues).

1. Are the historical buildings designated under any Heritage Protection Act?
2. Are they local, regional, national or international historic site?
3. Has there been any form of evaluation? if yes, what are the criteria for evaluation?
4. Have they been screened and assessed for potential cultural heritage values?
5. Is the subject of a municipal, province or interpretive plaque? Whose responsibility is the task of screening? Is this what you are trying to say? Or 'is the municipality responsible for this task?
6. How can the authorities be able to create a balance between the preservation of historical fabric of the designated buildings/structures and the needs of citizens in the context of urban development?
7. how do you make sure that historical fabrics of the designated buildings are preserved and defended?
8. How do you balance and manage the heritage sites for tourism purposes?
9. what are the mechanisms to achieve that?
10. What is your personal view regarding transformation of heritage sites for the purpose of tourism attraction in Portugal?
11. what are the cultural, social and environmental concerns in reshaping the built environment?
12. would you please explain the challenges that you have encountered while trying to apply the sustainability principle to tourism development? Are the other sectors/institutions cooperating to achieve that?

13. What attempts have been done to integrate the tourism potentials of country or region in wider long-term strategies?

14. There is a disconnection between spatial planning, place management, and tourism planning. why and what can be done to solve this problem?

15. While developing tourism and safeguarding the historical fabrics; is there a special approach in the context of heritage tourism?

16. What are the importance and position of historical buildings in aveiro/ porto?

17. Is Porto/Aveiro a suitable venue to be designated as cultural heritage site?

18. what types of studies have been carried out by the Aveiro university or Porto university to determine the effect of these institutions on the appearance of these districts?

Source:

Some of the asked questions are own but some of them were taken from the researches by (Ataberk,2014; Embaby, 2014; Powter and Ross, 2005).

TOURIST INTERVIEW QUESTIONS

--Evaluating preference, awareness, experience, problems, motivation

- Gender? Male () Female ()
- Age? 25-35() 35-45() 45-55 () 55-70 ()
- City or country?
- Level of education?
- Occupation?

1. Are you aware of any historical place in this town? If yes, which one have you visited?
2. What was the purpose of visitation? Architecture, academic, or any other reason?
3. What are the problems faced by these sites? For example: not accessible-lack of social amenities- lack of government interest- lack of awareness.
4. Ate there any interesting attraction in Aveiro/ Porto that encourage you to revisit?
5. What is the most positive memory you will take away from your visit?
6. What is the most disappointing aspect of your experience?
7. Reflecting on your visit to historical sites, which of the following phrases best describe the experience that you received? Is that what you expected?
 - A. Enriched my knowledge about region's history and culture
 - B. It makes me feel a sense of identity with the past and authentic
 - C. It was a memorable experience
 - D. More aware of protecting and preserving heritage and historical site.
8. Have you benefited from coming here?

Source: Some of the asked questions are own but some of them were taken from the research by (Ataberk,2014; Embaby, 2014; Powter and Ross, 2005).

The interview of professor Carlos costa

1. How the authorities can create balance between the safe guarding of historical building and tourism development?
2. Have yet studies carried out in case of historical sites of Aveiro in research centre of university?
3. Has this research centre involved evaluating potential cultural value?
4. Has this department involve a special association with master plan?
5. Are there collaboration between tourism administration and university?
5. What's your vision?

Source: Own designed

Survey questionnaires

Dear participant,

I am PhD student from Eastern Mediterranean University of Cyprus. I'm doing thesis research based on your image and travel experience in Porto and Aveiro. Your participations are subject to privacy policies. The interview is absolutely anonymous and will be used only for this research.

Your participation is highly appreciated.

I sincerely thank you for your collaboration.

Shari

Part 1. Tourists' Demographic characteristics

1. What is your gender? Male Female
2. What is your age? 18-35 36-55 56-65 above65
3. What is your nationality?
4. Where do you reside?
5. What is the highest level of education you have completed? primary and under primary level secondary level junior high school level college level bachelor's degree master's degree doctoral degree or higher
6. What is your current employment status? Self-employed administrative institutional officials enterprise manager unemployment retiree civil servant educator private enterprises employee agricultural producer others

Part 2: Assessing Quality of physical environment including architecture attraction and physical infrastructure)

1.The heritage /historic sites in Porto/Aveiro had attractive interior design and décor.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2.The architecture of sites is unique.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3.The architecture of sites is highly valued

Strongly Disagree Disagree Neutral Agree Strongly Agree

4. The sites had attractive facade.

Strongly Disagree Disagree Neutral Agree Strongly Agree

5. The sites have a cheerful atmosphere.

Strongly Disagree Disagree Neutral Agree Strongly Agree

6. The transportation is convenient to the sites.

Strongly Disagree Disagree Neutral Agree Strongly Agree

7. The sites provide me great value.

Strongly Disagree Disagree Neutral Agree Strongly Agree

8.The sites are close to down town.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Part3: Survey evaluating questions in terms of tourist image, motivation, experience and conserving

1.The historical/ heritage sites in Porto/ Aveiro are highly valued.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2. The sites are well conserved.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3. The sites are interesting.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4. Portugal is one of the best destinations for cultural heritage tourism

Strongly Disagree Disagree Neutral Agree Strongly Agree

5. My choice to visit was wise (Porto/Aveiro).

Strongly Disagree Disagree Neutral Agree Strongly Agree

6. There are interesting and beautiful historical places in Aveiro/Porto.

Strongly Disagree Disagree Neutral Agree Strongly Agree

7. There are good public securities in Aveiro/Porto.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Cultural values

1. The historical/heritage assets withstand visitation without damaging its cultural values.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2. The assets reflect a unique cultural tradition.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3. The assets are local, regional or international cultural significance.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4. A visit creates an emotional connection with the individual.

Strongly Disagree Disagree Neutral Agree Strongly Agree

5. The assets worth conserving as a representative example of the community's

heritage.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Physical values

1.All areas are accessible.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2.The sites represent potential hazards for visitors.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3. The physical state of buildings and their authenticity is damaged after repairs are made.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4.It is modified for use.

Strongly Disagree Disagree Neutral Agree Strongly Agree

5. Both the site (inside its physical boundaries) and the setting (its surrounds) are appealing to tourists.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Product values

1.The historical/heritage sites are big enough to attract and retain tourists for a long time.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2. The effort required by tourists to get to it too difficult to make a visit worthwhile (time, cost, effort).

Strongly Disagree Disagree Neutral Agree Strongly Agree

3.There is sufficient information about the sites available (e.g. magazine, website, etc.).

Strongly Disagree Disagree Neutral Agree Strongly Agree

4.The sites have tourist market appeal.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Experiential values

1.The historical/heritage assets have the potential to offer interesting experiences to tourists.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2.In some ways the assets are capable of providing a participatory, engaging and/or entertaining experience.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3.The assets are capable of meeting different tourists' expectations.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4.Good quality interpretation currently available in the sites.

Strongly Disagree Disagree Neutral Agree Strongly Agree

THANK YOU

Source: Yuan(2013); Rue et al. (2011); Huh(2002); Akbaba (2006) and McKercher (2006). .