The relationship between Mass Tourism and Territory and its development in the Andalusian Tourist Administration.

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- **Tourism as a mass phenomenon.**

- **The tourist society: nomads in the postmetropolitan territory.**
  Augé, 1977 - Cacciari, 2002

- **The changing framework of tourism management.**
  Bouazza Ariño, 2007

- **Brief study of the recent tendencies in the Andalusian Tourist Administration.**
  Plan General de Turismo Sostenible de Andalucía 2007-2011
  Ley de Turismo de Andalucía, 2011
1.1 Mass Tourism _ Its birth

Post-war economic growth in Western Europe, availability of planes and unemployed aviators promote the creation of a brand new consume product: the organized trip.

Tourism reached the status of consolidated economic sector in all that it evolved within the process of the constitution of the global mass society.

It represents one of its clearest manifestation: the leisure culture of the industrial society (Morin, 1967).

Initially considered as a transitory tendency, it demonstrated to develop constantly and to overcome the economic crisis of 1973.
1.2 Mass Tourism _The spread

In the Sixties and the Seventies it kept spreading: impossibility of meeting the demand of accommodation.

The touroperators built chains of hotels; the regular airlines reacted introducing new options and rates and creating their own agencies.

Tourism, exercised on the territory, means a deep transformation: in 20 years the environment of the Mediterranean changed forever.

Some seaside areas multiplied x 200 its value. The Majors themselves offered their establishments to the touroperators (Moreno Garrido, 2007).

It officially meant the beginning of the new urbanization of the main Spanish coasts.
2. The tourist society

From mass tourism to today’s tourist society: the Postindustrial Society.

Tourist high expense and enjoyment of leisure, nature and culture as identifying features.

Tourism ≠ travelling. The tourist moves towards something that he expects, the traveller’s goal was to discover something new. Opposite attitudes (Augé, 1977).

The tourist destinations are products chosen between innumerable options advertised by the media.
2.1 Nomads in the posmetropolitan territory

Mass society = Metropolis. Production, market and exchange places preserved a certain material and symbolic stability.

Now, Postmetropolitan Territory: an indefinite, homogeneous, indifferent space, where things happen because of logics that don’t respond to any unitary global project (Cacciari, 2002).

The information technology and the evolution of the ground and air transport is taking the man’s capacity of mobility to unexpected limits.

We live like nomads, and tend to lose the difference between the everyday routine and the experience of tourism.

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3. The changing framework of tourism management.

The postindustrial society: deterritorialization, nomadism, globalisation, information technology, hyper-mobility.

A nomadic society whose territory is not materially definite, but it is definable by the connections that every individual is establishing, selecting and changing in every moment.

Nowadays the tourist sector has to face the challenge of the new society’s demand: the tourist experience has to be made-to-measure.

Tourism requires a meaningful change of type and quality.
3.1 The changing framework of tourism management.

Definition of Tourism, UNWTO: those activities that are realized by the people during their trips and stays in places which are different from their habitual environment for a consecutive period shorter than one year and motivated by leisure, business and others.

Including work in the tourist activity wipes off any lasting extraordinariness. On the other hand, the tourist infrastructures may be also used by the resident population. The difference between who’s a tourist and who’s not is fading away (Bouazza Ariño, 2007).

The integration of the tourist management into the territorial planning is urgent.
Based on the Tourism Law of 1999, the First Andalusian Tourism Legislation. It organized the regional and national pre-constitutional normative, delimited the application area (Bouazza Ariño, 2007).

It started a process of creation of an administrative tool that in addition to the management of the tourist economic activity could be also a land and urban planning tool.

Integration of the Plan in the Territorial Planning law of 1994 by inserting it in list of Plans with Territorial Incidence.

Meant to maximize their integration logic, it seems to start the permeation of the tourism management in all the other sectors.

S.T.G.P.A. presents tourism as the main economic sector of the region. But it has reached unequivocal features of maturity.

The littoral is experiencing a loss of attraction capacity because of the saturation of the territory. Negative for the residents as well as for the tourist companies.

Here the integration in the general territory planning is meant firstly to permit the requalification of the obsolete destinations.

On the other hand the tourist behaviour is evolving: it tends to the selection of a combination of products that he considers as representative of his own way of being.

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4.1 The project of a new Tourism Law of Andalusia.

The administrative steps to manage the tourist sector within the relationship with the territorial planning.

Wider definition of Tourism: all the activities realized during trips to places that are different from residence for a definite period.

Art. 17.3 of the Sección Segunda (Titulo III, Capítulo II): the Regional Tourism Office will emit reports to the Territorial Planning Projects of subregional range in the term of one month before its subjection to public information.

Novelty: previously reports were presented after the planning normative was defined.

Artículo 2. Definiciones.
A los efectos de la presente Ley, se entiende por:
a) Turismo: las actividades que las personas realizan durante sus viajes y estancias en lugares distintos a su entorno habitual, por periodos temporales determinados.

Sección 2.a Del uso turístico del suelo y las relaciones con la ordenación del territorio

Artículo 17. Determinaciones de los Planes de Ordenación del Territorio de ámbito subregional en materia de turismo.
1. Los Planes de Ordenación del Territorio de ámbito subregional incorporarán determinaciones, en el ámbito de sus competencias, que permitan implementar el modelo turístico establecido para los distintos ámbitos territoriales en el Plan General del Turismo o, en su caso, en los Marcos Estratégicos para la Ordenación de los Recursos y las Actividades Turísticas.
2. La incorporación de estas determinaciones se realizará de acuerdo con el modelo territorial adoptado por el Plan de Ordenación del Territorio de ámbito subregional y conforme a las directrices establecidas en el Plan de Ordenación del Territorio de Andalucía para las áreas turísticas.
3. La Consejería competente en materia de turismo emitirá informe a los Planes de Ordenación del Territorio de ámbito subregional en el plazo de un mes con carácter previo a su sometimiento al trámite de información pública, sin perjuicio de la necesaria coordinación entre órganos administrativos durante su redacción.

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5. Preliminary conclusions.

**Andalusia is an example of effort of evolution** to work out the present situation of epochal shift.

A preliminary analysis of its administrative tools development shows the full **awareness of the economic power** of the sector as well as of its strong **tendency of changing the territory**.

The concept of sustainability flanks from the beginning the formulation of the tourist normative, revealing the intention of **balancing the territorial and social aspects with the economic one**.

The latest changes are giving to the Tourism Regional Office a real **integration in the planning normative** and appear to promote its **leading role at a subregional level**.

**This might represent one of the earliest manifestations of a territorial and cultural makeover about to happen in the global context.**
6. Perspective.

An exhaustive study and a monitoring of the consequences of the wide definition of tourism and of the participation of the tourist management in the general planning look necessary in the Andalusian Regional Administration, as well as a comparative study in the national context.

Thank you for your attention.