



URBAN COMPETITIVENESS, CULTURE AND TOURISM. CRITICAL ASPECTS IN ROME PLANNING EXPERIENCE

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ABSTRACT

In the era of globalization, the competition between cities increasingly results in projects and plans aimed at enhancing tourism and culture through tangible and intangible measures. This is a new relationship between the city/tourism/culture, which is partly explained by the big transformations that occurred in these areas. Tourism is important in the economy of this millennium, especially in the cultural segment, which is now highly fragmented and finds in the city the most appropriate context for its development.

Culture is one of the most important economic sector representing, at the same time, all the amenities that make a city attractive. Despite its widespread practice, the use of cultural tourism projects for the enhancement of urban competitiveness has many controversial aspects.

The paper presents the experience of Rome, which in the last twenty years has chosen a development model based on tourism and culture. One of the most relevant impacts of this planning approach is that of the spatial selectivity of measures that, aiming at the valorization of tourism resources only, may bring about new imbalances in the current level and potential of development of the urban/metropolitan territory of Rome.

Keywords: tourism; culture; competitive cities; Rome

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