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ACTAS



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Carlos Rosa Jiménez
Ricard Pié Ninot
Nuria Nebot Gómez de Salazar
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I Congreso Internacional Turismo transversal y

Paisaje

Ist International Congress Transversal Tourism & Landscape

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Volumen editado por

Carlos Rosa Jiménez

Instituto Hábitat, Turismo y Territorio (IHTT),
Universidad de Málaga, España

Ricard Pié Ninot

Instituto Hábitat, Turismo y Territorio (IHTT),
Universidad Politécnica de Cataluña, España

Nuria Nebot Gómez de Salazar

Instituto Hábitat, Turismo y Territorio (IHTT),
Universidad de Málaga, España

e

Iván Álvarez León

Instituto Hábitat, Turismo y Territorio (IHTT),
Universidad Politécnica de Cataluña, España

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Índice

NOTA DE EDITORES

Turismo transversal y Paisaje. Nota de Editores

Rosa-Jiménez, Carlos; Pie Ninot, Ricard; Nebot Gómez de Salazar, Nuria y Álvarez León, Iván

TOPIC A. PAISAJE Y TURISMO EN LA CIUDAD POST-INDUSTRIAL

Urbanismo y turismo en ciudades costeras intermedias: presente y futuro socio-espacial del Puerto de Santa María. Un estudio de Caso. <i>González Márquez, Miguel</i>	1
Understanding, reframing and redesigning the territory of tourism and everyday life in a danish coastal town. <i>Nielsen, Tom; Pasgaard, Jens Christian and Meldgaard, Mathias</i>	14
Evolución del producto turístico sol y mar en un destino maduro: la ciudad de Figueira Da Foz (Portugal) <i>Duque, Ana Sofía</i>	27
El peregrinar termodinámico de los turistas de crucero por el centro histórico de la ciudad de Málaga <i>Lozada, Agustín Dario</i>	39
Actualizaciones de paisajes termales por un hedonismo terapéutico <i>Jiménez López, Diego y Sánchez Gómez, Juana</i>	52
El turismo industrial: una apuesta para el futuro de aquellos paisajes generados por un paso industrial <i>Alba Dorado, María Isabel</i>	63
Los ferrocarriles mineros de la margen izquierda del Nervión; primeros paisajes culturales de la movilidad <i>Ana Schmidt</i>	74
El primer chapuzón. Imágenes cinematográficas en el ideario de la transformación de la ciudad mediterránea <i>Maza, Gaspar; Sardà, Jordi y Ferré, Anna</i>	83
Ski resorts in the Alps: questioning the concept of resource through the history of a landscape. Chamrousse as case study <i>Franco, Caterina</i>	95

Evolución de espacios de trabajo deslocalizados como valor del binomio trabajo/turismo: nómadas digitales en espacios de coworkings y emprendimiento de Málaga 107

Alonso-Calero, José María y Cano-García, Josefa

Socio-spatial capacity and participative heritage tourism: geo-mining Park in Sardinia case 120

Beretić, Nađa; Cecchini, Arnaldo; Đukanović, Zoran and Fonnesu, Viola

Reexplotación de paisajes 131

Márquez Muñoz, Irene María

TOPIC B. PAISAJE Y TURISMO EN EL AGREGADO COSTERO. LA CIUDAD POST-TURÍSTICA

Diseño de un recorrido turístico-cultural por los restos fenicios del municipio de Almuñécar (Granada, España) 143

Maroto Martos, Juan Carlos; Najarro Martín, Ulises y Pinos Navarrete, Aida

La evolución de los destinos maduros de sol y playa mediterráneos ante un periodo de crisis: los casos de Gandia y Cullera 156

Ferrandis Martínez, Adrián; Torres Puche, Álvaro y Alcázar Indarte, Héctor del

El turismo residencial en la costa almeriense. Oportunidad para una intervención paisajística coherente 167

Castilla-Polo, Antonio y Rosa-Jiménez, Carlos J.

Centros de interés turístico nacional, ¿oportunidad o desastre? Platja de muro vs. Cales de Mallorca 177

Sebastián Sebastián, María

El paisaje post-turístico de las infraestructuras. Caracterización patrimonial del corredor histórico litoral de la N-340 190

Loren-Méndez, Mar; Pinzón-Ayala, Daniel; Ruiz, Rita y Vadillo González, Alicia

Costa del Sol: estrategias de regeneración 205

Gallardo Ramírez, Cristina y Sánchez Fuentes, Domingo

La renovación urbana de los municipios turísticos: su transformación según el concepto de ciudad 216

Alcázar Indarte, Héctor del; Noguera Tur, Joan y Ferrandis Martínez, Adrián

Propuesta metodológica para analizar la renovación de un destino turístico desde la perspectiva de la gobernanza: el caso de Puerto de la Cruz (Tenerife, España) 228

Ledesma González, Oswaldo y Simancas Cruz, Moisés

Identidad territorial y turismo. El caso de Alghero <i>Sosa García, Omar.</i>	240
Patrones del tiempo: una oportunidad para la renovación del planeamiento urbano en la línea de costa <i>Gisbert Alemany, Ester</i>	252
Alojadero: ensayo de yuxtaposición de paisaje productivo agrícola y turístico <i>Sanchez, Juana; España, Paloma y Jiménez, Diego</i>	265
La regeneración de un destino a través de la innovación <i>Luis Tomás, Mariona y Tugores Ques, Maria</i>	276
Turismo y medio ambiente en Málaga y gran canaria. Opiniones de los residentes <i>Moreira Gregori, Pedro Ernesto</i>	287
De la dualidad del paisaje turístico presente, a la arqueología urbana del futuro <i>Reina Gutiérrez, Eva</i>	296
Paisajes para llevar / landschaften zum mitnehmen / landscapes to takeaway <i>Ley Bosch, Pablo</i>	308
Ruinas contemporáneas costeras, dispositivos de inmersión en el paisaje. <i>Rojas Cabezas, Cristian; Fernández-Valderrama Aparicio, Luz y Moreno Pérez, José Ramón</i>	321
TOPIC C. PAISAJE Y TURISMO RURAL	
From seaside to experiential tourism: the new trends in the Latin Arc <i>Tucci, Giorgia</i>	334
Aprovechamiento multifuncional del paisaje y turismo en áreas periféricas: el papel de los macrohongos en España <i>Martínez-Ibarra, Emilio; Serrano-Montes, Jose Luís y Arias-García, Jonatan</i>	354
Patrimonio territorial y paisajístico de la trashumancia en España. Retos hacia un turismo sostenible y responsable <i>Amat-Montesinos, Xavier; Cortés Samper, Carlos y Larrosa Rocamora, José Antonio</i>	366
Propuesta por un turismo sostenible en la selva amazónica <i>Ángeles Velasquez, María Claudia; Censi, Simone y León Távora, Walter</i>	379
La incidencia de la subdivisión territorial en el desarrollo turístico de las áreas rurales <i>Albarrán Periañez, José David</i>	387

Espacios problema en Andalucía: el turismo rural como estrategia de desarrollo <i>Pinos, Aida; Maroto, Juan Carlos y Najarro, Ulises</i>	399
El paisaje como recurso para la potenciación del turismo en humedales <i>Arias-García, Jonatan, Serrano-Montes, José Luis y Martínez-Ibarra, Emilio</i>	409
El turismo como agente de transformación de un territorio: Valle del Mgoun, Marruecos <i>López-Osorio, José Manuel y Asencio Juncal, Jorge</i>	421
Drawscaping, paisajes dibujados <i>Romero Romero, Daniel, Romero Morato, Andrés, Guerrero Álvarez Juan José, Giménez de Azcárate Fernández, Fernando Cáceres Clavero, Francisco y Moreira Madueño, José Manuel</i>	434
El paisaje de frontera como atractivo turístico: el contrabando en el bajo Guadiana <i>García Martín, Miguel y Villar Lama, Arsenio</i>	446
Situación de los paisajes agrarios tradicionales. El caso de la uva pasa en la Axarquía <i>Domínguez Correa, Laura</i>	459
El turismo como elemento de conservación del paisaje en el mundo rural. El ejemplo de los arribes del Duero <i>Fernández Álvarez, José</i>	470
El turismo de cuevas y el paisaje subterráneo, un ejemplar de dinamización turística en Cantabria <i>Moro Palacios, Isabel</i>	483
Proyecto paisaje comunidades <i>Tagliolini, Barbara</i>	495
Caminito del Rey, modelo de recuperación turística en entorno rural <i>Machuca Casares, Luis; Machuca Santa-Cruz, Luis y Alonso Núñez, Ángeles</i>	505
De la vía estrecha a la vía verde: el programa español de vías verdes como instrumento para la puesta en valor y dinamización del paisaje rural <i>Miruna A. Calina</i>	516
Turismo cultural y paisajístico en torno a la red de torres defensivas andaluzas. Consideraciones preliminares <i>García-Pulido, Luis José; Ruiz-Jaramillo, Jonathan</i>	528

TOPIC D. ANÁLISIS Y DIAGNÓSTICO DEL FENÓMENO TURÍSTICO EN LA CIUDAD POST-INDUSTRIAL

El turismo urbano a través de los soportes culturales: de pabellones de exposiciones internacionales a grandes museos contemporáneos <i>Mosquera Pérez, Clara; Navarro de Pablos, Francisco Javier</i>	540
El territorio como soporte de la construcción del paisaje turístico <i>Chamizo Nieto, Francisco José</i>	553
Paisaje multifuncional para el turismo: la Huerta de Valencia <i>Tuset, Juan J.</i>	565
La privatización del espacio público en las áreas turísticas de Sevilla <i>Praena Bohórquez, Gumersindo y García Martín, Miguel</i>	578

TOPIC E. ESTRATEGIAS DE ORDENACIÓN

Derecho a la ciudad y turistización. El caso de Málaga <i>España Naveira, Enrique</i>	591
Del éxito al conflicto: los impactos sociales del turismo en Barcelona <i>Elorrieta, Berezi; Cerdan, Aurélie y Torres-Delgado, Anna.</i>	601
Ius urbis. Strategies to develop a new urban interior-like pattern <i>Anzani, Anna; Lonardo, Emilio</i>	618
El mapa turístico como herramienta. Propuesta de inclusión de los espacios residuales en el conjunto de espacios mapeados <i>Reina Gutiérrez, Eva</i>	631
The challenge of planning an emerging mediterranean touristic landscape _ making the albanian riviera <i>Pagonis, Athanasios</i>	644
Red paisajística de Antequera <i>Lèbre, Mathieu</i>	657

TOPIC C. PAISAJE Y TURISMO RURAL

FROM SEASIDE TO EXPERIENTIAL TOURISM: THE NEW TRENDS IN THE LATIN ARC

Tucci, Giorgia^a.

^aDAD, Department of Architecture and Design of Genoa Polytechnic School

Temática: Nuevas formas de turismo en el Arco Latino

Resumen

Gracias a su extraordinaria belleza, riqueza cultural y gran variedad, las regiones costeras de la UE son el destino preferido de muchos turistas europeos y no europeos, haciendo de el turismo costero y marítimo un sector importante de la industria turística. Con casi 3,2 millones de empleados, este sector genera un valor bruto total de 183 mil millones de euros y representa más de un tercio de la economía marítima. No menos del 51% de los hoteles en toda Europa se concentra en las regiones costeras [ref: ec.europa.eu]. En 2000, hace casi dos décadas, los países del Arco Latino (España, Francia, Italia) representaron el 64% de los flujos totales en las zonas costeras del Mediterráneo, que ya es el primer destino turístico del mundo (Benoit, Comeau, 2005). Sin embargo, hoy surgen nuevas formas de turismo, cada vez más "complejas y refinadas" (Ferrari, 2008), los nuevos tipos de turismo – agroturismo, ecoturismo, turismo rural, turismo experiencial, etc. – que podemos encontrar en el Arco Latino son muchos. Dentro de esta nueva forma turística, está el ejemplo emblemático de "turismo rural", donde los viajeros experimentan actividades agrícolas junto con los agricultores, como cosechas antiguas, recolección de aceitunas, arar y plantar, vivir dentro de una granja y trabajar con un artesano. Este nuevo tipo de turista tiene como objetivo expandir sus horizontes y conocimientos, profundizando la cultura y las tradiciones locales, respetando el lugar y promoviendo la sostenibilidad. En esta dirección, las ciudades deben ser dirigidas, adaptándose a las nuevas demandas del turismo global, con el objetivo de mejorar el patrimonio cultural, creando una repartimiento económico para el territorio y ofreciendo un producto que crea un bienestar relacional irrepetible.

Palabras clave: paisaje rural; turismo rural; turismo experiencial; Arco Latino

Theme: New forms of tourism in the Latin Arc

Abstract

Thanks to their extraordinary beauty, cultural richness and great variety, the EU's coastal regions are the preferred destination for many European and non-European vacationers, making coastal and maritime tourism an important sector of the tourist industry. With nearly 3.2 million employees, this sector generates a total gross value of 183 billion euros and represents over one-third of the maritime economy. No less than 51% of hotel accommodation across Europe is concentrated in coastal regions [ref: ec.europa.eu]. In 2000, almost two decades ago, Latin Arc countries (Spain, France, Italy) accounted for 64% of total flows in the coastal areas of the Mediterranean, already the world's first tourist destination (Benoit, Comeau, 2005). However, new forms of tourism are emerging today, increasingly "complex and refined" (Ferrari, 2008), the new types of tourism – agro-tourism, ecotourism, rural tourism, experiential tourism, etc – that we can find in the Latin Arc are many. Within this new tourist form, there is the emblematic example of 'rural tourism', where travelers experiment farming activities together with farmers, such as vintage harvesting, olive harvesting, plowing and planting fields, living inside a farm, working with an artisan and more. This new type of tourist aims to expand its horizons and knowledge, deepening local culture and traditions, respecting the place and promoting sustainability. In this direction, cities must be targeted, adapting to the new demands of global tourism, with the aim of enhancing cultural heritage, creating an economic relapse for the territory and offering a product that creates relational well-being unrepeatably.

Keywords: rural landscape; rural tourism; experiential tourism; Latin Arc.

1. THE AGRICULTURAL COMPONENT IN THE TOURISM OF THE LATIN ARC

According to the analyzes and reports of the Country Brand Index: “Countries can usefully be understood as the sum of their identity and reputation” and according to the various evaluation criteria considered – such as value system (political freedom, environmental standards, tolerance, etc.), quality of life (safety, health, education, etc.), business potential (technology, good infrastructure, business, etc.), heritage & culture (art & culture, natural beauty, points of interest, etc.), made in (high quality, unique products, authentic products, etc) and, obviously, tourism (range of attractions, food, value of money, etc.), – in the 2014-15 reports, the countries of the Latin Arc are ranked respectively France 17th, Italy 18th and Spain 23rd.

When we talk about the Arco Latino, in addition to the cultural and landscape richness, the tourist component represents an important socio-economic sector in the large-scale. Especially the coastal and maritime tourism, with nearly 3.2 million employees, this sector generates a total gross value of 183 billion euros and represents over one-third of the maritime economy. No less than 51% of hotel accommodation across Europe is concentrated in coastal regions. Just think that in 2000, the Latin Arc countries (Spain, France, Italy) accounted for 64% of total

flows in the coastal areas of the Mediterranean, already the world's first tourist destination (Benoit e Comeau, 2005).

Since the fifties, the development of seaside tourism and an economy based essentially on the tertiary sector, have significantly contributed to the cementification processes of the Mediterranean coasts, it is estimated, in fact, that today more than 70% of the coasts of Spain and Italy, and 60% in France, are urbanized (Ferrari, 2008).

In addition to this coastalization process, collaterally it was revealed a massive rural exodus from the territories of the hinterland due to the downsizing of agricultural and pastoral activity. The joint action of these phenomena (coastalization and exodus) has sanctioned the still current fracture between coastal areas and inland areas, involving: the urban explosion, the anthropic pressure along the coastal areas and, even if indirectly, the spontaneous and uncontrolled renaturalization in rural areas of the hinterland. These are phenomena that are still ongoing, which have critical implications for the landscape from the ecological, scenic, socio-economic and identity point of view (Salizzoni, 2012).

2017 has been appointed The International Year of Sustainable Tourism by the UN “as a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued” (UNWTO Secretary-General, Taleb Rifai). In fact, at community level, many projects have been implemented in recent years aimed at the sustainability of tourism in the Mediterranean, such as the project Sostenibilità e Turismo in Mediterraneo (S&TMED) which is part of the European Territorial Cooperation Program CBC Enpi – European Neighbourhood and Partnership Instrument –, with objectives of economic development, protection and enhancement of the natural and cultural heritage through new entrepreneurial activities. However this sector needs constant monitoring and good management to predict the effects and limit the consequences.

The tourism in the Mediterranean regions, in fact, shifts not only an important economic value, but significantly affects the socio-cultural and landscape-environmental development of the countries. Suffice it to say that, according to datas from the World Travel and Tourism Council, for example, the Italian tourism industry as a whole (national and international tourism) creates employment for more than 10% of the population and accounts for 9.4% of Italian GDP with 147 billion euros and 46.1 million international tourists. The tourist attraction of a country

therefore represents a key element both for the economic sector and for the urban-infrastructural and socio-cultural repercussions.

Not only in Europe but throughout the world, large infrastructures have been built for tourist and cultural events (ex. Expo di Milano 2015, Expo Shanghai 2010, etc.), the same happens for tourist-sporting occasions (ex. Olimpiadi Rio2016, Londra 2012, Mondiali Brasile 2014, etc.), and the religious tourism sector is equally impressive (Fatima, Medjugorje, Gerusalemme, Lourdes, etc.). The flows of people moving to visit and take advantage of one place or another activate mechanisms of promotion and in some way of territorial branding, which often becomes an identifying mark in the collective imagination.

The forms of tourist attraction (cultural, bathing, sporting, religious, gastronomic, etc.) are therefore varied and manifold, however, in the regions of the Latin Arc are gradually emerging new kinds of tourism, increasingly "complex and refined" (Ferrari, 2008), within which elements such as: the rural landscape and the urban texture, being in close contact, interact with each other in a complex way giving rise to new mixed tourism strategies that have gradually spread more and more in recent years.

In fact, during the last decade the concept of 'rural tourism' has become widespread, giving a strong alternative to the more traditional forms of tourism promotion. Rural tourism is often associated with a recreational experience whose activities are not in the urban areas, but in a nature space, by definition, in effect, rural tourism includes all tourist offers presented in rural areas (Fiquet, 1992; Bourdeau, 2001; Cawley et Gaffey, 2002).

In this context, agriculture, local heritage and cultural identity of the place are combined together in a process of value creation, generating virtuous and proactive examples of regeneration of urban and rural areas, able not only to attract tourist flows, but to manipulate the urban structure of cities, redeveloping spaces, infrastructures and environment.

2. THE NEW TOURIST TRENDS: AGRO-TOURISM AND EXPERIENTIAL TOURISM

Wanting to describe some of the many variations that the agricultural component makes with the tourism sector, it is useful to identify some significant examples developed in the countries of the Latin Arc, taken into consideration.

2.1 Agriculture as a tool of tourist attraction: Wine Districts (IT, ES, FR)

For example, the enotourist districts: tourist and enological areas within which coexist: a strong tourist offer (accommodation, catering, historical and cultural tours, attractions, events, commercial activities, etc.) and a local production system (wineries, vineyards, areas of production, natural resources, etc). [Pic.1]

The ability to invest in the wine industry and create world-renowned brands of excellence has allowed many rural countries to attract tourists from all over the world. In the Italian case, for almost two decades, The Wine Roads have been set up, that are areas where "natural, cultural and environmental values, vineyards and cellars" insist on Italian wine tourism. To date there are about 150 wine roads, the most renowned are: Barolo road, Langa road wines, Chianti road, Marsala road, Franciacorta road, Malvasia road, etc.

The same thing happens in Spain, where the certification of the Rutas de Vino de España brand promoted enotourism in many areas, such as Rioja, Jerez, Penedés, Rias Baixas and Ribera de Duero. [Pic.2] And also in France, wine tourism is one of the main tourist attractions of the country thanks to the excellence of brand promoted - such as Vignobles & Découvertes - and numerous wine roads, such as: Île d'Oléron, Minervois Saint-Chinian Faugères en Haut Languedoc, La Vallée de la Marne Ouest (champagne area), Bordeaux Route des Vins in Graves & Sauternes, Perpignan Méditerranée Rivesalte and many more.

Agriculture – and specifically, in this case, viticulture – is the cornerstone of the campaign for the promotion, retraining and internationalization of the territory.

2.2 Agriculture as safeguard of tourism and cultural heritage: Huerto del Rey Moro (ES)

In the last decade the awareness of the concept "agriculture like heritage" has become widespread, becoming a significant component in the projects of recovery, redevelopment and territorial promotion. Agriculture, local heritage and the cultural identity of the place combine together in a process of value creation, generating virtuous and proactive examples of regeneration of both urban and rural areas, able not only to attract tourist flows, but to manipulate the urban structure of the cities, redeveloping spaces, infrastructures and environment. One of these, it's the spanish project: Huerto del Rey Moro, an open urban space of 5000 m2 located in the historic center of Seville, between two of the most densified streets of the city. It's the biggest public space into the historic center and it's part of an old vinculated building – Casa del Rey Moro, a gothic-mudejar house – and its courtyard, builded during the

15th Century. In 1985 the regional government decided to declare the house Good of Cultural Interest as "Monument", together with the open space as heritage reserve zone.

This area was abandoned for many years and after several attempts to privatize this space, the neighbors decide to occupy and protect it with a sort of actions. They claimed it to the public administration, proposing many projects and activities.

The Asociación Amigos del Huerto del Rey Moro promoted archaeological studies and was involved in the legal defense of this site against urban planning changes. As a consequence of this struggle, on Feb. 15th, 2004, the Huerto was inaugurated as a neighborhood space for the use and enjoyment of the neighborhood. Now it currently works as a urban meeting place, with many public activities like as: community gardens, labs, playground, exhibition spaces, cinema, workshops, market and, first of all, an open site of urban agriculture, promoting a rural model of ecological development where agriculture is a way of aggregation, learning and social sharing. Today it's a dynamic organism that has been able to overcome the concept of object, evolving towards a sense of the whole of natural, social and intangible good, generator of quality of life, social and cultural benefits. [Pic.3]

Urban agriculture in this case, as well as in many other projects, regardless of its location intra or peri-urban, becomes a source of tangible and intangible good: products and cultural heritage (Fleury, Donadieu, 1997).

2.3 Agriculture as environmental requalification and tourism promotion: Parco Sud Milano (IT)

"The great overbuilding that has saturated the north of Milan, tries to move towards this stretch of green that is mistakenly seen as a large 'empty area', to be redeveloped, where there is 'nothing'" (Prinelli, 2012).

Set up on 23 April 1990, Parco Sud Milano is an Italian example of landscape design, created with the aim of recovering and enhancing the agricultural economy of the South area of Milan as well as protecting the environment and the landscape, making available to millions of citizens a huge green lung and a great heritage of nature, history and culture. Managed by the Metropolitan City of Milan, the park covers a total of about 47,000 ha and represents about 30% of the total area of the city, involving more than 1400 farms.

Thanks to the large size of the park, it is possible to find: natural areas (wetlands, rice fields, protected areas - such as the 41 'marcite' - lakes, oases, water sources, woods, meadows,

gardens, nurseries, orchards, etc.), tourist facilities (cycle paths, outdoor gyms, accommodation structures, equipped areas, commercial services, gastronomic activities, educational farms, etc.), and elements of historical and cultural heritage (castles, historic farmhouses, monuments, museums, etc.). [Pic.4] The variety of cultural-educational activities and the tourist-gastronomic events that it offers have made the park a place of great cultural exchange, safeguarding the territory and economic profit for the city.

2.4 Agriculture as social reintegration and tourist innovation: Les Fermes de Gally (FR)

Re-vegetating the city or its surroundings, cultivating and selling products in markets in short and ecological circuits, sensitizing citizens to food and environmental issues, creating jobs and, at the same time, enhancing the heritage. The experimental site of this French project is an old landfill deriving from the motorway extension, from the excavations of car parks and the tunnels in the Ile de France, a 10-meter high mound over an area of 8 hectares.

The landfill activity closed in 1996 leaving the site abandoned for more than 15 years, but in 2012, this land was acquired by Les Fermes de Gally, with a reconversion of use, to host the demonstrator of urban agroecology of the association Le Vivant et la Ville.

In addition to the territorial requalification, the main objective of the project is to demonstrate the feasibility of this innovative economic, social and environmental offer on small abandoned or disused areas located in urban and peri-urban areas. The first Ferme en Ville is a demonstrator located in the city of Saint-Cyr l'Ecole (Yvelines). [Pic.5]

The innovative offer of services combines the above-ground cultivation with the market in a circular economy, and moreover, it hosts tourist, educational and professional visits – offering an operational solution in the field of experimental research – informing and educating citizens and visitors about the operation and the role of agriculture, on the origin of products and on the seasonality of fruit and vegetables. The entire space is enriched by numerous agricultural activities, such as honey harvesting, floriculture, wine and beer production, or recreational-tourism, such as hiking trails, the labyrinth of Gally, show-cooking, the educational workshops, which take place during the year in the spaces of the Ferme.

2.5 Agriculture as cultural diffusion, social sharing and tourist contamination: Zappata Romana (IT)

The Zappata Romana project is a research in progress that investigates the spontaneous shared gardens in Rome as a collective action for the appropriation of urban public space and the development of environmental, economic and social innovative issues.

It begins in 2010 with a survey of the existing community gardens with an interactive icon-based map on Google. Since then, when the spontaneous phenomenon was still fairly unknown, over 100 sites have been uploaded. The main objectives are: to describe such emerging phenomenon of positive reaction to vacant or abandoned urban spaces, to observe social sites where the relationship with the land encounters themes of public space as collective and shared space along with the integration of social and environmental sustainability, to encourage the dissemination of experience and skills and to promote green space like an active and attractive that deserves to be visited. [Pic.6]

2.6 Agriculture as technological experimentation, sustainable development and tourist interest: Valldaura Self Sufficient Labs (BCN)

Valldaura was Cistercian monastery in 1150, a royal palace of the Crown of Aragon in 1297, a district of Barcelona from 1517, a farm since 1888 and now a research centre (2010), located in the flank of the Collserola Natural Park. Now Valldaura is an innovative research centre, that investigates into self-sufficiency.

It works into three laboratories: Food Lab, Energy Lab and the Green FabLab which produce the three things need to be self-sufficient: food, energy and many of the things essential to the good life, combining the age-old ancestral knowledge that connects people to nature with the latest advanced technology. Valldaura tooks the energy from food, for this reason they recovered an activity that is not only productive but also generates biodiversity in the Collserola Natural Park. Food production is based on various forms of cultivation including organic gardens, orchards, edible forests and farms. In this way, researchers and students can experiment with agriculture new forms of energy and production. [Pic.7]

In addition to this, the Valldaura estate offers various workshops and other activities related to the Laboratories and mission. They also host events and organize a mixture of workshops and free open actions that aim to bring similar minded people together in common cause, a coalition of the willing. The Centre has a number of different spaces ideally suited to accommodating a

variety of activities such as talks, conferences, presentations, celebrations and festivals within which visitors can try new innovative experiences with and into the nature.

2.7 Agriculture as experience: Experiencial Tourism, Rural Tourism and Agro-tourism

The Travel Trends Report 2018 starts its report with the title “Experiences not things”.

In a 2014 paper brilliantly titled “Waiting for Merlot”, psychologists Amit Kumar, Thomas Gilovich and Matthew Killingsworth show how experiential purchases (money spent on doing) tend to provide more enduring happiness than material purchases (money spent on having). In the last decade, the birth of many new tourist portals has allowed not only to book online hotels or restaurants, but also b&b, houses and all sorts of activities around the world. In addition to the receptive or gastronomic character, the tourist offer proposed to the consumers a package of experiences. The case of the Airbnb portal is certainly one of the most emblematic. [Pic.8]

In an interview with the BBC, Lucy Fuggle, Head of Content at TrekkSoft noted: “In our work with suppliers and tourism boards, we've noticed that visitors are increasingly seeking unique experiences in less 'typical' destinations”.

This phenomenon is now a growing trend and takes the name of 'experimental tourism', where the activities represent true personal experiences such as: hiking, tasting, cooking lessons, cultural tours, food and wine tours, indoor and outdoor sports, naturalistic activities, artisan workshops, etc. The goal is not only to spend a holiday but to live it, to visit new places by enriching your own background with unique, unconventional, emotional, creative and engaging experiences. The best travel brands are putting, this is especially the case for destination marketing organisations, 56% of which consider experiences to be “a vital part” of their destination marketing (Trekksoft Research).

Within this new tourist form, there is the emblematic example of 'rural tourism' or ‘agro-tourism’, where travelers experiment farming activities together with farmers, such as vintage harvesting, olive harvesting, plowing and planting fields, living inside a farm, working with an artisan and more.

This new type of tourist aims to expand its horizons and knowledge, deepening local culture and traditions, respecting the place and sustainability. Collaterally to the rural areas of agricultural production, intensive and not, in fact, have been developed commercial and accommodation activities, well integrated with the natural context within which they are located – such as farms, educational farms, b&bs, wineries, local markets, etc. – where the consumer

can enjoy a quiet holiday surrounded by nature and with the opportunity to taste excellence local products, practice outdoor sports or experiment alternative activities (cooking lessons, gastronomic tours, tastings in the fields, etc.).

In fact, the numbers of the agri-tourism sector are constantly increasing, in Italy, for example, in 2016 over 22.661 farms were registered, 35% more than in 2006 (Istat, 2017).

In Spain they were about 15,904 in 2017, with a flow of more than 226,668 tourists each year (INE, 2017). Agrotourism is today a valid and strong alternative for tourists who decide to spend some relaxing moments in a 'green holiday'. The projects briefly described are a microscopic example of the actions and phenomena in progress, which, thanks to the cooperation between tourism, agriculture, cultural heritage and social collaboration, have been able to appropriate and give new life to disused spaces, sometimes without quality, but with great potential.

However, why is it so important to analyze and understand the developments in this sector?

At last estimate, the Millennials generation (22 to 31years old) are worth around \$200 billion. In the annual study by Allied Market Research in 2016, it was estimated that by 2022, online travel will be worth \$1,091 billion. By 2025, Millennials will comprise three quarters of the global workforce, which will bring them into a new era of spending power.

As already described above, the economic volume and the environmental impact that tourism generates within countries has a decidedly significant importance. Understanding this sector, the new trends and the possibilities that opens up towards the future public – mostly young like the Millennials, that today seeks a more sustainable and natural form of evasion –, allows not only to optimize the economic resources invested in the tourism sector, but to use it as an innovative tool for the economic, social and environmental development of the cities of tomorrow. In this direction, cities must be targeted, adapting to the new demands of global tourism, with the aim of enhancing cultural heritage, creating an economic relapse for the territory, protecting the environment and offering a product that creates a relational unrepeatable well-being.

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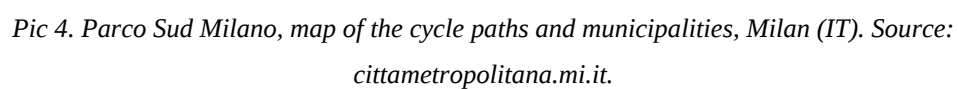
Pic 1. Antinori Winery, Bargino, Florence (IT). Source: ph. Giorgia Tucci (2016).



Pic 2. Rutas de Vino de España (ES). Source: www.wineroutesofspain.com/ver/2457/Rutas-del-vino-.html.



Pic 3. Graffiti, Huerto del Rey Moro by Axel Void, Sevilla (ES). Source: elmuseodelgraffiti.blogspot.com.es.





Pic 5. Les Fermes de Gally, Saint-Cyr l'Ecole (FR). Source: leslouves.com - www.lesfermesenvilles.com.



**AVVIO
DELL'ORTO**

DOMENICA 25 MARZO 2012,
HORTUS URBIS,
VIA APPIA ANTICA 42,
ROMA

INFO | zappataromana@gmail.com

< DALLE 11,00 ALLE 12,30 >

LABORATORI PER BAMBINI CON MERENDA

BOMBE DI SEMI, A CURA DI VANESSA SCARPA | GIARDINIERI SOVVERSIVI ROMANI
L'ORTO (HE VERRÀ), A CURA DI CECILIA CAMPIRONI | STUDIOARTURO

QUOTA DI PARTECIPAZIONE: 2 EURO A BAMBINO
PRENOTAZIONI: hortus.zappataromana@gmail.com

E < A PARTIRE DALLE 15,00 >

BARATTO DI SEMI CON ASTA FINALE



Pic 6. Hortus Urbis Events by Zappata Romana, Roma (IT).
Source: festivaldelverdeedelpaesaggio.it - ricreazioni.wordpress.com



Pic 7. Valldaura Self Sufficient Labs, Barcelona (ES). Source: valldaura.net/spaces



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LEZIONE DI SURF · BALI
The Surf Champion
8€ a persona
★★★★★ 38



STORIA · PARIGI
Paris' Best Kept Secrets Tour
49€ a persona
★★★★★ 132



VISITA A UN SANTUARIO · SEATTLE
Wolf Encounter
127€ a persona
★★★★★ 436



CONCERTO INTIMO · LOS ANGELES
Soul Music in a Speakeasy
10€ a persona



STILE DI VITA · SHANGHAI
甜爱路里的旅行达人聚会
3€ a persona
★★★★★ 4



GASTRONOMIA · CUBA OCCIDENTALE
Mix Cocktails while the Sun sets
6€ a persona
★★★★★ 22

Pic 8. Airbnb site, experiences. Source: www.airbnb.it

ÍNDICE DE AUTORES

A

Alba Dorado, M.I.
Albarrán Periañez, J.D.
Alcázar Indarte, H. del
Alonso-Calero, J.M
Alonso Núñez, A.
Álvarez León, I.
Amat-Montesinos, X.
Ángeles Velasquez, M.C.
Anzani, A.
Arias-García, Jonatan
Asencio Juncal, J.

B

Beretić, N.

C

Cáceres Clavero, F.
Cano-García, J.
Castilla-Polo, A.
Cecchini, A.
Censi, S.
Cerdan, A.
Chamizo Nieto, F.J.
Cortés Samper, C.

D

Domínguez Correa, L.
Đukanović, Z.
Duque, A.S.

E

Elorrieta, B.
España, P.
España Naveira, E.

F

Fernández Álvarez, J.
Fernández-Valderrama Aparicio, L.
Ferrandis Martínez, A.
Ferré, A.

Fonnesu, V.
Franco, C.

G

Gallardo Ramírez, C.
García Martín, M.
García-Pulido, L.J.
Giménez de Azcárate Fernández, F.
Gisbert Alemany, E.
González Márquez, M.
Guerrero Álvarez, J.J.

J

Jiménez López, D.

L

Larrosa Rocamora, J.A.
Lèbre, M.
Ledesma González, O.
León Tavera, W.
Ley Bosch, P.
Lonardo, E.
López-Osorio, J.M.
Loren-Méndez, M.
Lozada, A.D.
Luis Tomás, M.

M

Machuca Casares, L.
Machuca Santa-Cruz, L.
Maroto Martos, J.C.
Márquez Muñoz, I.M.
Martínez-Ibarra, E.
Maza, G.
Meldgaard, M.
Miruna A. C.
Moreira Gregori, P.E.
Moreira Madueño, J.M.
Moreno Pérez, J.R.
Moro Palacios, I.

Mosquera Pérez, C.

N

Najarro Martín, U.

Navarro de Pablos, F.J.

Nebot Gómez de Salazar, N.

Nielsen, T.

Noguera Tur, J.

P

Pagonis, A.

Pie Ninot, R.

Pasgaard, Jens C.

Pinos Navarrete, A.

Pinzón-Ayala, D.

Praena Bohórquez, G.

R

Reina Gutiérrez, E.

Rojas Cabezas, C.

Romero Morato, A.

Romero Romero, D.

Rosa-Jiménez, C. J.

Ruiz, R.

Ruiz-Jaramillo, J.

S

Sánchez Gómez, J.

Sánchez Fuentes, D.

Sardà, J.

Schmidt, A.

Sebastián Sebastián, M.

Serrano-Montes, J.L.

Simancas Cruz, M.

Sosa García, O.

T

Tagliolini, B.

Torres-Delgado, A.

Torres Puche, A.

Tucci, G.

Tugores Ques, M.

Tuset, J.J.

V

Vadillo González, A.

Villar Lama, A.

El primer congreso internacional Turismo Transversal y Paisaje, promovido por el Instituto Interuniversitario UMA-UPC de Hábitat, Turismo y Territorio, constituye un foro de debate interdisciplinar sobre el papel del paisaje en la configuración, desarrollo y rehabilitación del espacio turístico. La organización de este primer congreso surge tras los encuentros de la red de investigación Transversal Tourism formada por institutos y centros de investigación universitaria que, desde 2015, proponen una reflexión del turismo desde la dimensión del paisaje.