

Ordenación de espacios turísticos



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Instituto Universitario UdG
Campus e-MTA
38 grupos de investigación
Número 3 Europa Tesis Doctorales de turismo
Trabajamos en 18 países

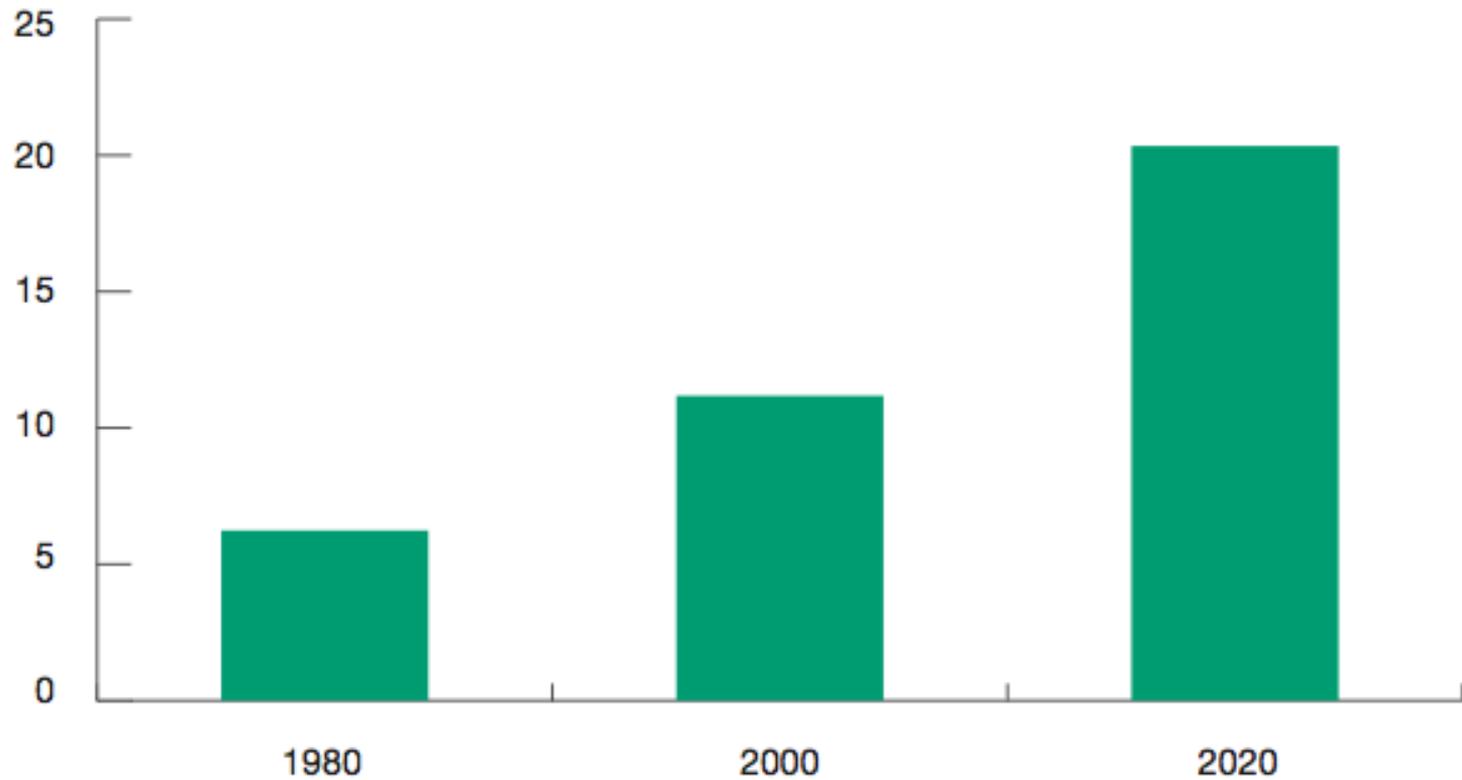


Previa

El big bang turístico



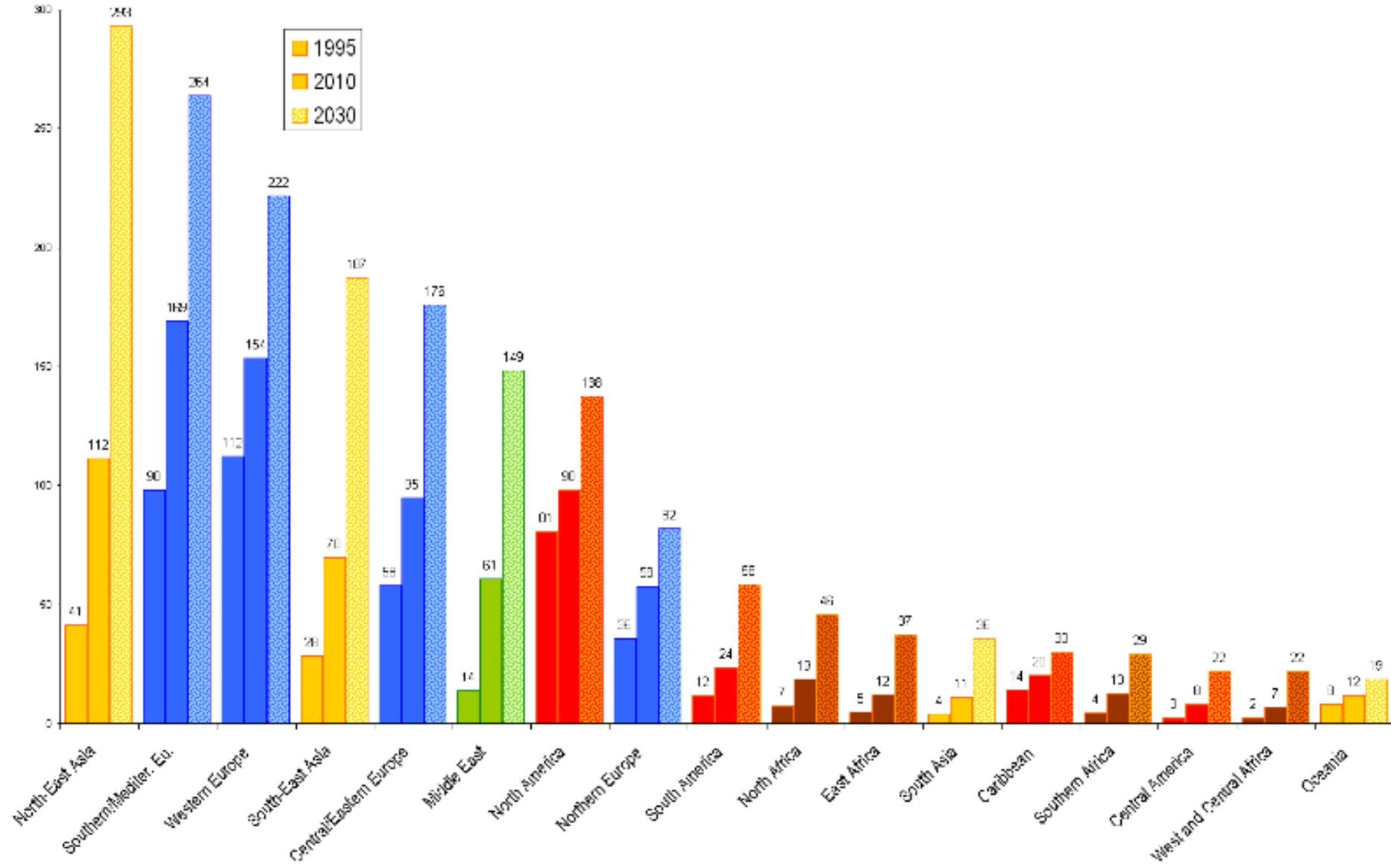
1 turista per cada 5 habitantes



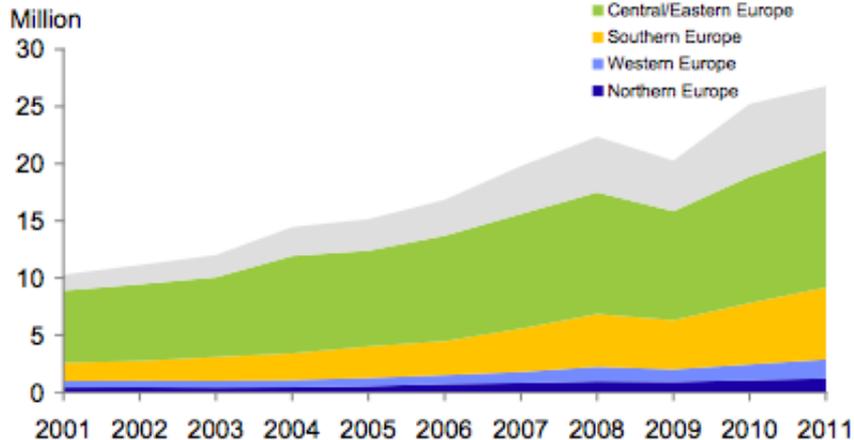
Source: World Tourism Organization (UNWTO), *Tourism 2020 Vision*.

International tourism by (sub)region of destination

International tourist arrivals, million



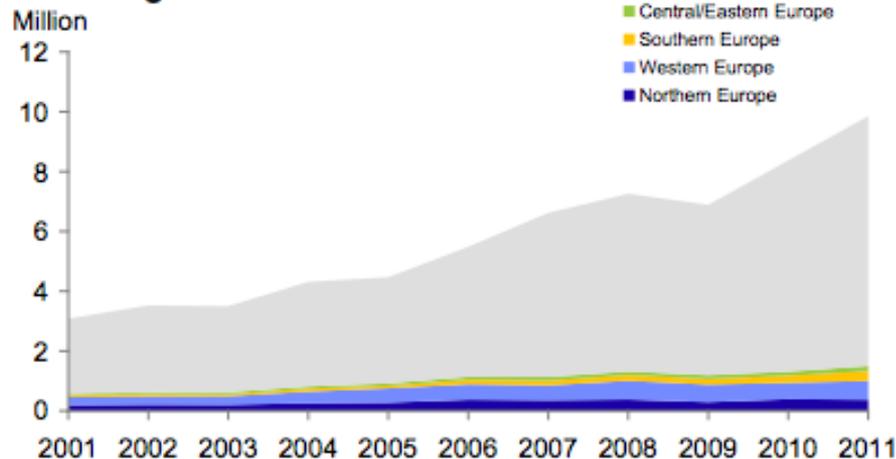
Russia outbound travel



*Outbound travel defined as tourist arrivals to all destinations

Source: Tourism Economics

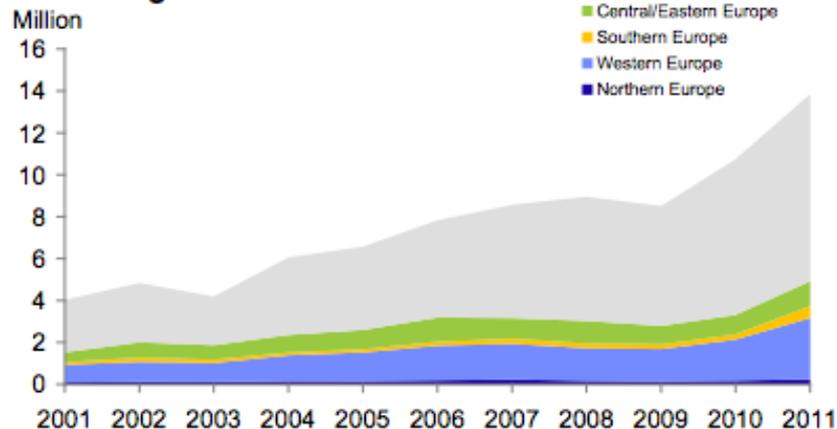
India long haul* outbound travel



*Long haul defined as tourist arrivals to destinations outside South Asia

Source: Tourism Economics

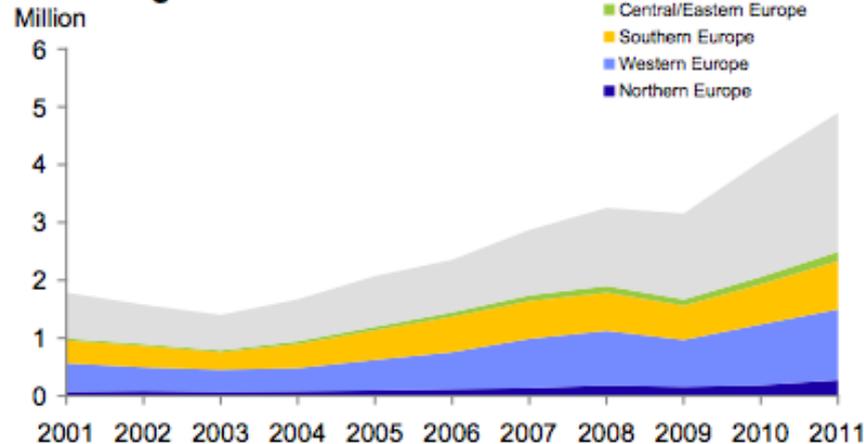
China long haul* outbound travel



*Long haul defined as tourist arrivals to destinations outside Northeast Asia

Source: Tourism Economics

Brazil long haul* outbound travel

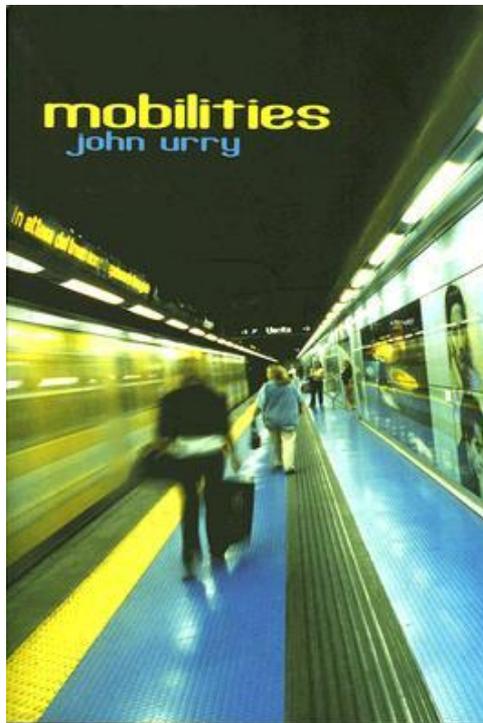


*Long haul defined as tourist arrivals to destinations outside South America

Source: Tourism Economics



Todo está en movimiento



J. Urry (2007); *Mobilities*,
Polity, Cambridge

La construcción de lo turístico



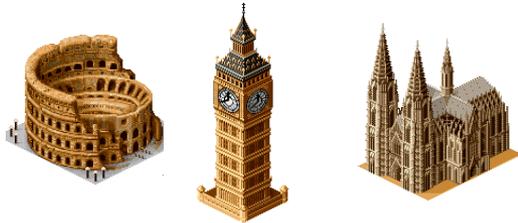


ROUTINE
SUCKS.

TERRA.COM.BR/TURISMO



Nodo



Espacio



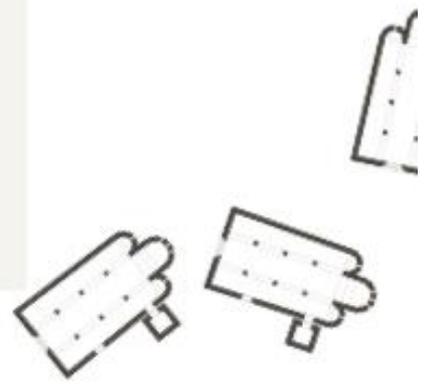






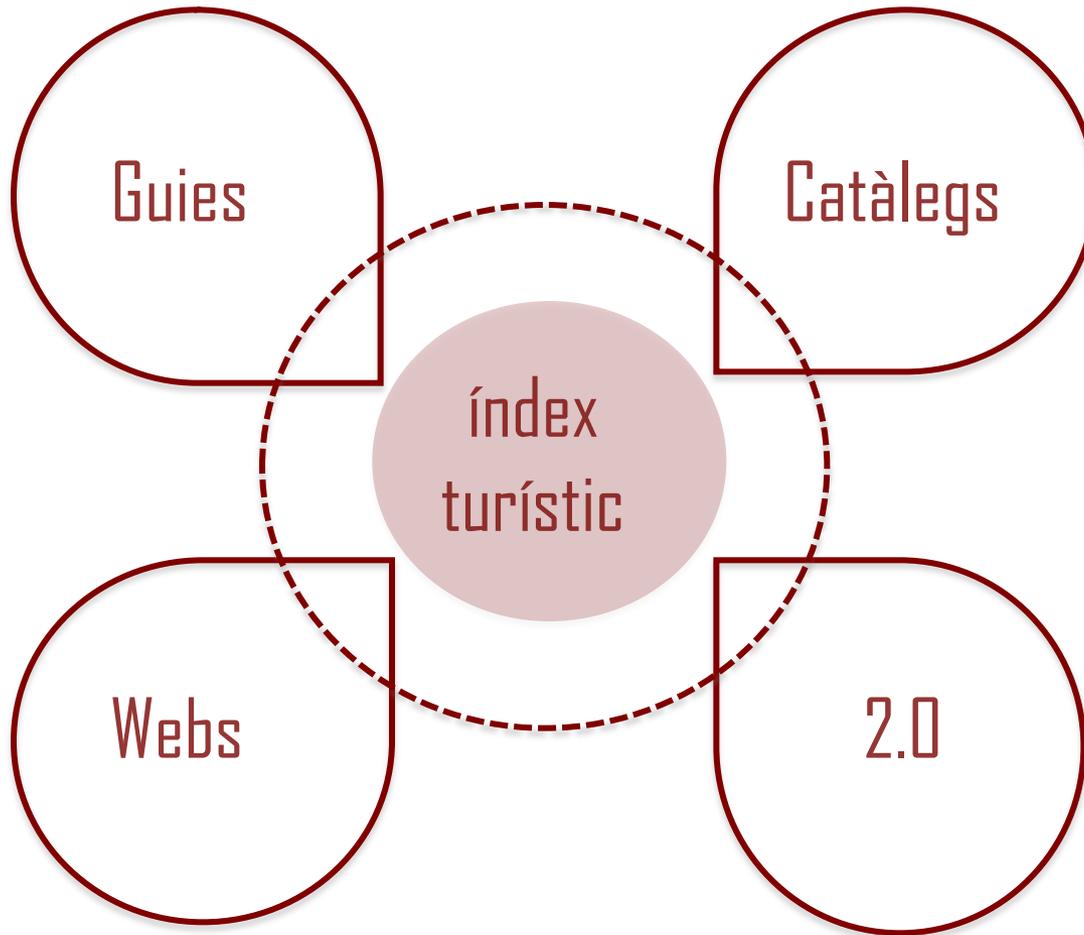
View of the tower

Building the tower in Paris on the 11th August 1889



Prescriptors
externs

Indústria
turística



Prescriptors
interns

Turistes

Mapa 5.02 Índex de valor turístic.

Taula 5.02 Elements més valorats segons rànquing país



Categoria i rànquing elements	Índex	%	Municipi	Marca
● 1 Sagrada Família	2.2275	100%	Barcelona	■
● 2 Casa Milà o Pedrera	1.8050	81%	Barcelona	■
● 3 Park Güell	1.6825	76%	Barcelona	■
● 4 Casa Batlló	1.6650	75%	Barcelona	■
● 5 Montjuïc	1.5875	71%	Barcelona	■
● 6 Museu Nacional d'Art de Cat.	1.5800	71%	Barcelona	■
● 7 Les Rambles	1.5300	69%	Barcelona	■
● 8 Catedral	1.4750	66%	Barcelona	■
● 9 Palau de la Música	1.4325	64%	Barcelona	■
● 10 Barri gòtic	1.4125	63%	Barcelona	■

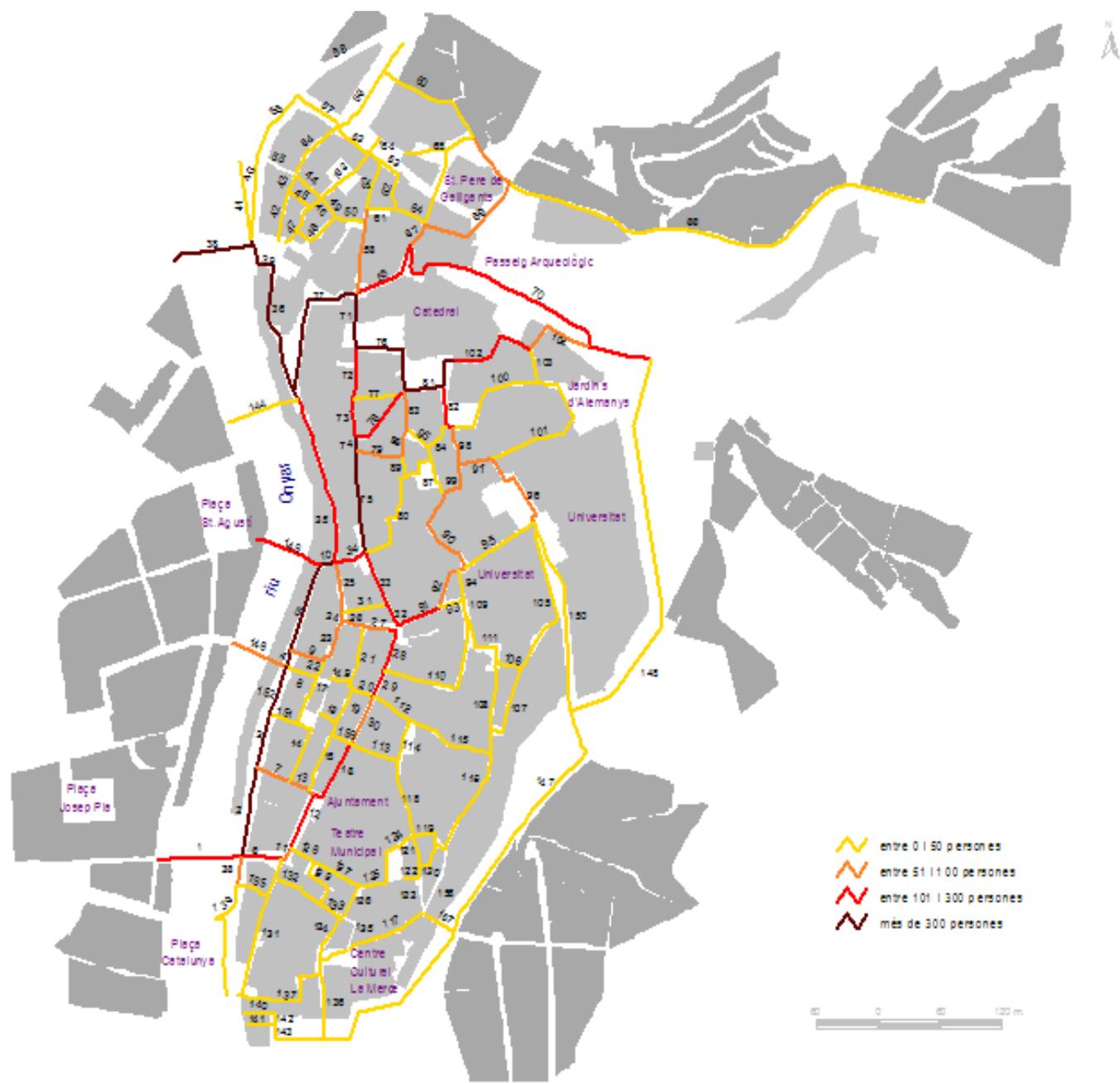
Categoria i rànquing elements	Índex	%	Municipi	Marca
● 11 Tibidabo	1.3700	62%	Barcelona	■
● 12 Monestir de Montserrat	1.3100	59%	Monistrol de Montserrat	■
● 13 Poble Espanyol	1.1800	53%	Barcelona	■
● 14 Església de Santa M. del Mar	1.1700	53%	Barcelona	■
● 15 Port Vell	1.1625	52%	Barcelona	■
● 16 Passeig de Gràcia	1.1625	52%	Barcelona	■
● 17 Plaça Reial	1.1375	51%	Barcelona	■
● 18 Zoo	1.1175	50%	Barcelona	■
● 19 Plaça Catalunya	1.1050	50%	Barcelona	■
● 20 Museu Picasso	1.1050	50%	Barcelona	■
● 21 Centre de Cultura Contemp.	1.0850	49%	Barcelona	■
● 22 Gran Teatre del Liceu	1.0725	48%	Barcelona	■
● 23 Teatre Museu Dalí	1.0675	48%	Figueres	■
● 24 Monument a Colom	1.0675	48%	Barcelona	■
● 25 Barceloneta	1.0425	47%	Barcelona	■
● 26 Fundació Joan Miró	1.0425	47%	Barcelona	■
● 27 Eixample	1.0325	46%	Barcelona	■
● 28 Aquàrium	1.0200	46%	Barcelona	■
● 29 Fòrum	0.9950	45%	Barcelona	■
● 30 Vila Olímpica	0.9950	45%	Barcelona	■
● 31 Mercat de la Boqueria	0.9875	44%	Barcelona	■
● 32 Parc de la Ciutadella	0.9775	44%	Barcelona	■
● 33 Girona	0.9600	43%	Girona	■
● 34 Museu de la Ciència	0.9375	42%	Barcelona	■
● 35 Fundació Antoni Tàpies	0.9150	41%	Barcelona	■
● 36 Hospital de Sant Pau	0.9100	41%	Barcelona	■
● 37 Ajuntament	0.9075	41%	Barcelona	■
● 38 Museu d'Art Contemporani	0.9000	40%	Barcelona	■
● 39 Catedral	0.8950	40%	Tarragona	■
● 40 Barcelona	0.8850	40%	Barcelona	■

Categoria i rànquing elements	Índex	%	Municipi	Marca
● 41 Palau Güell	0.8525	38%	Barcelona	■
● 42 Monestir de S. M. de Poblet	0.8525	38%	Vimbodí i Poblet	■
● 43 Tarragona	0.8500	38%	Tarragona	■
● 44 Cadaqués	0.8400	38%	Cadaqués	■
● 45 Catedral	0.8375	38%	Girona	■
● 46 Palau Sant Jordi	0.8350	37%	Barcelona	■
● 47 Casa Salvador Dalí	0.8325	37%	Cadaqués	■
● 48 MAC Ruïnes d'Empúries	0.8150	37%	L'Escola	■
● 49 Museu d'Història de Barc.	0.8000	36%	Barcelona	■
● 50 Estadi Olímpic	0.7875	35%	Barcelona	■
Índex valor màxim	2.2275	100%		

● Element important

■ Barcelona ■ Catalunya Central ■ Costa Brava ■ Costa Daurada

Rànquing 50 de 2.729 elements valorats en guies, catàlegs, webs i xarxes socials.



- ▬ entre 0 i 50 persones
- ▬ entre 51 i 100 persones
- ▬ entre 101 i 300 persones
- ▬ més de 300 persones









Nodos

Contemplados

Discontinuos

Deshumanizados

Dinámicos

Espacios

Vivos

Continuos

Humanizados

Congelados

Buscar respuestas locales

Incorporar a los residentes en la toma de decisiones

Rescatar prácticas antiguas. Reinterpretarlas

Tener cuidado con los pequeños detalles

Parc de la Pedra Tosca









Hotel Les Cols

Estudi RCR



Nodo



Espacio
turístico



Espacio



La ordenación de los espacios turísticos





THE
THREE MAGNETS.



SEGURO DE CALAFELL

Playa

VENTA DE SOLARES
A PLAZOS

SA

Ronda Universidad, 11, pral. 2ª

Teléfono, 21 20 39

BARCELONA









On Our Radar



Vleminckx Sausmeesters

Double Fried Goodness

by [Chad Bilyeu](#)

Although they were invented by the Belgians and got their name from the French, the Dutch stake their claim to fries as well. Fries are sold all over Amsterdam. One can actually get them on

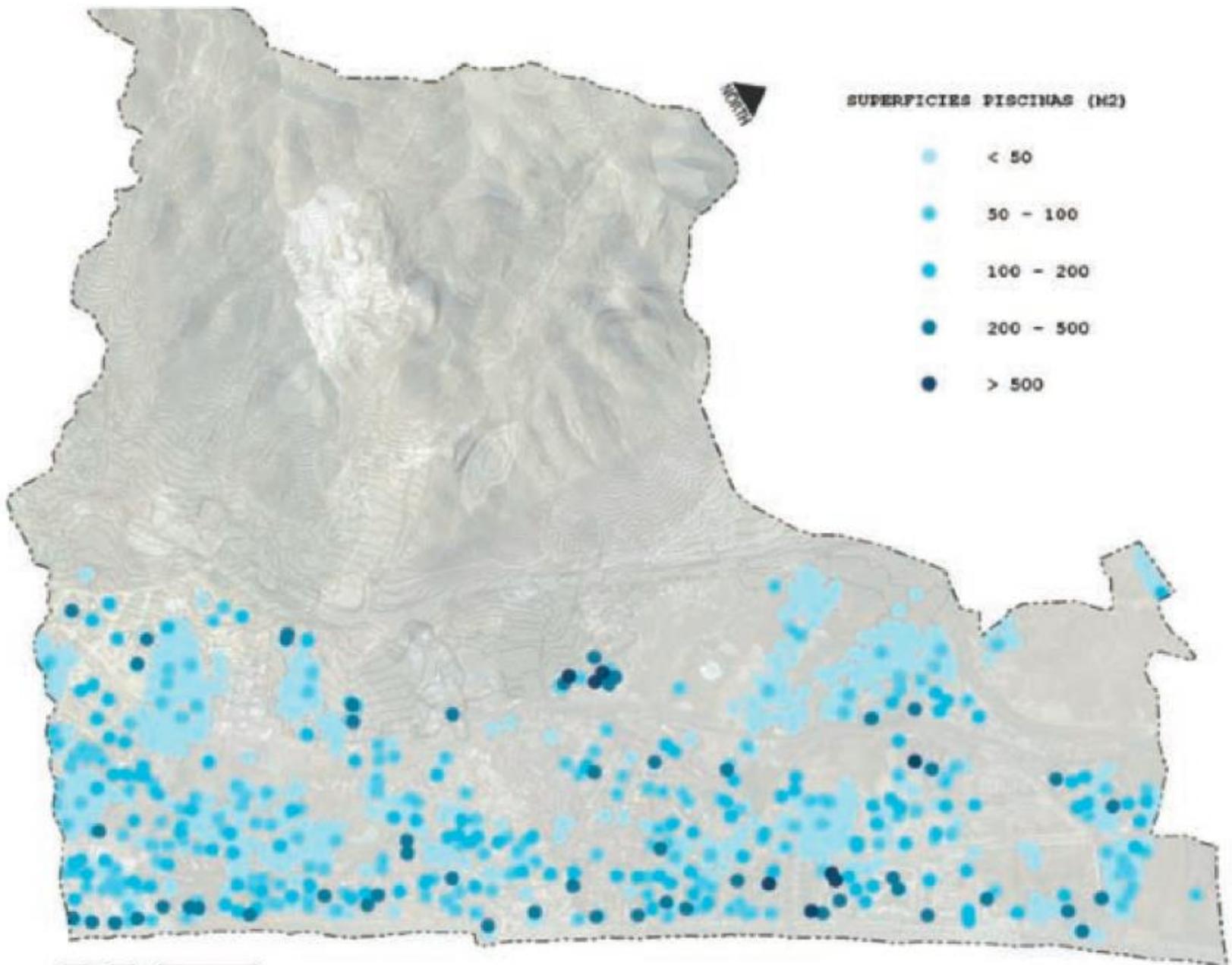
virtually any block within the city center. However, for those of discriminating taste that are on a mission for the best, Vleminckx Sausmeesters will be the place with the fries for you. You'll notice it once you turn off of Amsterdam's busy Kalverstraat shopping street. There will be a lengthy line and a bu ... [Continue](#)

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Neighborhoods

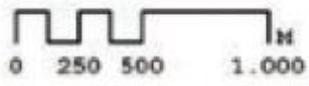


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SUPERFICIES PISCINAS (M2)

- < 50
- 50 - 100
- 100 - 200
- 200 - 500
- > 500



ancho de banda

25_m

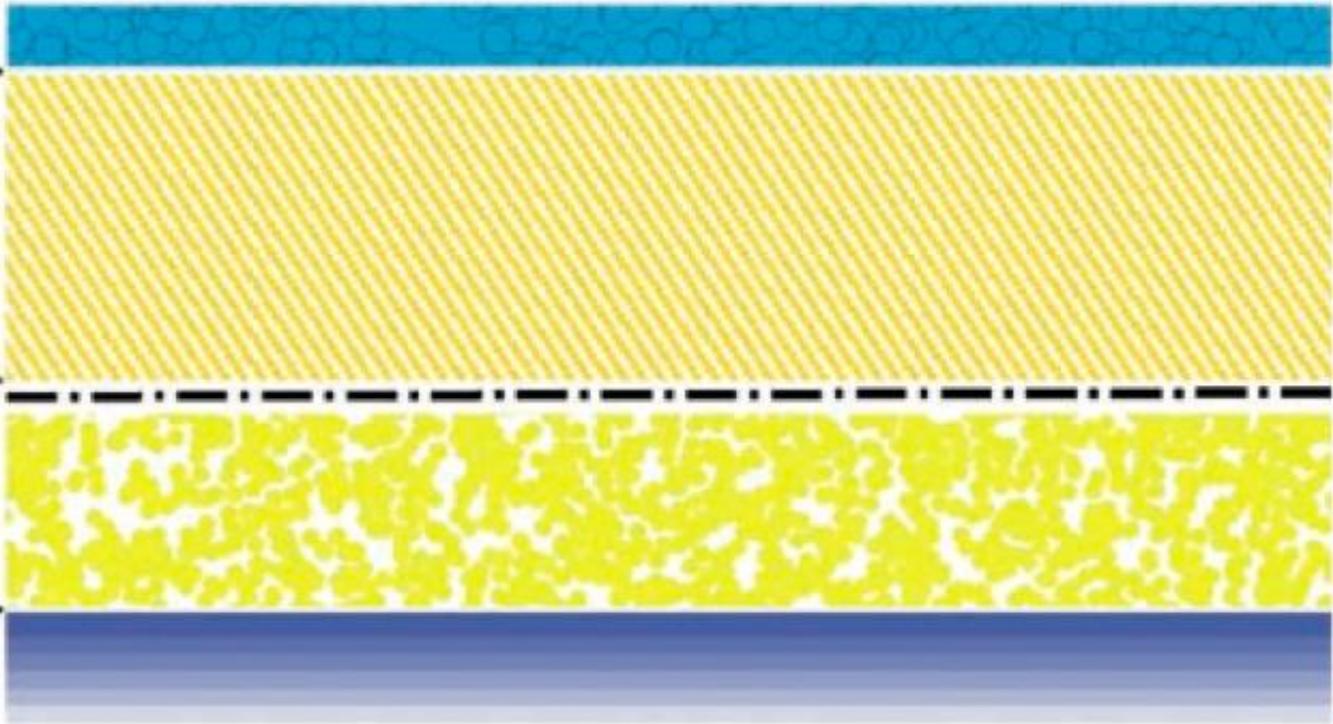
piscinas

115_m

recintos

75_m

playas



SOL Y PISCINAS

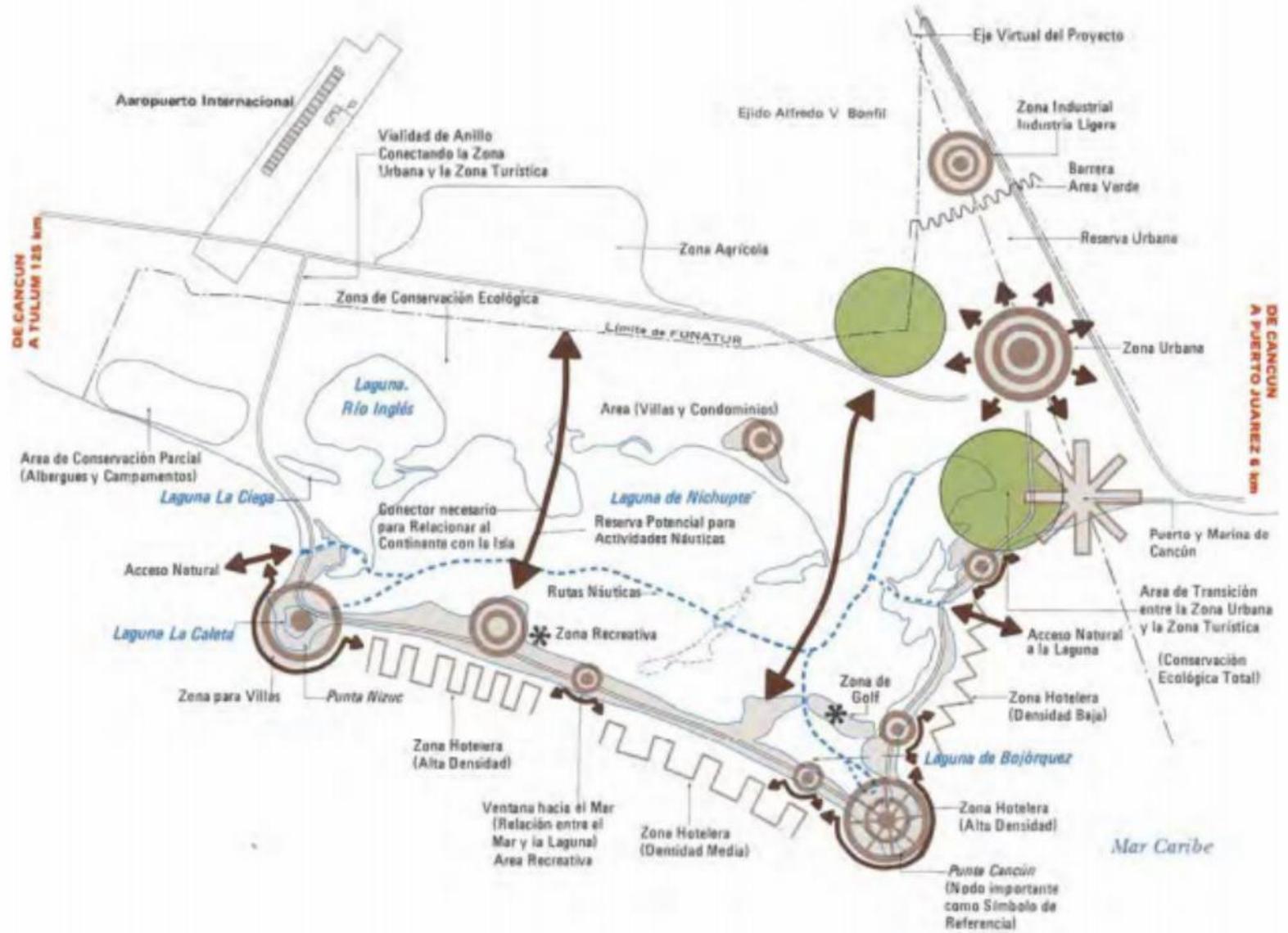
SOL Y PLAYA

Plan Director del Sistema Costero

La primera línea preservada traslada el valor del suelo a la segunda línea

La preservación de la primera línea incrementa el valor global del espacio

DE CANCUN
A VALLADOLID 197 km





Villa Nurbs. Empúriabrava E. Ruiz - Geli









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ACCOMMODATION

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elBullifoundation



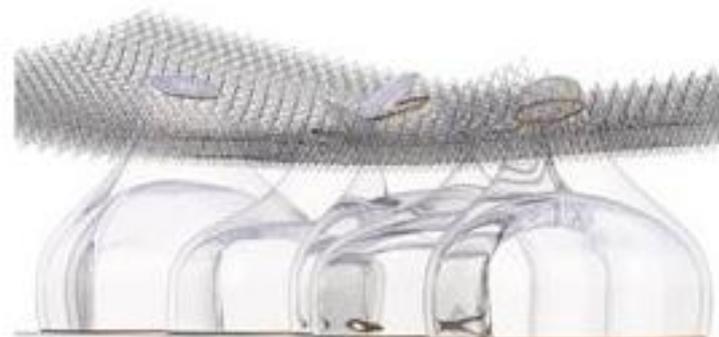
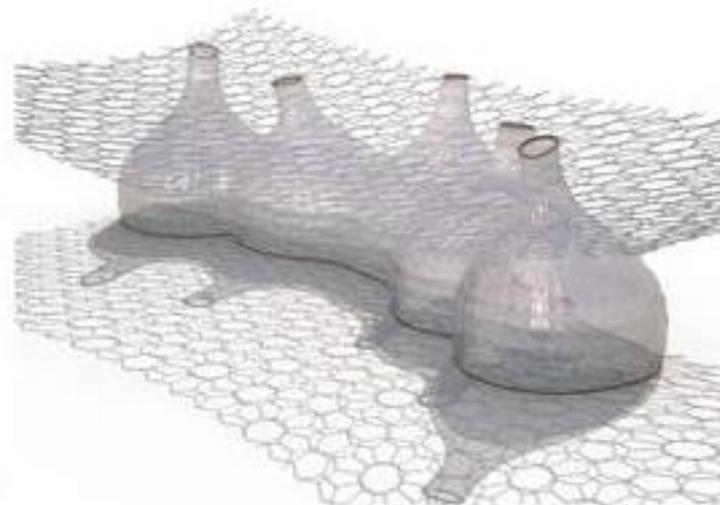
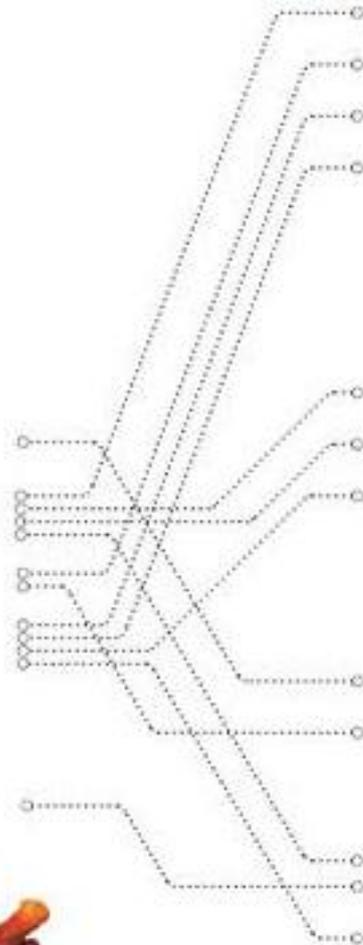
Agelas conifera

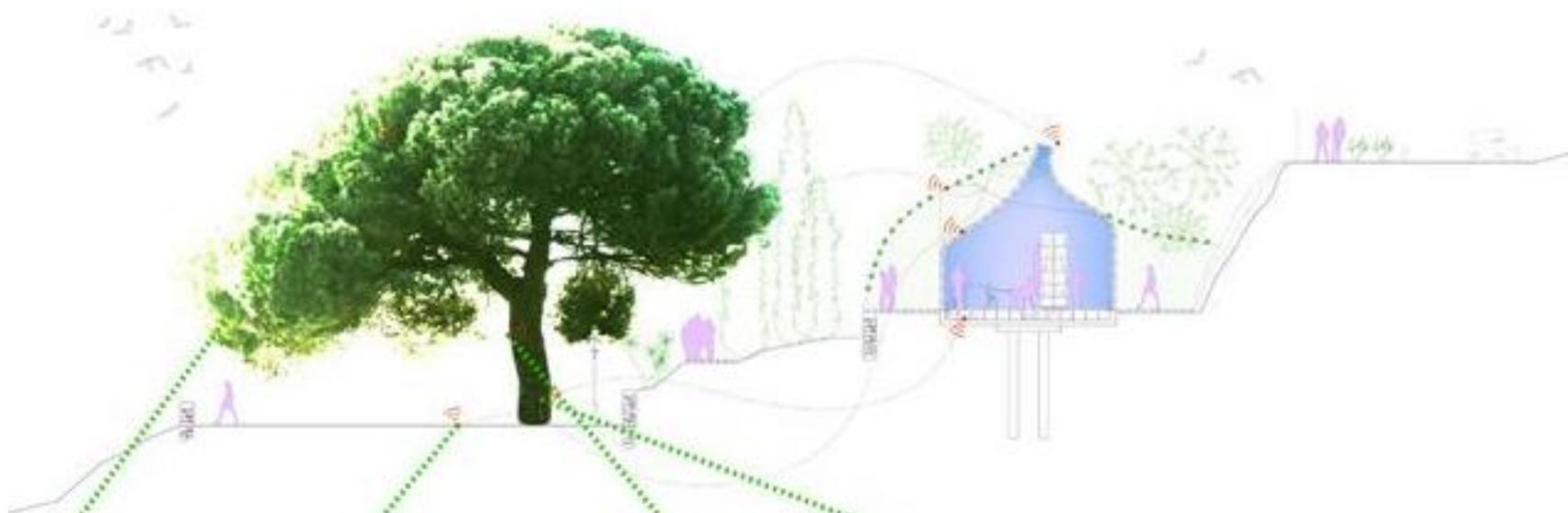


Agelas clathroides



Agelas oroides





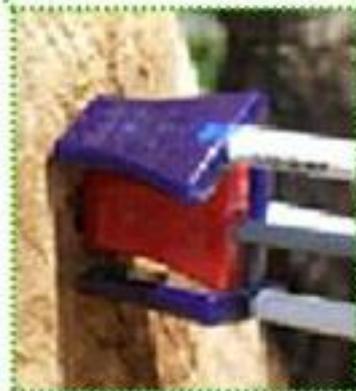
***SENSOR DE FOTOSÍNTESIS DE LAS HOJAS**



***SENSOR MEDIDOR DE LA SALINIDAD DEL SUELO**

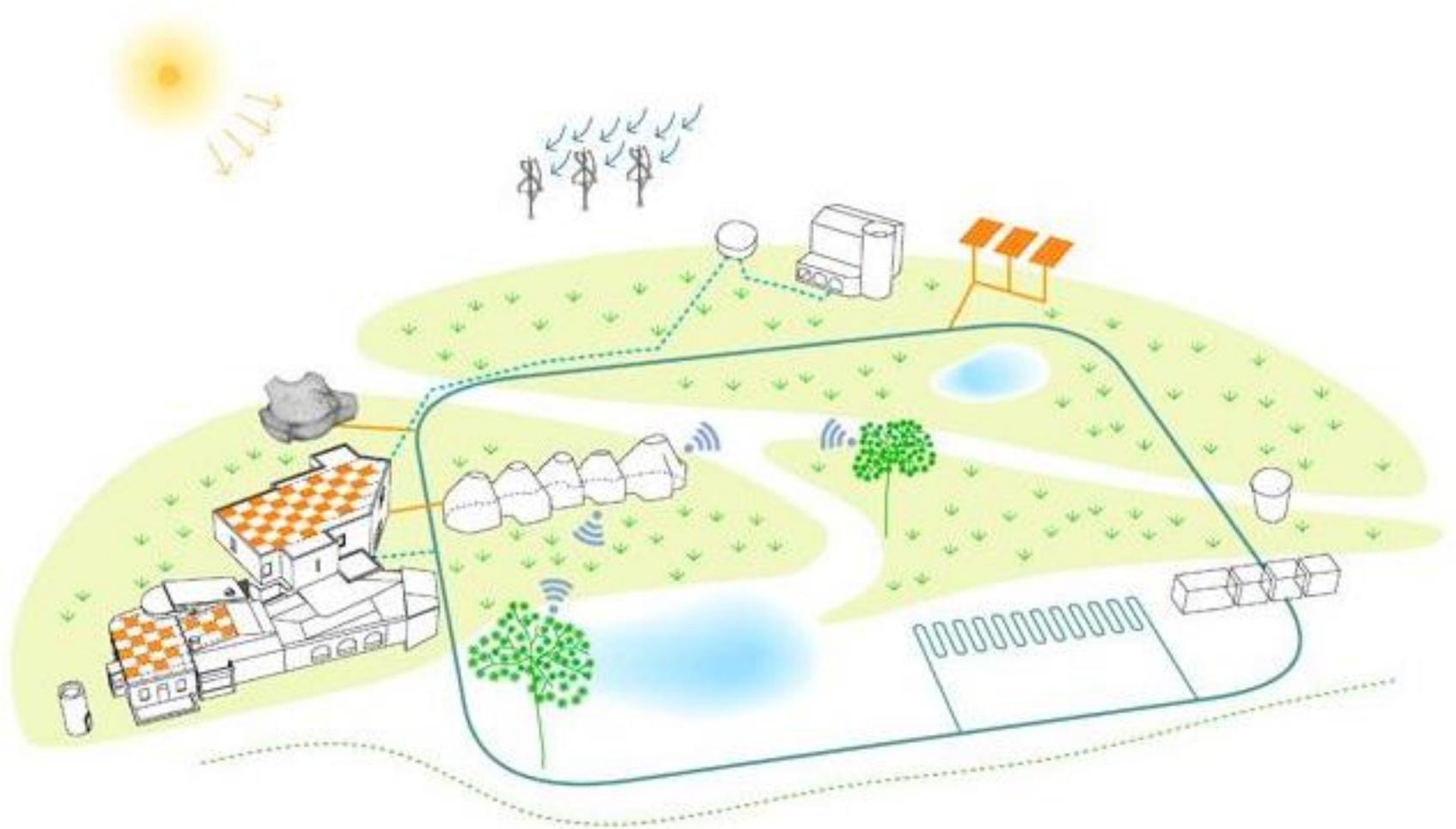


***SENSOR MEDIDOR DEL FLUJO DE SAVIA**



***SENSOR MEDIDOR DEL DIÁMETRO DEL ÁRBOL**





En resumen
5 ideas fuerza



A las puertas del big bang. Competencia extrema



Planificar el espacio turístico.
Buscar patrones locales



Potenciar los nodos principales.
Crear una red de nodos
secundarios



Diseñar un espacio turístico que “hable” a los visitantes



Integrar las comunidades en el diseño de los espacios



Ordenación de espacios turísticos



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