

Parapanos, Demos ORCID: <https://orcid.org/0000-0001-8720-3334> , Heap, Tim and Evans, Ellie (2025) Response to a call from the UK Parliament's Restoration and Renewal programme: Restoration of the Palace of Westminster. UK Parliament's Restoration and Renewal programme. (Unpublished)

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## **Cultural, Heritage, and/or Tourism research and expertise needed!**

### **Your details**

#### **2. Your title, first name and surname**

Dr. Demos Parapanos\*, Eleanor Evans, Tim Heap

#### **3. Your job role/title**

Lecturer in Tourism Management\*

#### **4. Name of institution or organisation**

University of Cumbria (Institute of Business, Industry and Leadership/Institute of Science and Environment)

#### **5. Email address**

demos.parapanos@cumbria.ac.uk

#### **6. Your telephone number (optional)**

Left empty

#### **7. Please introduce yourself and your relevant research or expertise (maximum 1500 characters - roughly 250 words)**

We are a group of researchers, working in the fields of heritage and tourism, based in the English Lake District National Park and UNESCO World Heritage Site. A recent project monitored visitor behaviour and the physical condition of free-to-enter outdoor heritage sites and monuments in Cumbria and produced a cost-effective toolkit for heritage organisations to ensure ease of access and compliance. Our interests focus on applied/usable research in the field of heritage, tourism, hospitality, new technologies and gamified applications all with social and cultural emphasis and sustainability at their heart. Our team combines academic and industry consultation experience with members who have worked with heritage organizations regionally, in the U.K. and internationally. These include from Llangollen Eisteddfod to Malawi National Parks learning from practitioners applying theory to practise and practice to theory. As institutes mainly focusing on apprenticeships, we have extensive networks with public and private organisations. We are members of the Internationally recognised 'Centre of National Park and Protected Areas (CNPPA)' group, with its purpose to deliver and promote

research and knowledge exchange relevant to national parks and protected areas, facilitating change by shaping policy, practice and perceptions.

**8. Provide a link to your online profile or web information (e.g. university/organisation staff profile page or personal research website)**

<https://www.cumbria.ac.uk/study/academic-staff/all-staff-members/demos-parapanos.php>

**9.If you wish, you can provide a second link to your online profile or web information**

<https://www.cumbria.ac.uk/research/centres/centre-for-national-parks-and-protected-areas/cultural-landscapes/themes/measuring-loss-of-heritage-assets-monitoring-cumbrian-heritage-sites.html>

**10.We are sometimes asked by knowledge mobilisers from research institutions to let them know who from their institution has responded to this call, so that they are aware which researchers are engaging with Parliament and that they may offer you support. Are you happy for us to share your name with colleagues from your institution if requested?**

Yes

**Your suggestions**

Suggest up to three methods, approaches or relevant aspects of understanding the value of cultural and heritage institutions that the Restoration and Renewal programme should explore

**11. Suggestion 1:**

The proposal would be to create a photogrammetry 3D base line from which to monitor impacts on the site, this could be repeated at given times. We would carry out visual and/or software assisted comparison between the 3D models to identify any physical changes between the two. Having a 3D digital record of the Palace of Westminster before restoration will ensure the digital preservation of any assets lost or altered during the restoration work. It would also identify impacts of the heritage offer both conscious and unconscious on the visitors during the initial phases of opening the site to the public. These reviews could also examine and analyse visitors flows in terms of time, place and space. These would be aligned to visitor routes through the site and include dwell times that often create pinch points. These are important around the site as it restricts access for example, for people with disabilities and in broader terms does not fulfil diversity, equality, inclusion criteria. This is something that organisations

such as The National Trust are now trying to address. Some areas will offend, some attract, some will make people uncomfortable, it is important we monitor those from day one. This time series data will provide a data source, and increased knowledge of visitation. To include popular viewpoints, places for photographs and meeting places.

## **12. Suggestion 2:**

We realise the importance of creating a destination image for the building that is organic and reflective of its time, with an 'interpretation of the past in the present'. Many studies consider image as a concept formed by the visitor's interpretation of cognitive and perceptive evaluations and affective appraisals that relate to the customer's feeling toward a destination. In this case we have no existing feelings for the future place from any visitors. We need, therefore, to start now to enlist stakeholders in the decisions that are being made in terms of restoration, by using potential imagery of that restoration. Currently, we are working closely with the visitor economy industry in Cumbria to understand the impacts of the destination image of the county. The area Includes two UNESCO World Heritage Sites, The Lake District National Park, and Hadrian's Wall. With approximately 47 million visitors each year, and 23,000 operational enterprises, the areas are suffering from changes in the nature of the destination at an accelerated rate, so threatening the viability of many businesses and potentially destroying those destinations. by using our current research, we are investigating the nature of these changes as a reflection of the branding messages that are used for the destinations. This will enable us to reflect on both those positive and negative connotations and outcomes of the previous branding in our work on the creation of a new brand for Westminster. We need to build from localism in terms of the communities in the area of the Palace of Westminster and work outwards as it is 'owned' by those local populations as much as by the rest of the country. The project would be invaluable for the future direction of any marketing strategy

## **13. Suggestion 3:**

Digitalization of the building using mobile technologies to reproduce the history of the building. Mobile technology marks the start of another era of innovation in business, changing how organizations perform enhancing the relationship between organizations and visitors (Parapanos & Michopoulou, 2022; Parapanos & Michopoulou, 2023; Parapanos & Michopoulou, 2025). Interactions within a gamified mobile application can create a fun experience enhancing the usage of the technology and the interaction with the destination

(Parapanos & Michopoulou, 2021; Parapanos & Michopoulou, 2023; Parapanos & Michopoulou, 2025; Parapanos, 2023). Expected outcomes from a project like would be to create a mobile application for the Palace of Westminster with the addition of AR and VR technologies, promoting the history and culture of the building to visitors, enhancing their experience and increase the intention to visit and revisit the destination.

**14.1 - Provide an open access link to one relevant research output or publication**

[https://www.academia.edu/129562259/Monitoring\\_the\\_Loss\\_of\\_Heritage\\_Assets\\_Cumbrian\\_Outdoor\\_Heritage\\_Sites?source=swp\\_share](https://www.academia.edu/129562259/Monitoring_the_Loss_of_Heritage_Assets_Cumbrian_Outdoor_Heritage_Sites?source=swp_share)

**15.2 - Provide your second open access link to a relevant research output or publication**

<https://onlinelibrary.wiley.com/doi/pdf/10.1002/jtr.70006>

**16.3 - Provide your third open access link to a relevant research output or publication**

<https://www.tandfonline.com/doi/pdf/10.1080/21568316.2022.2107563?needAccess=true>

17. Here you can share up to five non-academic sources related to this call. This could be a policy brief you've written, a toolkit, a blog, a news article, or something else. Please write the links in URL format e.g. [www.researchblog.com](http://www.researchblog.com)

<https://youtu.be/hkkJOEtYXvc?si=dEthWIZLvdlHkGpX> – Presentation early in my PhD Research as part of Icon Heritage Science Group

Thank you

Thank you for completing this form; we are grateful for your time and willingness to engage with UK Parliament.

The details you have provided will be passed to the Restoration and Renewal programme team, who have requested this expertise, for their consideration. They will reach out to you if they wish to clarify or now more about any of the information you've provided. They may reach out over an extended period of period because the R&R programme work will continue for several years. We will retain your details for up to seven years, in line with our privacy policy.