



HAL
open science

The construction of contemporary landscape by means of the touristic imagery. The landscape of UNESCO in Aude (France)

P. Ballester

► To cite this version:

P. Ballester. The construction of contemporary landscape by means of the touristic imagery. The landscape of UNESCO in Aude (France). Fava, Nadia; García Vergara, Marisa; Pizza, Antonio; Rovira, Josep Maria. Proceedings International Seminar. Touristic territories: touristic imagery and the construction of contemporary landscape (Actas del Seminario Internacional. Territorios del turismo: el imaginario turístico y la construcción del paisaje contemporáneo), , pp.657-668, 2014, 978-84-92931-37-8. hal-03833380

HAL Id: hal-03833380

<https://hal.science/hal-03833380>

Submitted on 28 Oct 2022

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Copyright

2

Preliminary Proceedings

TERRITORIS DEL TURISME

L'IMAGINARI TURÍSTIC I LA CONSTRUCCIÓ DEL PAISATGE CONTEMPORANI

Actes Preliminars

TOURISTIC TERRITORIES

TOURISTIC IMAGERY AND THE CONSTRUCTION OF CONTEMPORARY LANDSCAPE

Actas Preliminares

TERRITORIOS DEL TURISMO

EL IMAGINARIO TURÍSTICO Y LA CONSTRUCCIÓN DEL PAISAJE CONTEMPORÁNEO



ACTAS DEL CONGRESO INTERNACIONAL

TERRITORIOS DEL TURISMO:

EL IMAGINARIO TURÍSTICO Y LA CONSTRUCCIÓN DEL PAISAJE CONTEMPORÁNEO

Seminario celebrado en Girona los días 23, 24 y 25 de enero de 2014 en la Universidad de Girona

Dirección: Nadia Fava, Marisa García Vergara

Comité Científico

Denis Bocquet (LATTS, Francia)

José A. Donaire (UdG, España)

Roger Miralles (URV, España)

Antonio Pizza (UPC, España)

Heleni Porfyriou (CNR, Italia)

Secretaría: Carles Gómez López, Melanie Valencia Martínez

Diseño y maquetación: Meritxell Ministrat Rosa, Paula Lambán Berenguer

© de los textos: sus autores

© de las imágenes: sus autores

Edita: Viguera Editores, Barcelona

Girona, 2014

ISBN: 978-84-92931-37-8

Preliminary Proceedings

TERRITORIS DEL TURISME

L'IMAGINARI TURÍSTIC I LA CONSTRUCCIÓ DEL PAISATGE CONTEMPORANI

Actes Preliminars

TOURISTIC TERRITORIES

TOURISTIC IMAGERY AND THE CONSTRUCTION OF CONTEMPORARY LANDSCAPE

Actas Preliminares

TERRITORIOS DEL TURISMO

EL IMAGINARIO TURÍSTICO Y LA CONSTRUCCIÓN DEL PAISAJE CONTEMPORÁNEO

VOLUMEN 2

ÍNDICE

Presentación / Introduction	1
Nadia Fava; Marisa García Vergara	
Conferencias	
Encuentros internacionales en el Mediterráneo: Bernard Rudofsky y José Antonio Coderch	3
Pizza, Antonio	
Saegesser y Mestres, dos viviendas de Emilio Donato. Recuperar la vanguardia, no olvidar la resistencia	17
Rovira, Josep Maria	
Comunicaciones	
<i>A.1_Políticas urbanísticas referidas al turismo</i>	
Urbanità del turismo	33
Clemente, Antonio Alberto	
Cultural Heritage and Tourism as Experienced through Mantua's Cultural Districts	47
Fanzini, Daniele; Cassoni, Giorgio; Rotaru, Irina	
Touristizing the Italian "Eastern border". Are there some alternatives to the "celebration" of wars?	59
Marin, Alessandra	
Turismo e sostenibilità sociale: un nuovo percorso	71
Onni, Giuseppe	
La 'otra ciudad' funcionalista. El caso del Cabo de Las Huertas (1959-1979)	83
Palomares Figueres, Maite; Pastor Sogorb, Patricia; Martínez Medina, Andrés	
Destino Costa del Sol: La invención de un modelo turístico cuestionado.	93
Mito, historia y realidad de un proyecto para el S. XXI	
Rosa Jiménez, Carlos; Royo Naranjo, Lourdes	
<i>A.2_Políticas urbanísticas referidas al turismo: casos de estudios</i>	
Medellín Futura.	
La transformación de la ciudad colombiana hacia una inédita fusión turístico-social	107
Bullaro, Luca	
El Club Med i el Parc Natural del Cap de Creus: patrimoni i paisatge en conflicte	117
Domènech Casadevall, Gemma	
Emporion, 1907-1929.	127
O sobre la operatividad de la ruina en el proyecto noucentista	
García Estévez, Carolina Beatriz	
La "utopía" del fin de semana.	141
Dos iniciativas pioneras en el Madrid de los años 30	
Guerrero, Salvador; García González, M. Cristina	

Venice and the Touristic Imagery. On the utility not to part big and small ordinary events	155
Paone, Fabrizio	
Ostia Waterfront. Secondo Polo Turistico di Roma Capitale.	165
La recuperación de la arquitectura racionalista de Ostia Lido como seña de identidad patrimonial	
Royo Naranjo, Lourdes	
Salerno “città del turismo”. Ambizioni, progetti e realizzazioni per la città contemporanea.	175
Teodosio, Annarita	

B.1_Tipologías arquitectónicas, imagen y modelos de urbanización turística

The «Spanish influenza» epidemy	189
Casu, Alessandra	
Oasis de modernidad: los hoteles de Benidorm (1950-1975).	199
Nuevas tipologías turísticas basadas en directrices del movimiento moderno	
Coll Caballé, Xavier	
Proyectos en busca de ciudad. La llegada del turismo a la Costa del Sol	211
Gavilanes Vélaz de Medrano, Juan	
Designing the seaside: mass tourism in Portugal	223
Lobo, Susana; Tostões, Ana; Bandeirinha, José António	
Carreteras secundarias: fragmentos para la construcción de España.	237
Marin, Celia	
La construcción de la imagen de la Arquitectura del relax	251
Méndez Baiges, Maite; Hurtado Suárez, Inmaculada	
I modelli utopici e l’invenzione degli insediamenti turistici	263
Posocco, Pisana	
Ficciones urbanas vernáculas diseñadas “según principios artísticos”.	273
Permanencia y poder simbólico del ideal urbano tradicional	
García Hermida, Alejandro; Rivera Gámez, David	

B.2_Tipologías arquitectónicas, imagen y modelos de urbanización turística: casos de estudio

Luigi Piccinato e il turismo balneare	287
Belli, Gemma	
Torino e la Mole. Architettura, letteratura, cinema e società di un simbolo turistico	297
Fiore, Ilaria; Stella, Federica	
From rest as maintenance of workers to the conquest of free time.	311
Tourism in Russia from the Soviets to the free market.	
Lambertucci, Filippo	
Potenza del glamour e trasformazione del territorio.	323
Il boom turistico a Ischia negli anni Cinquanta e la figura di Angelo Rizzoli	
Maglio, Andrea	
Progetti e ricerche per la valorizzazione e qualificazione del paesaggio contemporaneo del Piemonte	335
Mellano, Paolo	
El turismo religioso y las transformaciones urbanas y tipológicas en el segundo santuario más importante de México. La ciudad de San Juan de los Lagos, Jalisco, México	347
Pineda Almanza, Alma	

Concurso Internacional Elviria	359
Idea inédita n. 74: el equipo de Verdugo y Caballero de Rabat	
Santana Guzmán, Antonio Jesús	
Modernidad y turismo: el lugar de los grandes hoteles en Barcelona	371
Valdivia Pardo, Pamela	
 <i>B.3_ Modelos de urbanización turística y su influencia en las políticas urbanas</i>	
Arquitecturas y territorios turísticos en el paisaje litoral. Revisión crítica	385
De Lacour, Rafael	
Benidorm y la “architecture d’auteur”:	399
Patrimonio de un Pasado reciente, Legado para un future próximo	
Gasco Alcoberro, Montserrat	
El turismo dentro del espacio agrícola en la Costa del sol Oriental.	411
Luque Guerrero, Manuel Eliberto	
Tipología e implantación hotelera en el proceso de transformación del litoral portugués en los años 50 y 60 del siglo XX	423
Cunha Matos, Madalena; Santos Pedrosa, Patricia; Sequeira, Marta	
Estrategias de revitalización para el modelo turístico de sol y playa.	435
La Manga del Mar Menor, Murcia.	
Mínguez Martínez, Enrique; Vera Moure, Maria; Meseguer Garcia, Diego	
Parcelario agrícola y ocupación turística del litoral mediterráneo:	449
la obra de Josep Ferrer Bosch en Tarragona	
Ródenas García, Juan Fernando; Ferrer, Manuel; Zuaznabar, Guillermo	
 <i>C.1_ Modelos urbanísticos de la modernidad y su impacto en el territorio</i>	
Turismo e urbanística corporativa: i piani italiani degli anni Trenta	461
Bonfante, Francesca; Pallini, Cristina	
Palm Springs, un oasis de hedonismo moderno	475
Díez Martínez, Daniel	
Ocupación, explotación y dilución de los territorios vivenciales.	487
Entornos urbanos tradicionales y “disneylandización” del mundo	
Esteves Jr., Milton; Rangel Nunes, Orlando Vinicius; de Melo Passos, Rafael	
Cadaqués, isla del Mediterráneo	499
Garnica, Julio	
Ciudad de Vacaciones 1933:	513
el concurso internacional para Playa de San Juan (Alicante)	
Martínez-Medina, Andrés; Oliver, Ramírez, José Luis	
Sabaudia. Le trasformazioni di un territorio	525
Mittner, Dunia	
El Plan Bonet, 1961-64. La condición del paisaje en la ordenación del desarrollo turístico de La Manga del Mar Menor	537
Parra Martínez, José; Moreno Ortolano, Juan; Martínez-Medina, Andrés	
Tourism and sense of place	549
Tripoldi, Leonarda	

D.1_ los modelos del turismo como reflejo de un proyecto de ciudad

The mutation of the Ofir's pinewood in seaside resort. The residential model variation between 1940-2010	559
Bragança Borges, Tiago	
Turistas y veraneantes ante el paisaje: la conquista del hábitat residencial turístico	569
Carbonell Segarra, Mercedes; Oliva Meyer, Justo; Martínez-Medina, Andrés	
Il territorio del tempo libero tra controllo sociale, <i>welfare</i> e utopia. Riflessioni sulla cultura del progetto italiana degli anni '50 e '60.	581
Deambrosis, Federico; De Magistris, Alessandro	
L'Hotel Anabel com a síntoma (l'evolució del turisme a Lloret de Mar, 1905-1975)	595
Faura, Ramon	
Capri e il mito dell'architettura tra Ottocento e Novecento	607
Mangone, Fabio	
La fotografia turística, les guies i la publicitat, testimonis arquitectònics de la transformació del paisatge de la Costa Brava entre els anys 20 i 60	619
Musquera Felip, Silvia	
Barcelona: instrucciones de uso (1839-1912). El imaginario de la ciudad moderna en las guías turísticas	631
Rodríguez, Carmen	
A true Catalan Flamenco night! Turismo globale, crisi d'identità locale e produzione di asset monumentali. Barcelona como caso-pilota del <i>branding</i> urbano.	645
Scarnato, Alessandro	

D.2_ Las imágenes y los modelos del turismo como reflejo de un proyecto de ciudad

The construction of contemporary landscape by means of the touristic imagery The landscape of UNESCO in Aude (France)	657
Ballester, Patrice	
Verso la costa. Il ruolo del turismo nella litoralizzazione della Sardegna.	669
Cannaos, Cristian	
Playas y paseos marítimos: el nuevo paisaje urbano de Benidorm (1956-1986)	681
López Fernández, Manuel; Martínez-Medina, A.	
Costa del Sol occidental: construcción física y social de la ciudad lineal turística	693
Palacios Ortiz, Antonio Jesús	
La creación arquitectónica y fotográfica de un espacio de ocio sobre el mar. El paseo Marítimo de Palma.	707
Sebastián Sebastián, María	
Città stagionali	719
Vespasiani, Silvia	

The construction of contemporary landscape by means of the touristic imagery The landscape of UNESCO in Aude (France)

Ballester Patrice, Toulouse Tourism School

Abstract

With rising environmental concerns and the creation of indicator such as carbon footprint, mass tourism practices must evolve in direction of more sustainable programs in order to keep a positive image. It should be less interested, of contemplation and slower. Think the local tourist landscape becomes a means of reinstating the environmental requirements in the territorial debates for an optimal economic growth. The landscape value as leverage public-private strategies enables the creation, justification, and self-maintenance of sustainable tourism. We take example of the Canal du Midi and the medieval city of Carcassonne, classified by UNESCO in 1996 and 1997 in Aude, a French departments (local government authority), we can highlight three factors which powered of landscape, taking in consideration the important role of landscape and the contemporary tourist imaginary : (1) sustainable tourism strategies are multiscalar, multilevel. (2) We see the birth, difficult, of an eco-tourist sensitive at the landscape and its development will promote environmental protection in urban and rural environment. (3) The making of identity protection of the landscape organizes the tourist landscape and the local benefits planning for all the citizens.

Keywords: resilience, urban and rural planning, tourism, imagery, landscape

"Le véritable voyage de découverte ne consiste pas à chercher de nouveaux paysages, mais à avoir de nouveaux yeux".

Marcel Proust. *A la recherche du temps perdu*.

How to think the sustainable tourism by the planning, management, conservation and communication of landscaped projects with the visitor's collaboration? And also, how to protect the environment in order to establish a sustainable development policy (Viceriat 2009) for a common within one of the poorest local authorities of France? This question is more and more in the speech of tourism professionals and the socio-economic actors (Bachoud Jacob Toulhier 2002) in the Aude. From the landscaping as a means of action (Choay 2009) on a fragile territory and in loss of speed to the plan of the competitiveness, in relation to a wine and industrial sector in decline, our comments focused on the tourist's imagery with the classification in the UNESCO world heritage. We analyze the communication to the national and international level on the values of a tourist space in mutation while recalling the strengths natural and historic heritage indisputable of this region. Our comments relate to the medieval city of Carcassonne and the Canal du Midi (UNESCO 1996, 1997). This new label of UNESCO provides precisely to the whole urban area, an opportunity to design otherwise the relationship between man and the environment through the tourist activities. The mass tourism is a reality, objectionable for some, developable and controllable for other (Cazes Lanquart 2000) while being a major issue of reflections of the actors in the Aude many years before the classification of UNESCO (Audrerie, Souchier, Vilar 1997). Sustainable landscapes for a sustainable tourism are they reconcilable, identifiable, acceptable and complementary between the public and private sectors? With the first survey unpublished conducted on the landscape perceptions by the tourists of Carcassonne; we foresee possible actions and new strategies of touristification after a consultations of inhabitants and foreigners. The landscape value and the process of patrimonialization in urban area are the consequences.

1 THE SUSTAINABLE TOURISM WITH A LANDSCAPING STRATEGIE

Mass tourism undeniably brings an increase of the frequentation in Carcassonne, the tourism is a means in the fight against mass unemployment, but with negative aspects in terms of landscape, public peace and environmental impacts.

1.1 The landscaping issue of the furrow in the Aude: the problematic of suburban sprawl

First, the landscape of this area is a concern because three scales are possible to understand the inherent risks of urban concentration and the uncontrolled urbanization around the medieval city of Carcassonne and the Canal du Midi: (a) Aude, (b) Carcassonne agglomeration and (c) the near suburban. The scale of the agglomeration is taken in its whole as a reference point in the Aude furrow (great talweg: Fig.1).

"Across the great landscape, it draws a majestic corridor, who's limits northern and southern remain legible [...] the Carcassès draws a particularly neat landscape where cultures overlap in a precious diversity."

It is imperative to limit sprawling development, because the first impression of the landscape is its representations, becoming an important role in the memories of landscapes (Marc 2001). It can be defined as a showcase of tourist territory in competition with private commercial interests "another showcase" of companies willing to bring to the forefront while hiding the perspective on the main site of the city by estate speculation. In fact, the case of the medieval city which is abundantly photographed reside in the set of tourist postcards, evolving construction of an official image of the city, and even the image of an entire department, suggesting a landscape with strong dissonance mechanisms recorded today on the Aude furrow (Amiel Piniès 2010). During the decades 1990/2000, the furrow has suffered a double pressure: first pressure, the foreign residents attracted by the landscapes and the social fraud, a movement identified by INSEE before the classification of UNESCO, in particular the English people, and secondly, the local property speculators. The planning local service tries to protect the Aude valley in some place (Patin 2005). Charles Trenet's song "*I'll meet you at the garage door*" in 1955, shows the narration perspective from the imaginary and the social impact of imposing the medieval city, dominant landmark and less visible from entries city: "*I'll meet you at the door of the garage, you would be in your beautiful car, it will be night, but with the lighting, we will be able to see up the flank of the hill, we'll go on the road to Narbonne, throughout the night the engine roar, and we will see the towers of Carcassonne, looming on the horizon of Barbeira*".

In addition, for ten years, a homogenization of landscapes in the city center and around the historic district of the city is observed with guest houses surrounding the citadel or very near of the Canal du Midi. The result is a depersonalization by the pastiche of languedocian architecture, especially on the houses facades (Selwin 1996): "*The Black Prince, guest house, the old house at the foot of the medieval city - or - the balconies of the city: your holiday on the top with a roof terrace on the city*".

This is most often a politic of local people, of newcomers and professionals of tourism and also real estate restructuring. The objective is to raise quickly their investments thanks to the proximity of the two sites classified (Fig.2). The UNESCO label accelerates advertising inflation and the semantic and semiotic shortcuts with regional tourism operators as in the advertisement "*South of France*" of 2011 summarizing the Carcassonne destination. It strengthens the reflexes of location and landscape identity perceptions through a composite image and reworked by a collage of spectacular scenery combining nature and heritage. Last point, the presence of panoramic postcards, shows a medieval city isolated from the rest of the urbanization of the city. However, this was never the case in its history. It is a belief of landscape that has tough life. This situation proposes, by the imaginary and reflexes of tourists without local culture, involving a landscape without intrinsic evolution on a long time and no consideration of urban evolution. This issue is a constant in the UNESCO cities.

1.2 The Canal du Midi facing a landscape major crisis

Mass tourism has another unsuspected effect in terms of its landscaping and its appearance. Vector of a strong landscape sought by tourists (Hugon de Sceaux 1999),

we need to keep a typical character and an territorial identity, at the global and local level, a marker of Aude landscape, once more singer Charles Trenet sings in 1976 a natural assimilation, decor, general atmosphere in the song "Song release": "*A piece of land, a corner of the sky, the Thau lagoon, the pond of Bages, turn the page, the Canal du Midi, and the county who sleeps at night, and often, I take these pictures in my baggage in Paris.*"

It shows that the curves of the Canal du Midi, a human work, are an integral part of the Aude "nature" (Bergasse 1992). But the canal knows for more than 10 years the spread of canker colourful, the fungus infecting and destroying plantations on the whole trip (Fig. 3). The uprooting of all trees is required horizon 2020. The challenge is to size, 42,000 trees are visible along the Canal between Sète and Toulouse. However, for ten years, the rate of spread of canker involves to respond in an emergency to address and contain the epidemic in the first time and for less than a year thinking a new global landscape transition by the Waterways of France (VNF). The fungus is so virulent that the disappearance of old trees is inevitable. In 2009, 30 new infections were detected in the Aude and Hérault making clear that we are in the presence of a phenomenon well-know by VNF, spreading across continents for centuries and provided by boxes of GI's during the Second World War in France. There are currently 4100 diseased trees in Aude in 2013.

VNF uses two firms, one of landscape architects - landscape Agency - other consulting arborists - Citare - to address the problem. Instruction for contractors is to respect the recommendations of the steering committee. This implies the preservation of landscape resource without equal for the current territory, namely preserving the typical landscape principle of shaft alignment, define sites remarkable and replant the *vallis clausa* (Platanor resistant to canker - hybrid species) and diversify species from America. In the Aude valley, where the Canal meanders from Carcassonne to Homps, canker was declared in fifteen places. Carcassonne is spared, but the parasite is near, just after the the Fresquel and Trèbes, that is to say, a popular stop just before Carcassonne (VNF 2009). A need is to cut down the trees producing then a new landscape lacking attraction and beauty since it will take 20 years for the shadow covers part of the banks and also for hikers in summer. The result is the loss of perspective of trees aligned for a time and the lack of attendance of the former public space for the entire village of Trèbes and the tourism. The landscape crisis is deep, but it is a chance for the education of tourists to their environment. The prospectus relating to its new riverfront development is in high demand and in out of stock due to low means of reprography the tourism office of Trèbes (Deprest, 1997).

They are a source of intelligence and to development of ecological gesture, knowing the consequences of landscape evolution to better appreciate the creation of a new landscape (Matos-Wassen 2004). These trees were planted in the eighteenth century for two reasons: stabilize the canal banks and generate income through the woods. Today, the income from the wood has disappeared, but the income from the impact of tourism is important for the local economy. This example shows that, in term of landscape and of UNESCO site, we need of thinking renewal of heritage and do not think that the heritage

is eternal, especially that of nature and its developments, including the fauna and flora by design long cycles. The event has repercussions on short economic cycles and tourism. In addition, the plane trees and other trees populating the strip of the Canal du Midi should soon disappear naturally; a landscape can be both scalable and sustainable over the time long.

2 THE LANDSCAPE VALUE AS A PUBLIC-PRIVATE STRATEGIC LEVER

She can only be understood that through a multilevel cooperation with the leading role of public action, however the tourists are more and more associated.

2.1 The search for territorial equity by the landscape.

The proclamation of the classification of UNESCO can be likened to a new modern symbol of the power of landscape with cultural tourism (Grefte 2000). He is evocative the belief in a better territorial and economic future for local elites. Concretely, the creation of seven new touristic roads in 2011, eight in 2013, allows tourists to discover otherwise the territory of Carcassonne preserving territorial equity by many activities for all the municipalities. With the medieval city of Carcassonne and the Canal du Midi, tourist trips are diversifying inward of lands, including the prehistoric caves, very popular, the winery/oenotourism with a sudden increase since two years on the country Carcassonne, and not less than ten companies. For example, whole the family play with the course and road "*patapapier*" in an old manufacture, a real success. In addition, the tourism professionals want to link the two sites by original offers on the Canal du Midi touting the landscape of a cruise through the "*past*" falsely reconstructed (Dubois, 2001). The system of eight paths is a way of participation among private, public and associations.

This strategy responds to the request to have multiple and complementary services for the tourists wanting more quality and contacts with natural and heritage interfaces. There is a UNESCO effect in term of attendance as well as the use of ecological locomotion and rambler in natural area (UNESCO 2010). The reactivity of tourism professionals and other organizations such as Highway South of France (ASF) is exemplary. Since two years ago, the day of the national festive, near to the city, a series of activities "Highway in feast" is proposed throughout the day for the whole family through activities (Carcassonne East - highway), allowing for to have the most beautiful view of the city (Mairie de Carcassonne 2010), which is no less a paradox more in the management of sustainable tourism and mass tourism through the sacrosanct automobile. The paradox in this application of a sustainable tourism and equitable for all the stakeholders in the Aude is to find that what has done a time the wealth of the country and its landscape post World War II, the wine industry, is currently in the process of integration into a policy of sustainable development to tourism. The subject is precisely support their industry in loss of speed, through the notion of landscape and of heritage cohabiting with the oenological circuit.

Incorporate the vineyard owners in touristic routes departing from Carcassonne allows the overlay of the two sectors. Here, wine cooperative-agricultural and Chamber of

Commerce and Industry are linked to the mark Aude Cathar Country allowing to give a new impetus to the wine industry in the region as well as to rebalance the flow of tourists. For the moment, since 2008, the first impressions are positive. To do this, the landscape dimension made a return in force with the experiences of tourists as an artist and discoverer of the space, both consumer and explorer, descrambler of a new landscape changes (Dubois 2002:11-24). They are invited to pass through the vineyards and the region in order to relate photographs on a specific theme for to win prizes: the tourist is descriptor of landscape sometimes up to the medieval city or along the Canal du Midi. This sometimes involves a few summaries easy as the fact to brag about the landscapes that have not changed since the seventeenth century by companies' boat rental for example. They propose ecological pathways which are in no way sustainable practices both in the use of pesticides, processing of products as visits to the vineyards with children after treatment. Record of number of entries, economic impact, research of territorial equity and of tourism strategies integrated gradually in a project of territorial landscape, became a sustainable objective (Colardelle Monferrand 1994).

2.2 Tourist city, sustainable city: a landscape of territories

It should not be expected to convene a single interlocutor to manage the landscape in the Aude having for purpose of thinking the growth of a sustainable tourism. The actors are multiple, but a necessity to put in scene the heritage of Carcassonne by municipal and pedagogical advertising faces at the budgetary weakness of a small town facing.

Other French cities are experiencing this impression to be "clobbered" on the ground and also the attitudes of local political actors in relation to the heritage identity and sometimes the political stakes unsuspected (Mons 1992), whatsoever with the medieval city or the negotiation with the owner of the Canal du Midi: the VNF. The switchgears complex and expensive are at the order of the day, but generally rejected or winded like the large project for the renovation of the "*plan of consistency landscape large site*" (Mairie de Carcassonne 2011) to reconfigure a pedestrian route in the city center linking the two sites (Canal and medieval city). The strategy is valid in the abandon of the car, to discover by walking and the games this new way into the old city with cycling mountain biking, hybrid vehicle because of a growing demand (Tomas 1998). Nevertheless, the current European economic crisis is deep which adds excessive indebtedness of French public finances and for the city of Carcassonne, a territorial irrational recruitment and shy patronage, idem for VNF proposing the sponsorship like a solution to raise national and international awareness of the crisis or the landscape evolution of the Canal du Midi. To the city center of Carcassonne, the idea of an "*extraordinary garden*" between the walled city and the new city sprouted among politicians, another reference to a song by Charles Trenet and a shortcut semantic and poetic like an esthetic scheme (Chesnel 2001).

The student initiative in architecture invited by the mayor and the city planning department to propose solutions to urban planning is to be amplified. They exhibit their projects on the future connection between city center (the Bastide) and medieval city in 2012. However, the city is always dependent of a low financial means with a political

class plagued by incessant quarrels as to the construction of a new convention center for business tourism, yet available in a former cinema and waiting of implementation and also the asbestos removal, not insurmountable.

Charles Trenet gives a track by these introductory remarks during his concert at the Olympia in 1975 about his song entitled "Carcassonne" (1951). He portrayed in the early days of his singing a backward-looking vision for tourism. The authorities want to do exactly the contrary with a modern policy and multiplication of exchanges and encounters with natural interfaces: "*City sad because it is a city of old monument where the tourist is contemplating a stuffy air behind their camera and the old stones.*" We recall the end of the song that echoes the nightlife and dancing of the city in contrast with the tourist buses and their occupants without any real added value for the territory: the chorus "*Happy city. That of Carcassonne, winter and summer, children and the crows, they will dance the bebop*" Olympia 1975. A truly remarkable public space since the early twentieth century by a famous music festivals and summer festival grows and recently in direction to the lower town order to compensate for the lack of entertainment. Certainly, major festive and public space, but nevertheless there is a risk with the influx of tourists and locals throughout the region and Europe in the city - a giant fireworks over the city - after investigation, the control and managing of the movement represent at least 500 000 to 800 000 people, each 14 July, for a town of 50,000 inhabitants. Henceforth, the urban collapse is avoided by managing the arrival of cars outside the city, but there are two critical points with the Old and New Bridges. A large tourist population and the instructions by the police - not comply - isn't observed for the tracks of clearance / security. In case of movement of crowds, of urban riots like the fights in Lloret del Mar (Spain) or other events, the consequences could be disastrous.

We can offer the results of an unprecedented investigation following a series of international study with a two-page questionnaire and using digital devices such as touch pad. We communicate with tourists, we download a part of their iconography production of the city of Carcassonne and the Canal du Midi in particular with American tourists, Canadian, English, Spanish, Asiatic and French (Schackley 1998). The field survey is on a panel of 54 adults over 35 years with a high purchasing power during the summer of 2010 on the Old Bridge (Fig.4). They are interviewed from postcard of the city, the Canal du Midi and their reflex during a stay of one day and a half through tour operators. They specifically require more contact with nature, they observe from the deck, namely the banks of the Aude and the "*small grove/wood*" between the river and the city, further explanation of the history of the city or e-routes showing the successive changes in the urban landscape. They underscore a better quality of prospectus and especially a willingness to sublimate the heritage by lighting operations, highlighting the heritage, and misunderstanding of not seeing a pedestrian street between the medieval city, the downtown shopping's, and the Canal du Midi. The same questions reveals for a virtual tour on the Internet or to walk with powerful audio guides in the streets of the city as for the new museum scenography Count's Castle. The journey City of Carcassonne to Canal du Midi is considered too long or lacking charm. Finally, the modern public spaces are required to face the incomprehension of green space without quality, with significant

erosion, concrete blocks on the Old Bridge (for safety during two years) and unsanitary buildings at the edge of the banks of the Aude. Examples of ambitious developments are reported in comparison with North American cities: Montreal, Vancouver and Boston.

By contrast, the form of the city is very difficult to conceptualize for day tourists. In the management of UNESCO towns, the case-by-case basis is often of rigor with heavy trends is summarizing to mobility, accessibility, duration, expenditure as well as to the identification of a certain urban identity through the city center ; however this identity is shared for the benefit of the vision of medieval city (Gracq 1985). The implementation strategies sometimes seem limited by the presence of a fragile environment conferring to future facilities projected on the banks of the river Aude a doubt on their compatibilities or not with the regime of a Mediterranean river and its flood of sometimes large magnitude. A network of cities world tourist will materialize through the tour operators; they distort the vision of heritage sites especially for the municipality with low budgetary possibilities (Tomas 2004).

New representations are works which often results in the creation of networks (Leask 2006) and comparison of imaginary heritage forts difficult to parallel, yet made by the American or Asian World tourist comparing the incomparable. Take into accounts that intercontinental vision transposed is essential (Amirou 2000). Some questions remain unanswered as the search of "*urban nature*" on the site of the city of Carcassonne, despite of the fact that the Aude banks and the Canal du Midi is nearby (Ferras 1990). Other developments can support themselves as a result of the exhibition "*Prospects. The built heritage of the Bastide Saint-Louis 2010*", square of city to the checkerboard recognizable by the perpendicular streets (silhouette), rediscovered this last century and greater Bastide of France. The success of this exhibition imposes new thoughts on the heritage inflation of small towns seeking at all costs a further accreditation as a new recognition to the World Heritage for its center, maybe with the ways of Santiago of Compostela, before having ruled the existing problems.

3 CONCLUSION

The actors are aware of the landscape issues by offering its heritage as a new resource for the city but also like new imaginaries in actions (Smith Robinson 2006). It must be reconciled an aesthetic and economic framework (Bertrand, 2002), thinking the city landscape and sustainable development like an alliance between operational planning and landscape urbanism and a better knowledge of the cityscape. The example of the new panorama from the top of the St. Vincent Church is encouraging; it overlooks the city and the two classified sites. Currently, we are witnessing a draft sustainable tourism territory including the search for a symbolic landscape for economic purposes. Two ambitions are in process: newfound identity by the pedagogy of the new landscape and also this economic impact. We need to reconcile at the both a staging by the story and the conduct of tourist representations. The requirement understands the collaboration between public and private sector and also the modernity by architectural and landscaping sign. To this end, we must give the value and knowledge of the landscape;

necessarily scalable, decrypt the development of the Canal du Midi and link ecological areas offering large panoramas present for a recovered power of landscape.

References

- Amiel C. Piniès J.-P. (2010). *Entre mémoires et usages, La Cité de Carcassonne ou les temps d'un monument*. Paris: LC-Lahic.
- Amirou R. (2000). *Imaginaire du tourisme culturel*. Paris: PUF.
- Audrerie D., Souchier R., Vilar L. (1997). *Le patrimoine mondial*. Paris: PUF,
- Bachoud B. Jacob N. Toulhier F. (2002). *Patrimoine culturel bâti et paysager*. Paris: Delmas.
- Bergasse, J-D (1992). *Pierre-Paul Riquet et le Canal du Midi*. Toulouse: Éditions du Tricentenaire.
- Bertrand, G. (2002). *Une géographie traversière, l'environnement à travers les territoires et temporalités*. Toulouse: PUM.
- Cazes, G. Lanquart, R. (2000). *L'aménagement touristique et le développement durable*. Paris, PUF.
- Chesnel M. (2001). *Le tourisme culturel de type urbain : aménagement et stratégies de mise en valeur*. Paris: L'Harmattan.
- Choay F. (2009). *Patrimoine en questions : Anthologie pour un combat*. Paris: Seuil.
- Colardelle M., Monferrand A. (1994). *Économie touristique et patrimoine culturel*. Paris: Conseil national du tourisme.
- Deprest, F., (1997). *Enquête sur le tourisme de masse, l'écologie face au territoire*. Paris: Belin.
- Dubois, G. (2001). Les impacts sociaux et environnementaux du développement du tourisme urbain. *Reru*, 2001, p1-30.
- Dubois, G. (2002). Les enjeux oubliés du tourisme durable. *Espaces*, avril 2002, p.11-24
- Ferras R. (1990). *Ville. Paraître, être à part*. Montpellier: Géographiques Reclus.

- Gracq J. (1985). *La forme d'une ville*. Paris: éd. J. Corti.
- Greffe, X. (2000), Le patrimoine comme ressource pour la ville. *Les Annales de la recherche urbaine*, n° 86, p.29-38.
- Hugon de Sceaux, J. (1999). *Le Chemin qui marche*. Portet Garonne: Éditions Loubatières.
- Leask A. (2006), *Managing World Heritage Sites*. Oxford: Éditions Butterworth-Heinemann Ltd.
- Mairie de Carcassonne. (2010). *Explication sur l'embrasement de la Cité médiévale*. Carcassonne, municipalité, [en línea]. Disponible en: <http://www.carcassonne.org/carcassonne2.nsf/vueTitre/docVisiterEmbrasementCite1>[Consulta: 2011, 11 de enero].
- Mairie de Carcassonne. (2011). *Opération grand site de Carcassonne*. Carcassonne, municipalité, [en línea]. Disponible en: <http://www.grandsitedefrance.com/document.php?pagendx=58> [Consulta: 2011, 11 de enero].
- Marc C., (2001). *Le tourisme culture de type urbain : aménagement et stratégies de mise en valeur*. Paris: L'Harmattan.
- Matos-Wassen R. (2004). Le tourisme lent contre le bruit et la fureur des vacances. *La Revue Durable*, n°11, p.48-51
- Mons A. (1992). *La métaphore sociale. Image, territoire, communication*. Paris: PUF.
- Patin V. (2005). *Tourisme et patrimoine*. Paris: Documentation française.
- Selwin T. (1996). *The Tourist Image. Myths and Myth Making in Tourism*. Chicester: John Wiley & Sons Ltd.
- Schackley M. (1998). *Visitor Management: Case studies from World Heritage Sites*. Oxford: Butterworth-Heinemann Ltd.
- Smith, M., Robinson M. (2006) *Cultural Tourism in a Changing World. Politics, Participation and (Re)presentation*. Buffalo: CVP.
- Tomas, F. (2004). Les temporalités du patrimoine et de l'aménagement urbain. *Géocarrefour*, vol. 79/3, p.197-212.
- Tomas, F. (1998). Vers une nouvelle culture de l'aménagement des villes. En J-Y.

Toussaint, M. Zimmermann (dir.), *Projet urbain : ménager les gens, aménager la ville* (pp.4-11).Paris. Mardaga.

UNESCO (1996). Classement n° 770 pour le Canal du Midi. Paris, UNESCO.

UNESCO (1997). Classement n° 345 pour la Cité médiévale de Carcassonne. Paris, UNESCO.

UNESCO (2010).Villes du Patrimoine mondial. *Patrimoine mondial*, Paris, UNESCO, n° 55, p14-78.

Viceriat P. (2009). Réagir à la crise! Premières réflexions sur l'action à mener dans le tourisme. *Espaces*, n° 268, p.11-24.

VNF (2009). *Plan de lutte contre le chancre - Canal du Midi*. Paris: VNF édition.

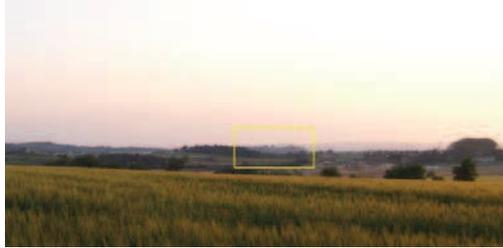


Fig. 1: The medieval city of Carcassonne and the suburb city in the Aude furrow. (Yellow frame = medieval city, photograph from the North, direction Pyrenees) 2011 PB



Fig. 2: Advertising B & B in Carcassonne, "The old house" and "balconies of the city". "Guest at the foot of the medieval town house - the Black Prince" and "balacons the City: holiday ringside". 2011, advertisement



Fig. 3: Life, dead and renaissance of touristic landscape. The Canal du Midi 2008-2013



Fig. 3: The medieval city of Carcassonne, Aude river, the Old Bridge and an operation of Land Art by Marc Walter. 2013, PB. Between 3 and 5 millions of vistsors each year for the medieval city



GRUP DE RECERCA
ARQUITECTURA I TERRITORI
DEPARTAMENT ARQUITECTURA I
ENGINYERIA DE LA CONSTRUCCIÓ

