Tourist development as an opportunity for viable and equitable territories: 
a return to the future

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Tourism: an industrial activity that produces services that are consumed in the space they are produced; thus

Quality assessment has two components: the service itself and the site or space where the service takes place
Key concepts in the paper:

Tourist spaces
Tourist architecture
Urban planning
Identity of places
Proximity

BUT .....
INITIAL CHALLENGE

How to mach and make compatible what the tourist/visitor expect (check some below) and the enviromental/economic and social viability of territories?

- Adventure
- Atention
- Atraction
- Authenticity
- Care
- Confidence
- Confort
- Dreams
- Easyness
- Enjoyment
- Enterteiment
- Exclusivity
- Expectations
- Fantasies
- Fiction
- Gaze
- Hyperreality
- Illusion
- Images
- Leisure
- Memories
- Paradise
- Protection
- Relax
- Returning
- Security
- Surprise
- Sustainability
- Trust
- ........
Can tourism and land use planning coexist?
To combine

-Tourist development as an excuse for not directly related tourist business, i.e. real estate, new built environments, and

-The externally constructed “tourist gaze”: the expectations to be excited by the unusual and then repeat the experience
How to plan and design tourist spaces in globalized territories?
Taking into consideration that:

- Urban planning legislation is not fitted to design fantasized urban spaces
- “A city nobody goes; it has not future”
- To produce viable investments to put the tourist attraction in the map
What is a tourist space after all?
A well-connected territory (internal and external accessibility) that is characterized by the fruitful coexistence of normal local everyday life with the spectacular built and natural attractions that a tourist destination has to have.
Quality?, What quality for mass tourism?
Recovering the apparently lost quality?:
Nostalgia is the main enemy for the future

Today’s quality implies high performance in basic infrastructure, services (including health) and heritage preservation (historic, built and natural)
Authentity? A Fake?
How to articulate local tourist economy in the world and enhancing local societies at the same time

The identity of a place is exclusive to it, but competition can cause compulsive exaggeration in invented identity factors: life could become a representation of life.

Authentity is not only a cultural requirement but a guarantee of market position.
Traditional habitats revisited: a return to the future?
CHALLENGE FIVE

Do they ring the bell to you?

IN THE WEST ... and

TO URBANISM...
CHALLENGE FIVE

IN THE EAST

To find out the balance of Yin Yang

To taste the flavor of spring

To examine the suitability of land

To observe the rich of vegetation

and to build the city state

Extract: Chronicles of Han Dynasty
Returning to relations of proximity

(re: EU’s Green Paper on Territorial Cohesion):
Each neighbourhood or community is able to provide the right basis for diversity.

Every place in the city should be considered a central area. Similarly, villages in tourist areas are in the global networks but rooted in local identities.

Tourism, in its permanent search for authenticity could contribute to the establishment of these new paradigms.
Aim

Recreating traditional habitats and ways of living:

Visiting and staying in villages and neighbourhoods of the 21st C. deeply rooted in the future
CONCLUSION

Main lines of work

Think global, plan metropolitan, then act local

From “small is beautiful” to “the tangible, the authentic, the real thing is beautiful”