

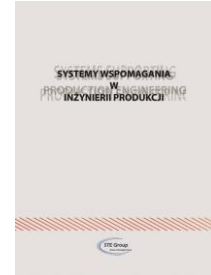
Analysis of the Effect and Relationship of Expo Organizations on the City: Expo 1998 Lisbon Case

Data wpłyńięcia do Redakcji: 07/2022

Data akceptacji przez Redakcję do publikacji: 09/2022

2022, volume 11, issue 2, pp. 85-95

Ayşe Merve Rızaođlu
Özlem Şenyiđit
Çukurova Üniversitesi, Turkey



Abstract: Expo organizations are global events dedicated to finding solutions to the fundamental challenges faced by humanity through engaging and immersive events organized within the framework of a determined theme. It plays an important role in raising awareness of the host city and international participants, as well as helping to shape a nation's image and reputation. The idea of introducing the changes and developments taking place around the world to the whole world and bringing people with different cultures and views together on a common platform is an important factor in the formation of Expo organizations. Hosting Expo events is an opportunity that every city can get perhaps once in its history. For this reason, it is very important that the time frame, which starts with the candidacy application and covers the organization process and beyond, is carried out successfully. In this direction, the effect and relationship of Expo organizations on the city were analyzed in this study. The impact of Expo 1998 Lisbon, chosen as the sample, on the city and the relationship established with the city were analyzed, and the importance of Expo organizations in branding and promotion of cities was tried to be determined. The example of Expo 1998 Lisbon was analyzed by examining the studies in the literature, and it was aimed to determine the evaluation criteria for the relationship of the Expo organizations planned to be organized in the future with the city.

Keywords: Expo, Expo 1998 Lisbon, City, Urban Rehabilitation

INTRODUCTION

Expo Concept

Expo organizations are events that contribute universally to socio-cultural development by displaying ideas and projects about the future, sharing cultural and academic knowledge with participants and visitors [1]. Expo organizations, which offer the opportunity for countries to exhibit their products with the technological developments brought about by the Industrial Revolution, are still very important events that attract the attention of the whole world to the host city [2]. Considered among the oldest and largest international organizations in the world, Expo is a forum that concerns all humanity and has universal themes, is held every five years, and does not exceed at least three to six months [3, 4].

The Opportunity to Host the Expo

Hosting an Expo is also a harbinger of the urban transformation that will take place in and around the fairground. Expo projects act as a catalyst that accelerates the transformation of cities. It is an important part of urban development projects, as well as having a long-term impact on society with both tangible tools such as architecture, urban planning, landscape design, and cultural, educational and social intangibles [5].

Expo organizations offer the host city some opportunities such as international recognition, image development, and the development of existing infrastructure and superstructure projects [2]. In the process that starts with the candidacy application and includes the post-organization process, the city and the built environment enter into a renewal and transformation process. This proves that Expo organizations are an important tool for the development of the city.

The Impact of Expo Organizations on the City

When a city chooses to host the Expo fair after providing the necessary qualifications, the door to many opportunities is opened. Starting with the process of determining the area where the organization will be held by the authorities and providing its connections with the city; Expo organizations, which bring many developments such as being equipped with sufficient equipment in terms of transportation, communication, infrastructure and accommodation, are organizations that provide urban renewal.

When the studies in the literature on the opportunities offered by the Expo organizations to the cities are examined; Absalyamov [6] is of the opinion that although Expo organizations are very costly activities, they play a very active role in the economic growth, improvement of infrastructure systems and the branding process of countries, as well as the effect of revitalizing social life among the opportunities of these events.

When the relationship between the "Infrastructure Works" and Expo within the city is examined, the organization of the Expos has brought along the need for transportation systems at a scale that will meet the easy access of the visitors to the area. Making studies and arrangements to eliminate existing and potential urban problems before the organization starts also requires a comprehensive infrastructure work process [7]. It will be possible to state that an important investment and project process door has been opened to the city thanks to the Expo organizations, and the necessity of completing large-scale infrastructure activities in a short time has emerged [8].

On the formation and development of the "City Identity" of Expo organizations, Jackson [9] stated that in the pavilions established by the participating countries, exhibitions suitable for the theme, events reflecting the cultures of the countries and innovative projects are presented, thus supporting the formation of urban identity. Güzel and Güzel [10] states that the cities where the organization takes place gain prestige, an environment of cultural diversity is created thanks to the

coming together of people from all over the world, and this situation makes the development of cities sustainable.

The Impact and Relationship of Expo Organizations on the City Evaluation Criteria

Expo organizations become a tool in the process of developing public services needed by the city, improving urban spaces and realizing new infrastructure and superstructure investments. It contributes to the global image of the city in which it is organized with the new economic opportunities created by the vision and mission that come with the advertisement and promotion of the city [11]. Within the scope of the study which is a part the MSc thesis of Rızaoğlu [12], the effects of Expo on the host city were analyzed under three main and five sub-titles (Table 1).

Table 1 Evaluation Analysis Criteria in the Context of Expo's Impact and Relationship to the City

IMPACT ON THE CITY AND RELATIONSHIP	Urban Identity Formation	Its Positive Contribution to the Image of the City
		Its Impact on City Branding and Promotion
		Monumental Space Heritage
	Urban Rehabilitation	The Impact of the City and the Built Environment on the Transformation and Renewal Process
		Infrastructure and Superstructure Works for the City
Green Space and Recreation Opportunities Provided to the City		

Urban Identity Formation: Every city has its own physical, cultural, economic and social characteristics. Urban identity is formed by the updating of these features, which have changed and shaped in the historical process, according to the changing urban conditions [13]. Expo organizations can be a usable organization in terms of enriching the identity of the city in the process.

- **Its Positive Contribution to the Image of the City:** It is the whole of interventions aimed at changing the image of the city in a positive way.
- **Its Effect on City Branding and Promotion:** These are the steps taken to become a world city with cities having certain qualities and values.
- **Monumental Space Heritage:** These are the structures that integrate with the city and remain as symbols from the Expo.
- **Urban Rehabilitation:** It is the whole of the methods and interventions to revitalize and make valuable the areas that have been designed in a planned way, but have been worn out and damaged in the process and cannot fully fulfill their functions due to these reasons.
- **The Impact of the City and the Built Environment on the Transformation and Renovation Process:** It is the impact of the planning process on the city,

taking into account the situation of the region during and after the activity process.

- **Infrastructure and Superstructure Works for the City:** It is the production of infrastructure and superstructure during the production of new areas that will be needed within the organization.
- **Green Space and Recreation Opportunities Provided to the City:** It refers to the green space brought to the city thanks to the Expo activities gathered under the main heading of sustainability.

The example of Expo 1998 Lisbon has been analyzed over the determined criteria and a study has been put forward about the effect and relationship of Expo organizations to the city.

METHODOLOGY OF RESEARCH


In the study in which the effect and relationship of the Expo 1998 Lisbon organization to the city were examined and analyzed according to the determined evaluation criteria; First of all, the concept of Expo, which is described as the most advanced type of world fairs, and its contributions to the city have been researched by literature review method. Studies on the urban, social and cultural effects of Expo organizations were examined, adhering to the conceptual infrastructure created as a result of the literature review; An evaluation model consisting of three main criteria and five sub-criteria was created by examining the studies in which the evaluations were made by considering the Expo organizations in different contexts. Studies on the urban, social and cultural effects of Expo organizations were examined, adhering to the conceptual infrastructure created as a result of the literature review; An evaluation model consisting of three main criteria and five sub-criteria was created by examining the studies in which the evaluations were made by considering the Expo organizations in different contexts. The "Expo 1998 Lisbon" example, which was realized in the historical process and shown as the most successful example, was analyzed according to the criteria of the "Evaluation Model in the Context of the Impact and Relation of Expo Organizations to the City".

Evaluation Analysis in the Context of Expo 1998 Lisbon's Impact and Relationship to the City

Portugal applied for candidacy to host the Expo 1998 with the main theme (Table 2), "Oceans, Heritage for the Future" by the Bureau International des Expositions (BIE) headquartered in Paris, in December 1989. In 1992, the BIE accepted this application and in December 1994, the United Nations General Assembly declared 1998 the "International Year of the Oceans".

In this chapter; Expo 1998 Lisbon was analyzed according to "Expo Organizations Evaluation Criteria" (Table 3). The study, carried out by literature review, aims to be able to deal with the decisions taken and implemented during and after the organization process as a whole.

Table 2 General Information About Expo 1998 Lisbon

EXPO 1998 LISBON		
	Date	22/05/1998 - 30/09/1998
	Category	International Expertise Fair
	Theme	'Oceans: Heritage to the Future'
	Field	Parque das Nações
	Field Size	50 ha
	The number of visitors	10.128.204

Source: [2]

Table 3 Evaluation Criteria for Expo 1998 Lisbon's Impact and Relation to the City

EXPO 1998 LISBON'S IMPACT AND RELATIONSHIP TO THE CITY EVALUATION CRITERIA	
Urban Identity Formation	Its Positive Contribution to the Image of the City
	Its Impact on City Branding and Promotion
	Monumental Space Heritage
Urban Rehabilitation	The Impact of the City and the Built Environment on the Transformation and Renewal Process
	Infrastructure and Superstructure Works for the City
GreenSpace and Recreation Opportunities Provided to the City	

Urban Identity Formation

Expo 1998 Lisbon is the urban and environmental renewal of the area, the restructuring of a dysfunctional area with an emphasis on respecting the environment. The organization is a unique example in terms of claiming the area and changing the image of Lisbon in people's minds and making the area attractive again as a residential area with its 5 km coastline on Tejo (Parque Expo Group, 2004). The organization has contributed significantly to the increase in the value of the area. Expo 1998 Lisbon has had a significant impact on employment and the economy, as well as on tourism. Since 1998, the increase in the tourism potential of Lisbon has a faster acceleration compared to other European cities.

Expo 1998 Lisbon is recognized by the BIE as the best international exhibition to date [14]. The successful execution of the organization process of Lisbon increases the awareness of the city on an international scale. Considering the number of tourists coming to the city before and after the organization, it is important both urbanly and socially that the city has become a branded mega-activity center and set a successful example for the Expo organizations. In particular, the Vasco Da Gama bridge and the Oceanarium aquarium preserved their existence after the event and became an image of the city, attracting a large number of tourists every year and became the symbolic works of Lisbon (Figure 1).

Among the structures considered as monumental space heritage from Expo 1998 Lisbon is the "Vasco da Gama" bridge, which connects the northeastern part of the capital to the southern shore of the Tagus. The structure is among the longest and most impressive bridge structures of the 20th century.



Fig. 1 Vasco Da Gama, Lisbon

Source: [15, 16]

The new metro line connecting the organization area to the city center represents the beginning of the metro network expansion in the Greater Lisbon area and largely solves one of Lisbon's urban problems, traffic density. The “Oriente train station”, built within the Expo 1998 Lisbon area, is referred to as the hub of the national long-distance transport and urban underground network (Figure 2).

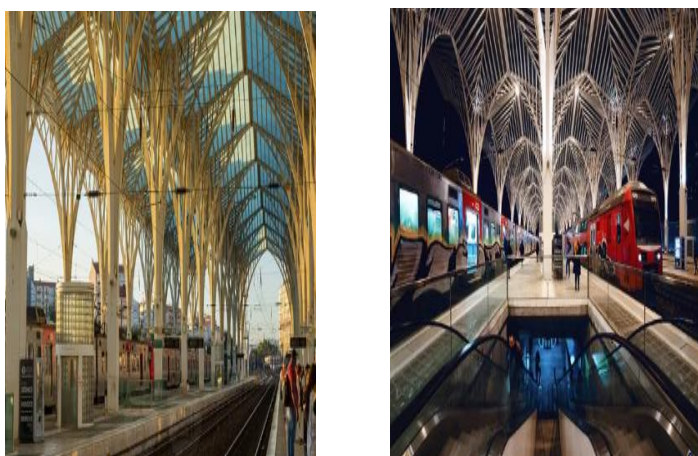


Fig. 2 Oriente Train Station, Expo1998 Lisbon

Source: [17]

Urban Rehabilitation

The Expo 1998 Lisbon organization is characterized as urban rehabilitation that revolutionized this part of the city and accelerated the renovation and improvement work in Portugal [14]. Thanks to the organization, this region was nourished by services such as residences, hotels, private hospitals, shopping areas, stations, recreation areas, and became a new settlement and transformation area with the re-establishment of the city-river relationship [18] (Figure 3). Among the important works of Expo 1998 Lisbon is the restructuring of the 12 km long Avenida Infante D. Henrique, the largest street in the city. In this way, the ongoing traffic problem along the river has been resolved [19].



Fig. 3 Lisbon Doca dos Olivais Before Expo 1998

Source: [20]

Infrastructure works have an important role in the use of the region during the organization and in the next process. Aiming to create a well-designed, socially and economically suitable environment, Expo 1998 Lisbon was integrated with infrastructure systems and the urban transformation process was supported. Significant investments have been made in electricity, water, heating and cooling systems, and waste management [21]. In addition; at the end of the organization, the coordination and supervision of the contracts for dismantling the temporary infrastructures and making the areas suitable for future use as the Lisbon International Fair were carried out [22].

Green Space and Recreation Opportunities Provided to the City

The goal of the city of Lisbon from the very beginning of the process is to transform a disused industrial zone on the banks of the Tejou river into a vibrant urban area by integrating it with the entire “Parque das Nações” area, which is called the urban development area [23]. To the north of the area that continues to be used as “Parque das Nações” (Nations Park), Tejo Park was built on the site of an abandoned landfill in the capital. With 30,000 newly planted trees and an area of 80 hectares, the park contributes significantly to improving the quality of leisure time for individuals living in the northwest residential areas of Lisbon [24].



Fig. 4 Parque das Nações, Lisbon After Expo 1998 Lisbon

Source: [24]

FINDINGS AND EVALUATION OF ANALYSIS

When the Expo 1998 Lisbon organization is evaluated according to the criteria of "Evaluation Model in the Context of the Impact and Relationship of Expo Organizations to the City";

In terms of urban identity formation; It is among the important inferences that can be made that Expo 1998 Lisbon has made a positive contribution to the image of the city by successfully managing the pre- and post-organizational process, and that the international image and awareness of Lisbon has increased. Thanks to the organization, the cultural identity of the city as well as the physical identity of the city was more clearly expressed.

When the monumental space heritages brought to the city by the Expo organizations are examined; It can be said that Lisbon is a very successful example in this context. The main examples of the values inherited from the city are; Vasco

da Gama Bridge is Oriente Train Station. In this context; Expo organizations are thought to contribute to the awareness of the city and increase its tourism potential.

In terms of urban rehabilitation; Expo organizations have some effects not only in the area where they are held, but also in the urban and regional sense. It is seen that in the process of preparing the city for the organization, very effective practices in infrastructure and superstructure have been implemented, and these developments have helped not only the organization area but also the development and transformation of the city. In this context; It is thought that the Expo organizations accelerate the improvement at the urban scale and the urban studies that will be carried out in the relatively longer term.

In terms of green space and recreation opportunities brought to the city; The green areas and recreation areas added to the city by Expo 1998 Lisbon during and after the organization are still actively used today; It is possible to say that Lisbon is an organization that exhibits a successful and conscious attitude in this respect. In this context; The rate of green texture brought by the Expo organizations to the city is important and it is thought that this situation has an impact on the success of the Expo organizations, since the created recreation areas attract visitors to the region.

CONCLUSIONS

Expo organizations become a tool in the process of developing public services needed by the city, improving urban spaces and realizing new infrastructure and superstructure investments. It contributes to the global image of the city in which it is organized with the new economic opportunities created by the vision and mission that come with the advertisement and promotion of the city. Expo organizations, which play an important role in the strategic development plan of the host city, have been seen as a kind of celebration platform for the developments in industry and technologies, as well as being an expression of power and image of the participating countries since they began to be organized.

As a result of the analysis made on the example of Expo 1998 Lisbon; It can be said that the impact and relationship of the Expo organizations on the city is very valuable, the monumental Expo heritages left to the city contribute to the promotion of the city and its tourism potential, and it can be said that it has a catalytic effect on the city's entry into a physical transformation process with its infrastructure and superstructure. It is thought that the Lisbon example constitutes a successful example in this context and its compliance with the determined evaluation criteria is directly proportional to its success, and it is aimed to present the whole of the criteria that these criteria are aimed to be considered for the Expo organizations to be held. It is aimed that the results obtained in the study will shed light on the future studies in the subject are

REFERENCES

- [1] Soğukkuyu, B., and Tunç, A. (2013). Kent Kültürüne ve Toplumsal Yapıya Bağlı Olarak Kentte Tipografinin Kullanımı (İzmir ve Milano Örnekleri). Süleyman Demirel Üniversitesi Güzel Sanatlar Fakültesi Hakemli Dergisi(12), pp. 153-172.
- [2] Erturan Topgöl, A. (2019). Mega Etkinlik Olarak Fuarların Kentlerdeki Mirası: Lizbon Expo'98 Fuarı Üzerinde Bir Okuma. Pp. 245-261.
- [3] Aymankuy, Y. (2006). *Kongre Turizmi ve Fuar Organizasyonları* (2. Baskı b.). Ankara: Detay Yayıncılık.
- [4] Aksu, A., Yılmaz, G., and Gümüş, F. (2013). *Örneklerle Kongre ve Fuar Yönetimi* (1.Baskı b.). Ankara: Detay Yayıncılık.
- [5] <https://www.bie-paris.org/site/en/1998-lisbon> [Accessed 9 Feb. 2022].
- [6] Absalyamov, T. (2015). The Influence of Cultural and Sport Mega-Events on Sustainable Development of the City. *Procedia - Social and Behavioral Sciences*(188), 197-201. <https://doi.org/10.1016/j.sbspro.2015.03.372>
- [7] Tatlıhayat, E., and Demirpolat, H. (2019). Dünyada Ve Türkiyede Expo İle Fuar Uygulamaları Congressium Örneği. *Vı. Uluslararası Eğitim Ve Sosyal Bilimlerde Akademik Çalışmalar Sempozyumu Tam Metin Kitabı* pp. 39-51. Ankara: Asos Yayınları
- [8] Polat, B., and Tezcan, S. (2020). Expo'nun Kentsel Fonksiyonları Belirlemedeki Rolü Üzerine Bir Sağlık Kampüsü Önerisi. *Bilecik Şeyh Edebali Üniversitesi Sosyal Bilimler Dergisi*, pp. 354-371
- [9] Jackson, A. (2010). *Expo: International Expositions, 1851-2010*. V&A Publishing.
- [10] Güzel, B., and Güzel, Ö. (2016). Bölge Deneyim Ekonomisine Katkı Sağlayan Expo 2016'ya Yönelik Ziyaretçi Değerlendirmeleri. *3rd International Congress On Social Sciences, China To Adriatic* pp. 23-35.
- [11] Özer, M. N., and Özer, G. (2009). Expo Deneyimleri Üzerinden Bir Değerlendirme; Ülkemiz İçin Stratejiler. *Planlama*, pp. 81-95.
- [12] Rızaoğlu, A.M. (2022). Expo Organizasyonları Değerlendirme Kriterlerinin Belirlenmesi Üzerine Bir Çalışma. MSc. Çukurova University.
- [13] Kaypak, Ş. (2010). Antakya'nın Kent Kimliği Açısından İrdelenmesi/Examination of Antakya in Terms of Urban Identity. *Mustafa Kemal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, pp. 373-392.
- [14] <https://www.nit.pt/fora-de-casa/na-cidade/expo-98-faz-vinte-anos-ainda-se-lembra-de-como-era-aquela-zona-antes-da-exposicao> [Accessed 12 Feb. 2022].
- [15] <https://ejatlas.org/conflict/movement-against-the-location-of-the-vasco-da-gama-bridge-lisboa/?translate=tr> [Accessed 05 Mar. 2022].
- [16] <https://tr.depositphotos.com/230396910/stock-photo-vasco-gama-bridge-lisbon-portugal.html> [Accessed 05 Mar. 2022].
- [17] <https://tr.depositphotos.com/stockphotos/%E2%80%9Coriente-tren-istasyonu%E2%80%9D.html> [Accessed 09 Mar. 2022].
- [18] Kantürer, E. (2016). Büyük Ölçekli Uluslararası Etkinliklerin Kentlerin Pazarlanması Bağlamında Değerlendirilmesi: Antalya 2016 Botanik Expo Örneği.
- [19] <https://engexpor.com/projeto/avenida-infante-d-henrique/> [Accessed 12 Apr. 2022].
- [20] <https://filipapaixao.wordpress.com/2013/10/14/doca-dos-olivais/> [Accessed 09 Apr. 2022].
- [21] Ökmen, M., Can, E., and Çağatay, U. (2012). Expo 2020 Organizasyonu Ve İzmir'in Marka Kent Olabilme Potansiyeli. *Efss'12-Eurasşan Forum On Social Sciences, "World Economic Development Paradigm: Market And Beyond"*, pp. 18-21.
- [22] <https://www.tpf.eu/pt-pt/projects/world-exhibition-expo98-lisbon/> [Accessed 09 Apr. 2022].
- [23] https://stringfixer.com/tr/Expo_2008 [Accessed 19 Apr. 2022].
- [24] <https://worldexpositions.info/lissabon.html> [Accessed 12 May. 2022].

Ayşe Merve Rızaođlu

ORCID ID:0000-0002-1458-6079

Çukurova Üniversitesi, 01330 Sarıçam/Adana, Turkey

Özlem Şenyiđit

ORCID ID:0000-0003-0086-1647

Çukurova Üniversitesi, 01330 Sarıçam/Adana, Turkey