

URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE

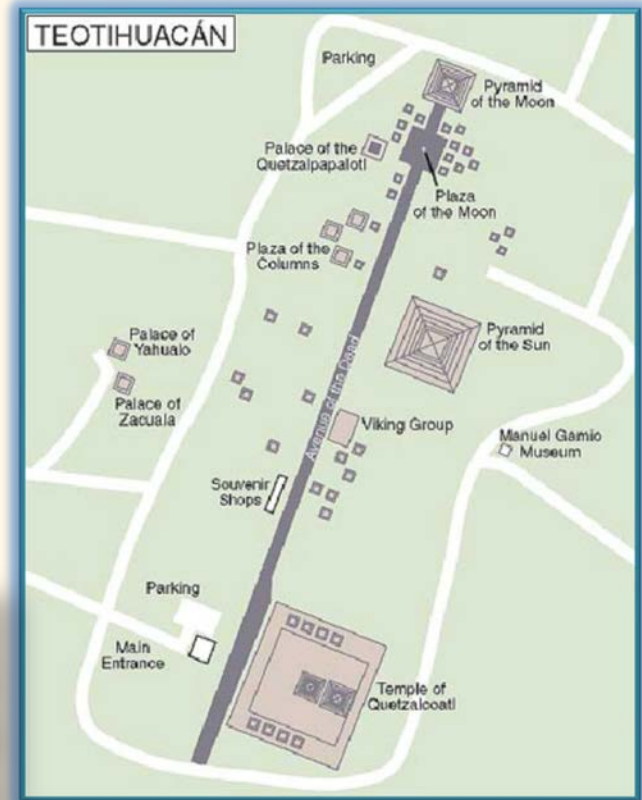
# TOURISM AND CULTURAL HERITAGE IN THE AREA OF ARCHAEOLOGICAL TEOTIHUACÁN LIGHT OF PUBLIC POLICY NETWORKS

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## GEOGRAPHICAL LOCATION OF THE ARCHAEOLOGICAL SITE OF TEOTIHUACÁN



This ancient ceremonial center is one of the most important pre-Hispanic America because of his masterful urban layout, and strong political and religious influence that in due course to other cities; It is also one of the most visited archaeological sites and valued in Mexico .

### Magnificent Buildings

- Pyramids of the Sun and Moon
- Feathered serpent temple
- Jaguars courtyard
- Quetzalpapálotl's palace

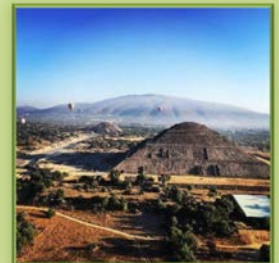


# TOURISM

**Tourism and heritage, it is, after decades a complex phenomenon**

This investigation refers to the bidirectional demand, whit the aim to highlight some realities, identify certain factors that may constitute threats and opportunities for the tourism.

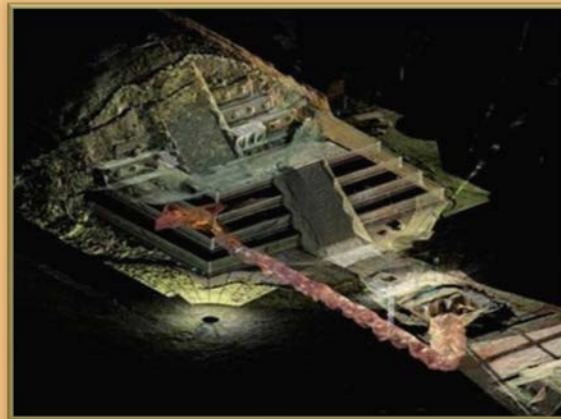
This research will buil on the approach to public policy networks, which have become more important in theoretical debates and practical tourist and cultural use, in order to understand the relationships between state, society and market. Management of cultural heritage in the Archaeological Zone is implying substantial changes in the way of understanding the nature and exercise of power



## FAVORABLE CONDITIONS FOR TOURISM DEVELOPMENT

There are only three situations for Tourism Development: where heritage, heritage resources, are in principle viable for tourism:

A) When it comes to resources of great prestige, able to draw themselves a sufficient amount of visitors to justify the location of tourist infrastructure, mainly accommodation and catering. These economic resources of great tourist attraction are relatively independent of location.



**B) Tourism viable heritage resources with a capacity of less attraction but who are stationed in or near large enough metropolitan areas**

**Virtual critical mass of users resident (visitors day in power), which carries a minimum threshold of population with sufficient discretionary income these resources, or the entire environment can attract tourists from other latitudes, but then we would be in the situation described in the preceding paragraph or against a mixture of both.**



**C) Touristically viable, independently much of its intrinsic ability tourist attraction, heritage resources that are located in established, mature and successful tourist destinations, as they prefer to be called , that is, that record itself same insufficient tourist flows.**



# **TOURISM, FACTOR OF USE AND CONSERVATION OF CULTURAL HERITAGE OF HUMANITY .**

**The trips provide an opportunity to disseminate human manifestations that have left evidence of the existence of cultures for many centuries.**

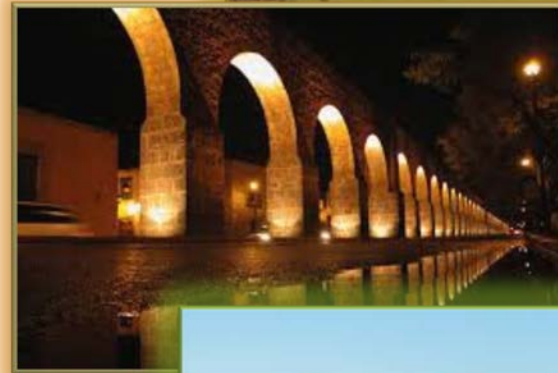
**Mexico is one of many countries that add to the interest of promoting tourism through cultural heritage, as if it were a commodity that generates tourism products to diversify tourism.**



# MÉXICO HAS CULTURAL AND NATURAL PROPERTIES INSCRIBED WORLD HERITAGE

## Cultural Heritage

- Pre-Hispanic City and National Park of Palenque
- Historic center of Mexico City and Xochimilco
- Pre-Hispanic City of Teotihuacan
- Historic Center of Oaxaca
- Monte Alban Archaeological Zone
- Historic center of Puebla
- Historic Center of Guanajuato
- Pre-Hispanic City of Chichen Itza
- Historic Center of Morelia
- Pre-Hispanic City of Tajin
- Historic Center of Zacatecas



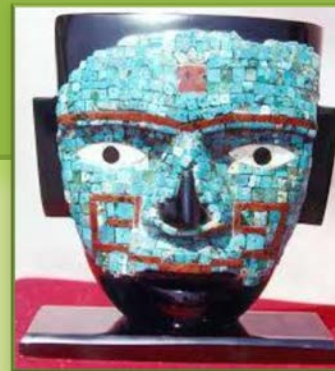
## Natural Heritage

- Natural Biosphere of Sian Ka'an
- Whale Sanctuary Vizcaino
- The islands and protected areas of the Gulf of California



## TOURISM AS A ESTRATEGY FOR LOCAL DEVELOPMENT OF THE REGION

- Sites with this declaration have increased the number of visitors looking to have direct contact with these goods.
- The recovery of public spaces is a strategy for conversion where the Community.
- Tourist activity is regulated by policies mandating human displacement.
- More tourists the local community better care of the natural or cultural resource
- Increased tourism Infrastructure and Superstructure.
- Academic research .
- Dissemination of Knowledge .
- Increase the economy.



## CULTURAL TOURISM TEOTIHUACAN ARCHAEOLOGICAL ZONE

The ancient city of Teotihuacan is the second most visited archaeological site in the world, only after the Egyptian pyramids.

In order to boost tourism in the region and to create the first cultural tourism corridor in the country, the government of the State of Mexico, the National Fund for Tourism Development (FONATUR), the National Institute of Anthropology and History (INAH) and the mayors of the region agreed in 2007, created the first Regional Tourism development Program Broker Teotihuacan – Acolman-Otumba, for the valley of Teotihuacan, which includes "development" of the seven adjacent municipalities to the archaeological site.



The objective of the program was the start of commercial sound and light show glow Teotihuacano, promoted in 2008 by Governor Enrique Peña Nieto

The show, which included federal and state budget consisted of lighting the pyramids of the Sun, the Moon and a stretch of the Avenue of the Dead, the screening of a video on one screen and a set of lights on the pyramids



What is the real damage if this project is implemented in Teotihuacan?

The drilling 668 holes 8000 in the pyramids to place 2 000 167 bases that would support rails lamps caused, in addition to damage to the real stones that shape and visual impairment, discontent of researchers and experts.

Excessive increase tourism.

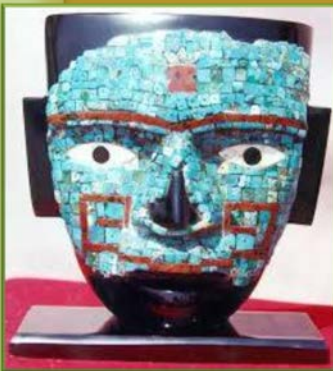


**The International Council on Monuments and Sites (ICOMOS), an advisory body of the Organization of the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the States Parties to will ensure respect for the sites inscribed on the World Heritage List, after a technical visit to the area ruled by the suspension of the project.**

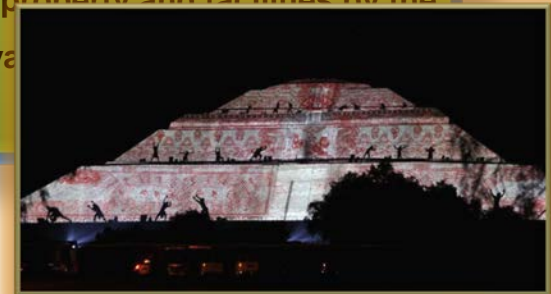
**In the opinion delivered in January 2009, the ICOMOS reiterated its concern that the INAH, especially the Council of Archaeology "has been issued in a manner so light approval to a project that is an affectation to the values of authenticity and visual of the archaeological area and its most emblematic structures: The Pyramid of the Sun and the Moon".**



In 2009, INAH workers and researchers filed an injunction and a criminal complaint against the project. After nearly three years of litigation, he pleaded not exercise in the case of the criminal complaint, and was denied under arguing that people who promoted it lacked legal interest.



The social pressure forced the state government to stop the project of lighting and also sparked discussion on the so-called "cultural tourism" and the use of public property with equity for commercial exploitation goods and dependent INAH facilities will not be used for purposes other than its purpose or nature, This document does not specify the parameters to determine the "relevance" property and facilities by the INAH may be used for conducting cultural events or relevant



A photograph of the Great Pyramid of Giza at sunset. The pyramid is the central focus, with its golden-brown stone blocks catching the warm light of the setting sun. In the foreground, the ruins of other structures, including walls and columns, are visible. A few small figures of people can be seen near the base of the pyramid. The sky is a mix of orange and yellow, and distant mountains are visible on the horizon. A black rectangular box with the text 'GRACIAS!!' in white, bold, sans-serif font is centered over the middle of the image.

**GRACIAS!!**