

Real implications of tourism in historic cities Guanajuato, Gto.

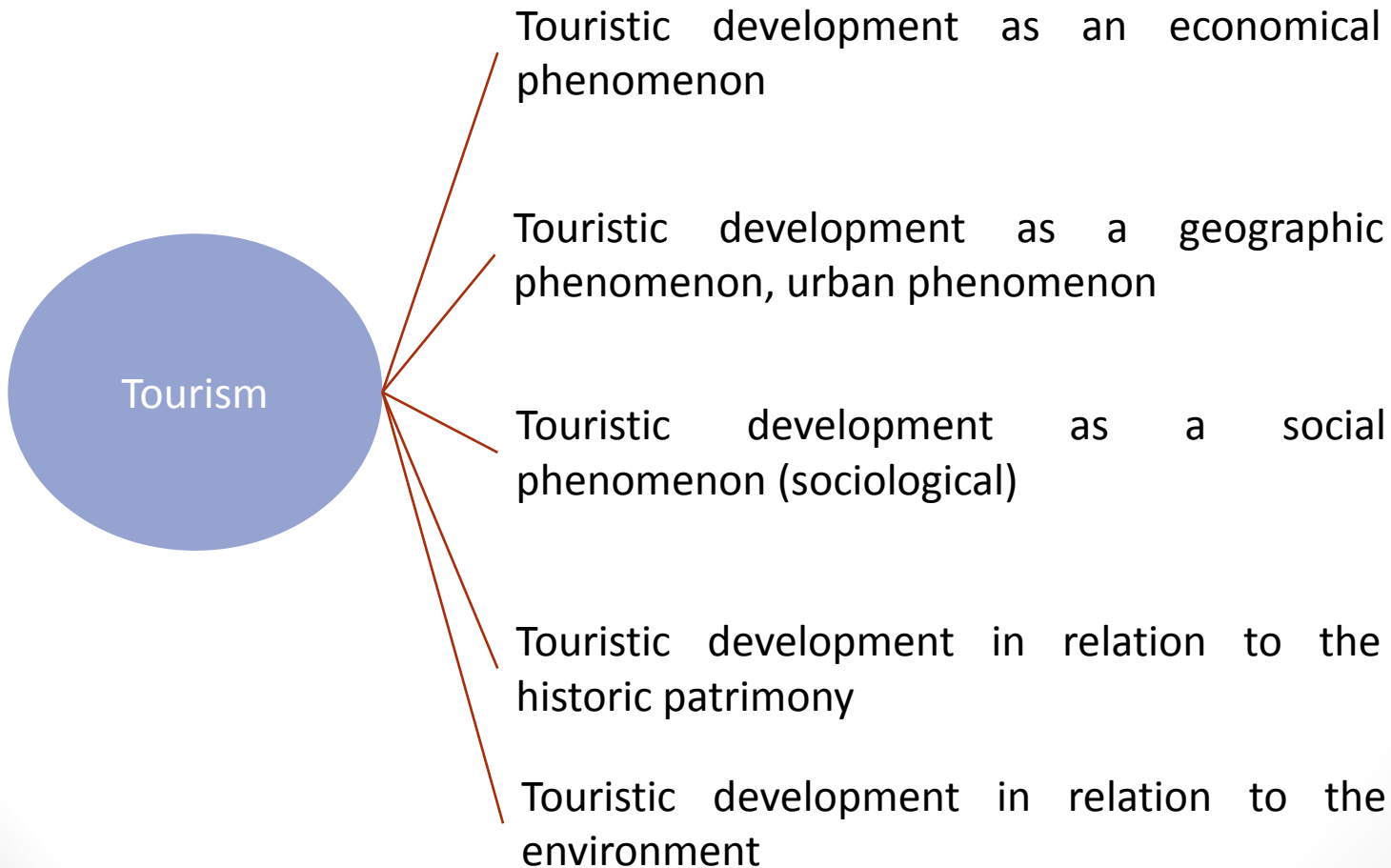
*VELIA YOLANDA ORDAZ ZUBIA
MARIA JESÚS PUY Y ALQUIZA
CLAUDIA ZILLI*

FLORENCE, MARCH, 3-4 , 2016

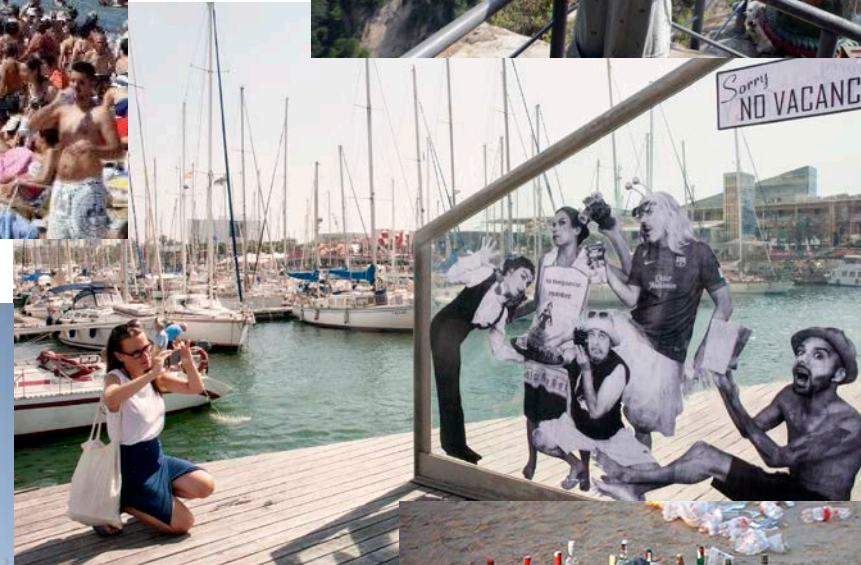
How has tourism been approached?

Statistics (SG, Asociación Mexicana de Hoteleros, Banco de México, SECTUR, INEGI, CESTUR, CPTM, FONATUR)

Marketing



Implications of non-controlled tourism

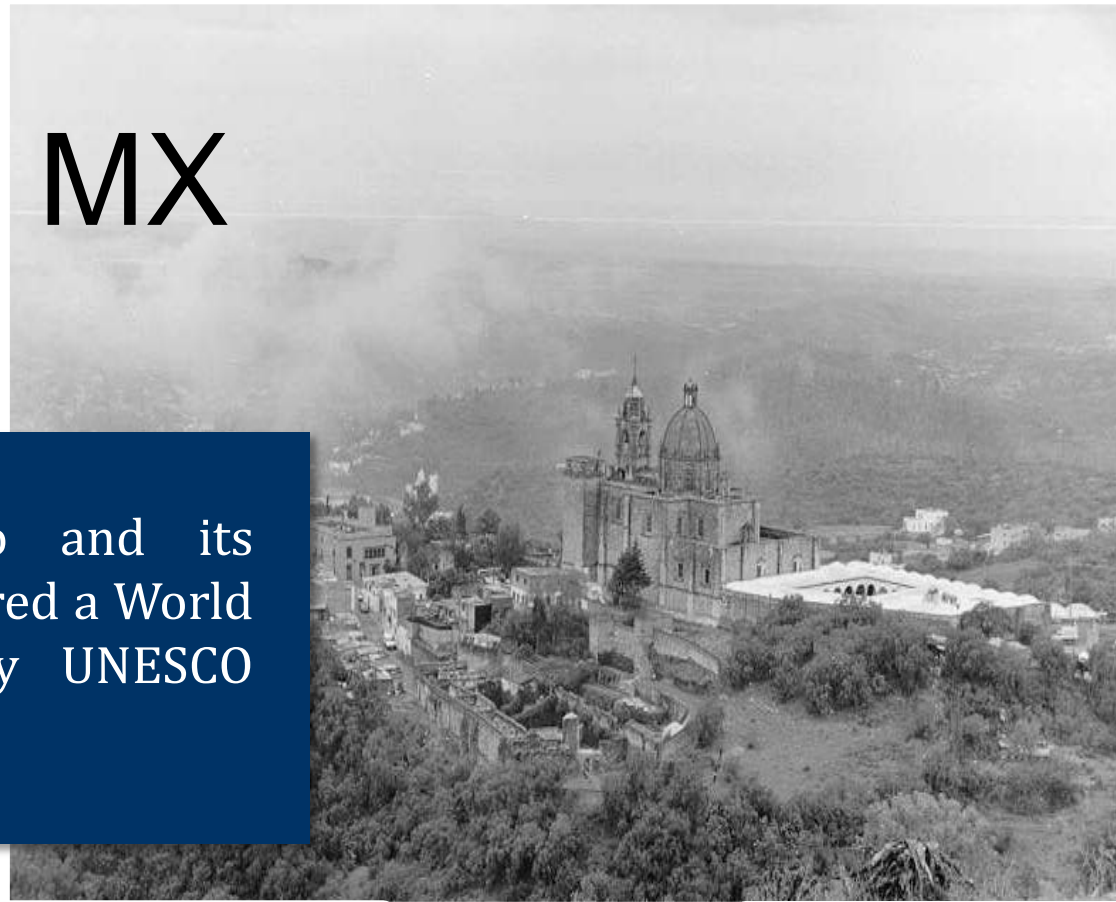


URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE



Guanajuato, MX

The city of Guanajuato and its adjacent mines were declared a World Cultural Heritage Site by UNESCO December 1988

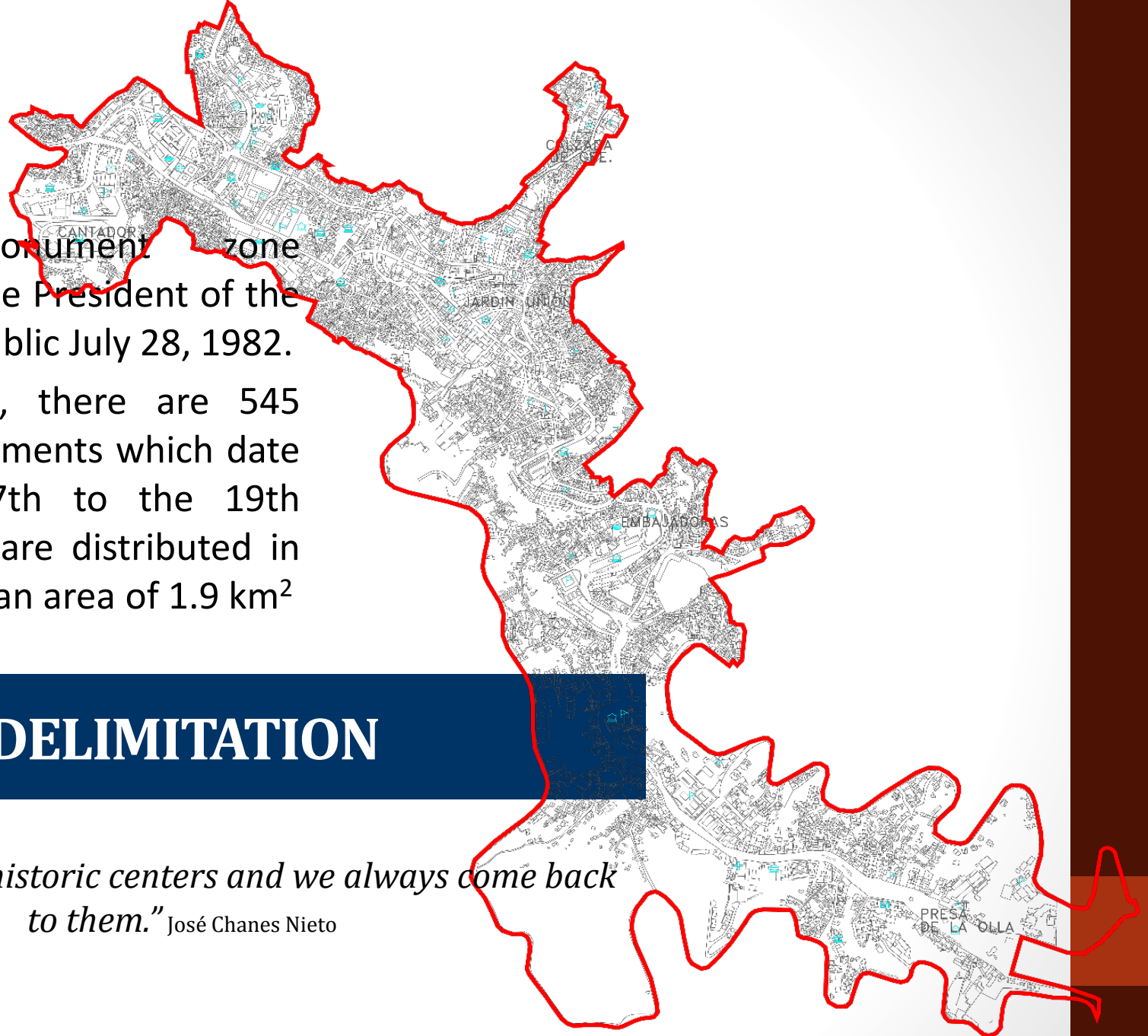


Historic monument zone
decreed by the President of the
Mexican Republic July 28, 1982.

In this zone, there are 545
historic monuments which date
from the 17th to the 19th
century, and are distributed in
212 blocks in an area of 1.9 km²

DELIMITATION

*"We come from historic centers and we always come back
to them."* José Chanes Nieto



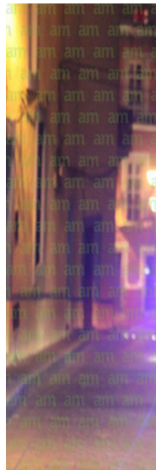


Condition of catalogued estate. Public space, main facade and interior.

http://equipo/ no e
o/sucesos/asaltan-a-pareja-en

Asaltan a pareja e

REDACCIÓN/GUANAJUATO

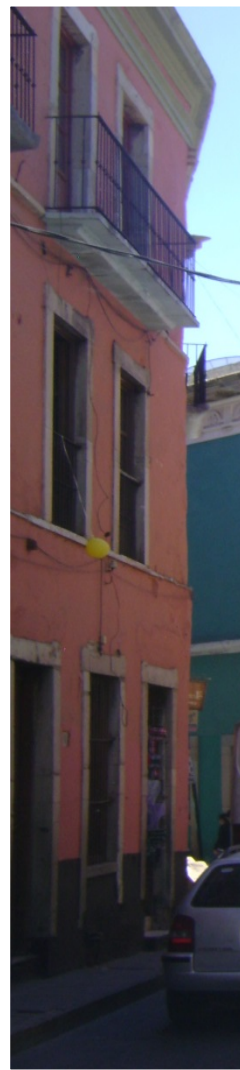
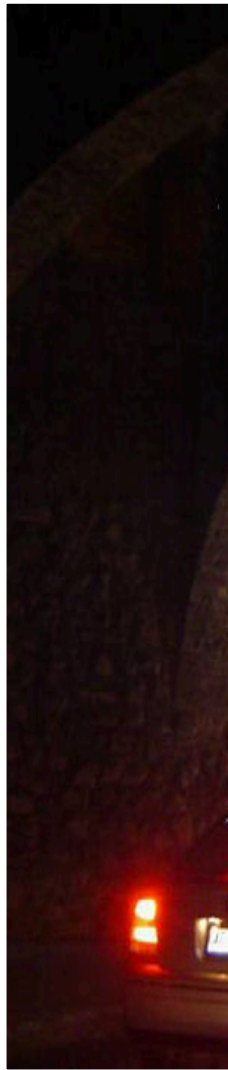


La pareja caminaba por Cal
Staff

Una pareja fue víctima de l
de un encapuchado, quien

Cerca de las 11 de la noche
de seguridad ciudadana pe
atrás, en el cual habían sic

Según los testimonios, la p
sujeto, que escondía su ro
narania. los abordó v amar



Security

Traffic chaos

Invasion of public spaces

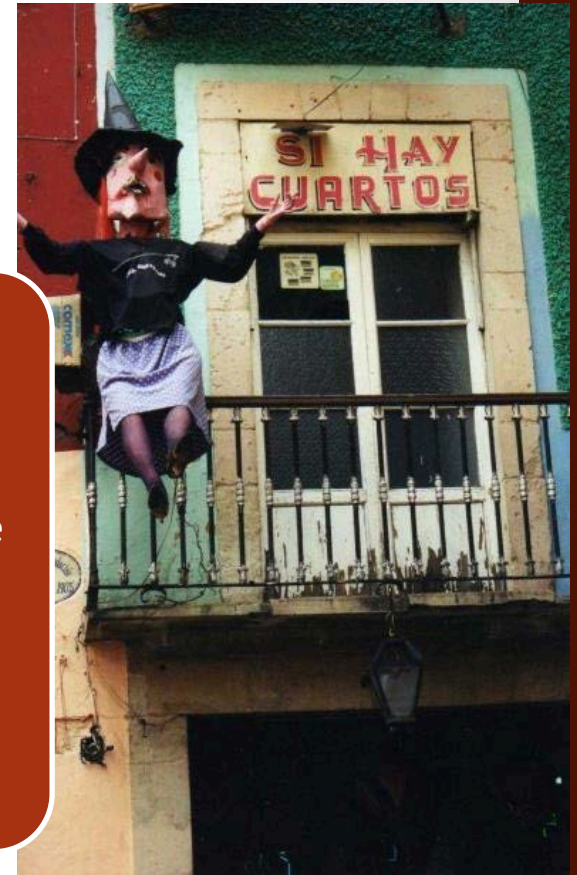
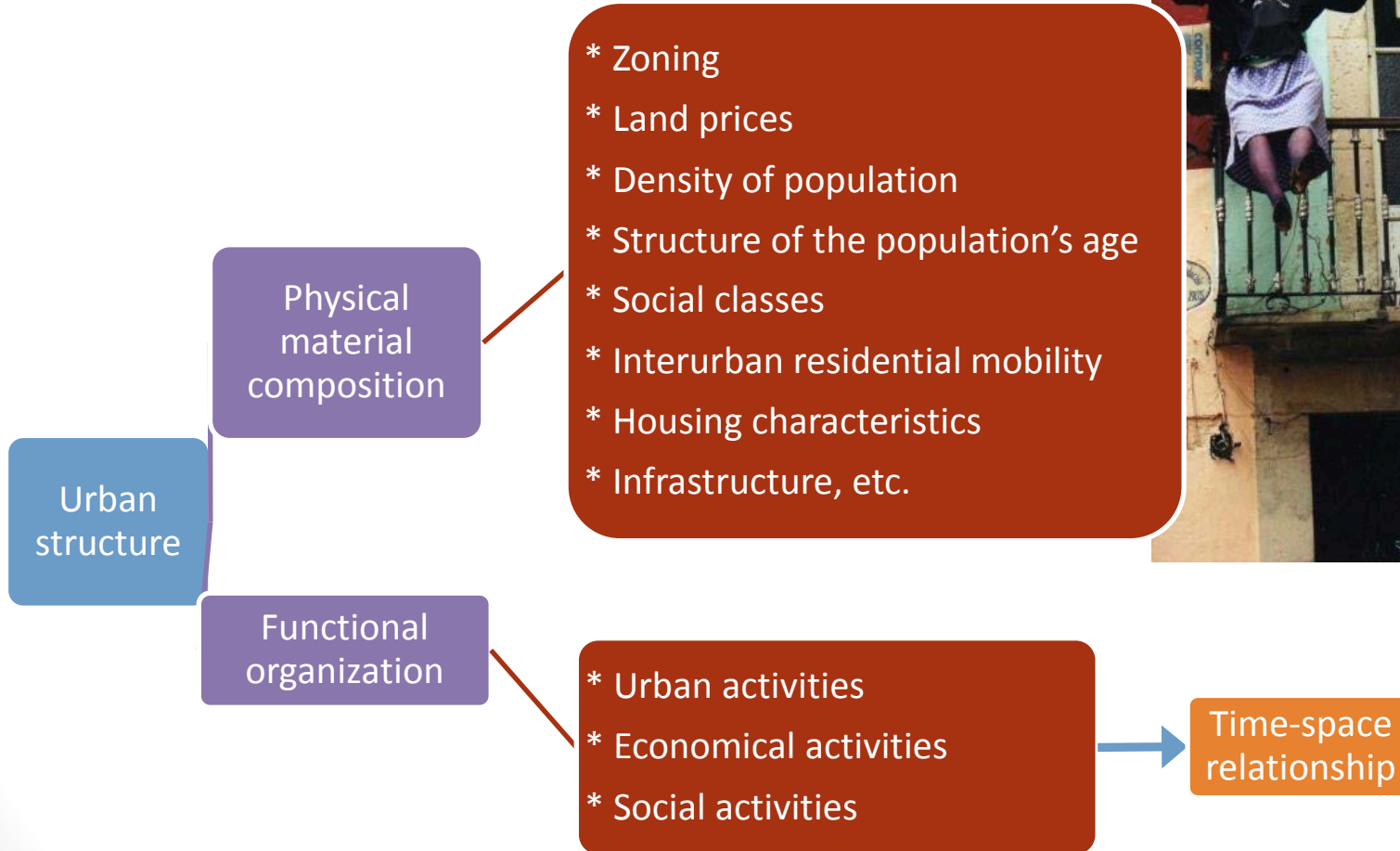
Lack of accessibility

Civil risk

Pollution

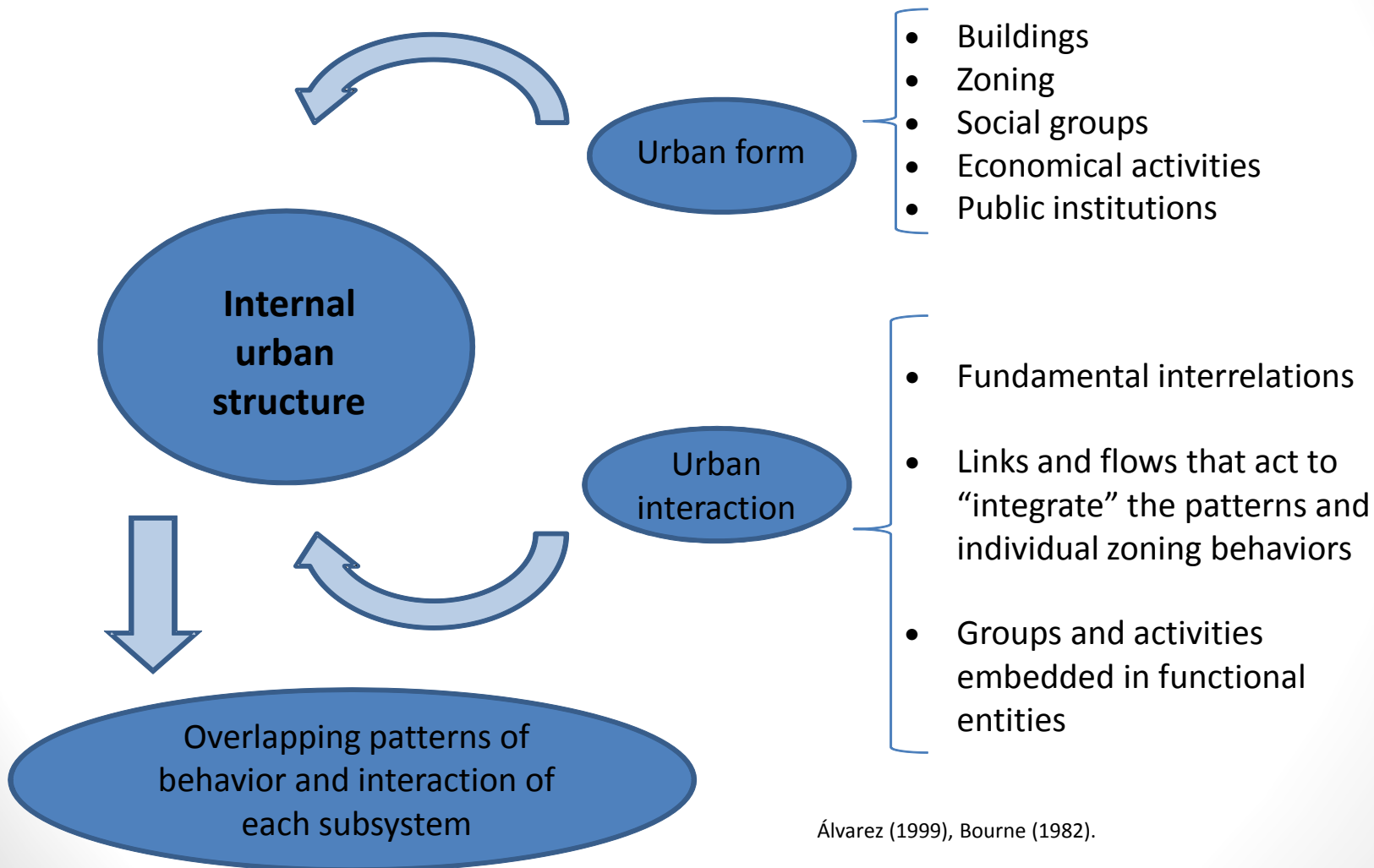
Among
others...

How to link tourism with the territory?



Camacho (2007), Landa (1976), Pavía (2011), Álvarez (2010).

How to relate tourism with the territory? (as a whole)



CITY

(Object of study)

1. Identification of activities: Aceves (2006) types of cities make up socio-economic activities.
2. Model of urban development trends in terms of economic transformation (Latin America) Bösdorf (2002). Space-time relationship.
 - The colonial era: the compact city.
 - The first phase of rapid urbanization (1820-1920).
 - The second phase of rapid urbanization (1920-1930).
 - The latest phase of urban development in Latin America: the fragmented city. (1970 onwards).

Predominant features

- Lefebvre (1974) Spatial planning emerges from the influence of (economical) flows.
- Buzai (2003) society and economy are linked.
- Aguilar y Vázquez (2000) Generating bodies of changes in urban feel.
- Castells. There are no two equal cities.
- Dickinson. Way of life and activities of the inhabitants, peculiar features of the city.
- Jacobs. It is important to diversify the offer.

Transformations in the built space

Bourne y Álvarez (1982): Spatial system or city system (system theory)

- Urban form
- Urban interaction
- Internal spatial structure

URBAN FORM:
Sectoral theory of Hoyt (Pavia, 2011)
Centralized view, growing and distributed irregularly.

URBAN INTERACTION
Álvarez (1982): Form-function:

- Density
- Homogeneity
- Concentricity
- Connectivity
- Directionality
- Concordance
- Replaceability

Political actions and strategies

Subirats (1994) courses of action for public purpose. Problems from causes. New theme can become a "public issue":
Topics that reach public notoriety connect with trends or more avant-gard values.
Topics that become peculiar or significant which differentiate them from more general problems.

Lahera (1994): Quality public policies:

- Guidelines or contents.
- Instruments or mechanisms
- Definitions or institutional changes.
- Results forecast.

INTERNAL SPATIAL STRUCTURE.
Álvarez (1982): Organization and behavior.

- Organization principles
- Cyber properties
- Regulatory mechanisms.
- Orientation of the purposes

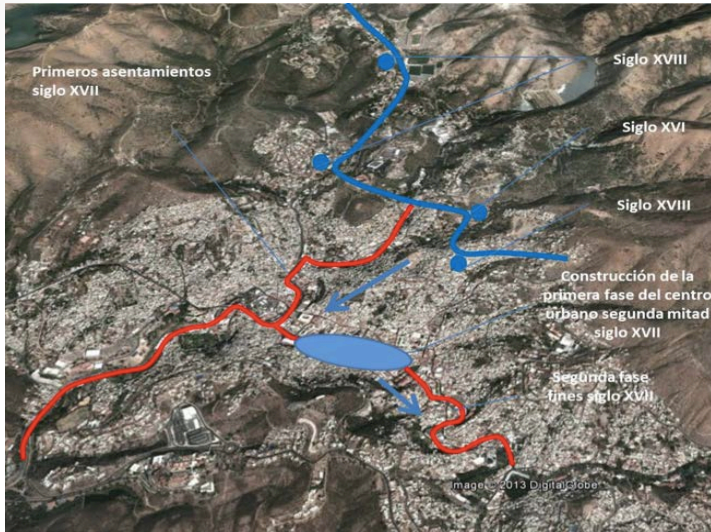
Local territorial development
(main objective)

Factors of internal urban structures

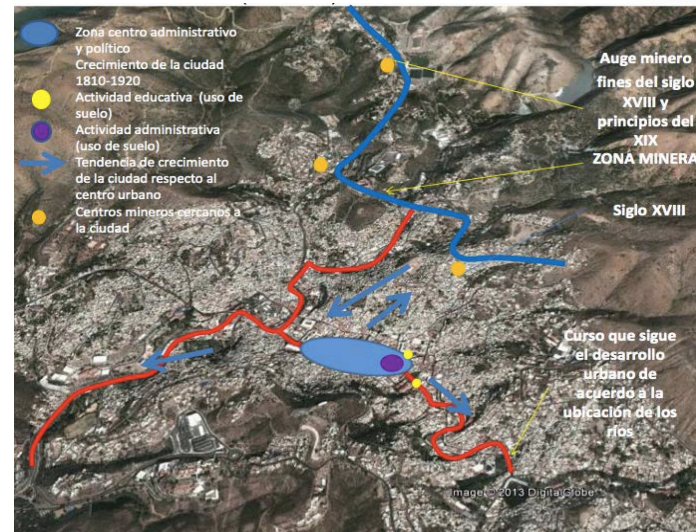
- Model of the urban development trends in economic transformation
- Density
- Concentricity
- Connectivity
- Replaceability
- Directionality
- Sectoral and concordance
- Urban integration to the touristic activity
- Touristic activity integration to the other socioeconomic activities

Analysis according to the
different features of internal
urban structure

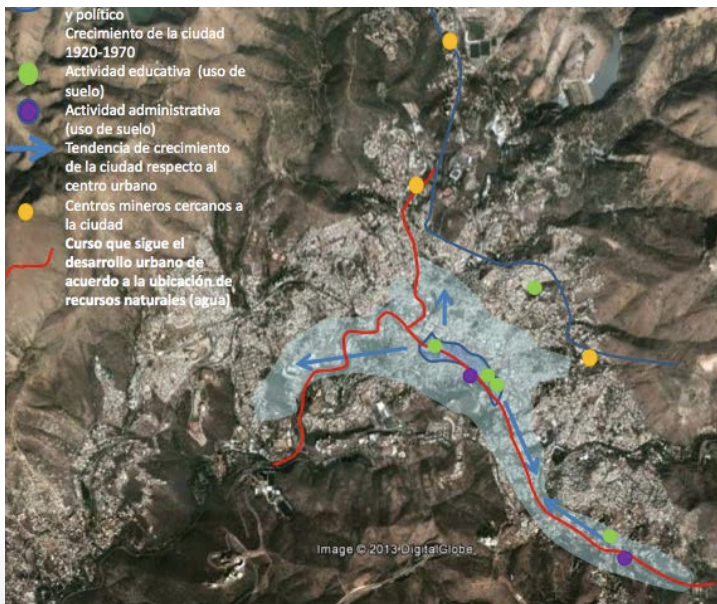
Colonial era



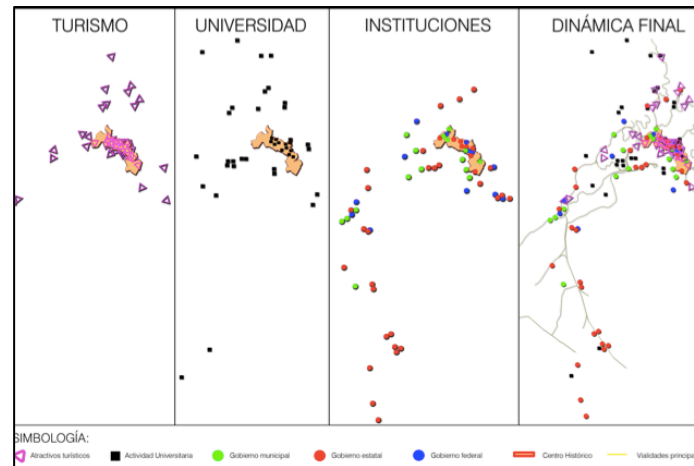
1st phase of urbanization (1810-1910)



2nd phase of urbanization (1920-1970)



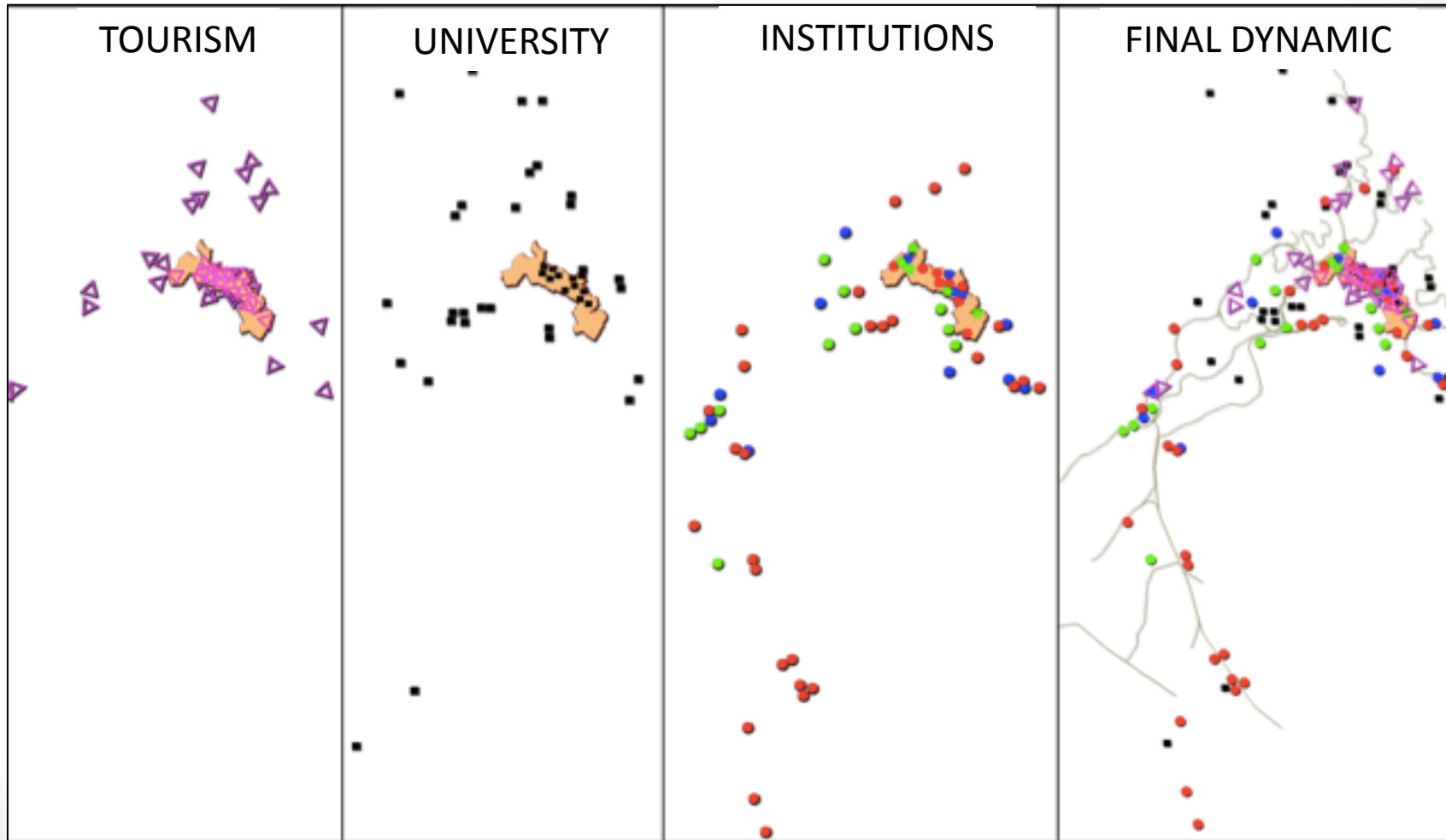
Contemporary city



Model of urban trends in economic transformation

1.

Current location of economic activities in the city



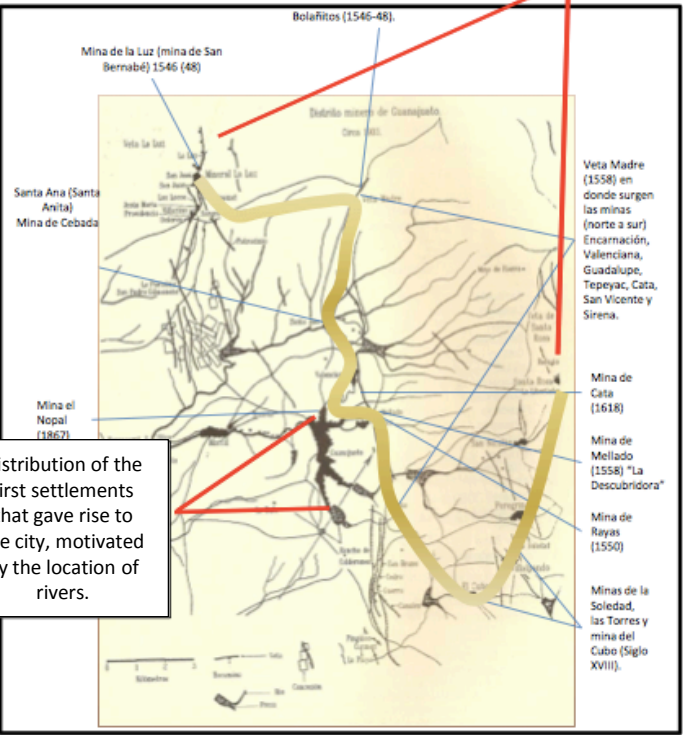
SIMBOLOGÍA:

SYMBOLY

- Tourist Attractions
- University Activity
- Municipal Government
- State Government
- Federal Government
- Historic Center
- Main roads

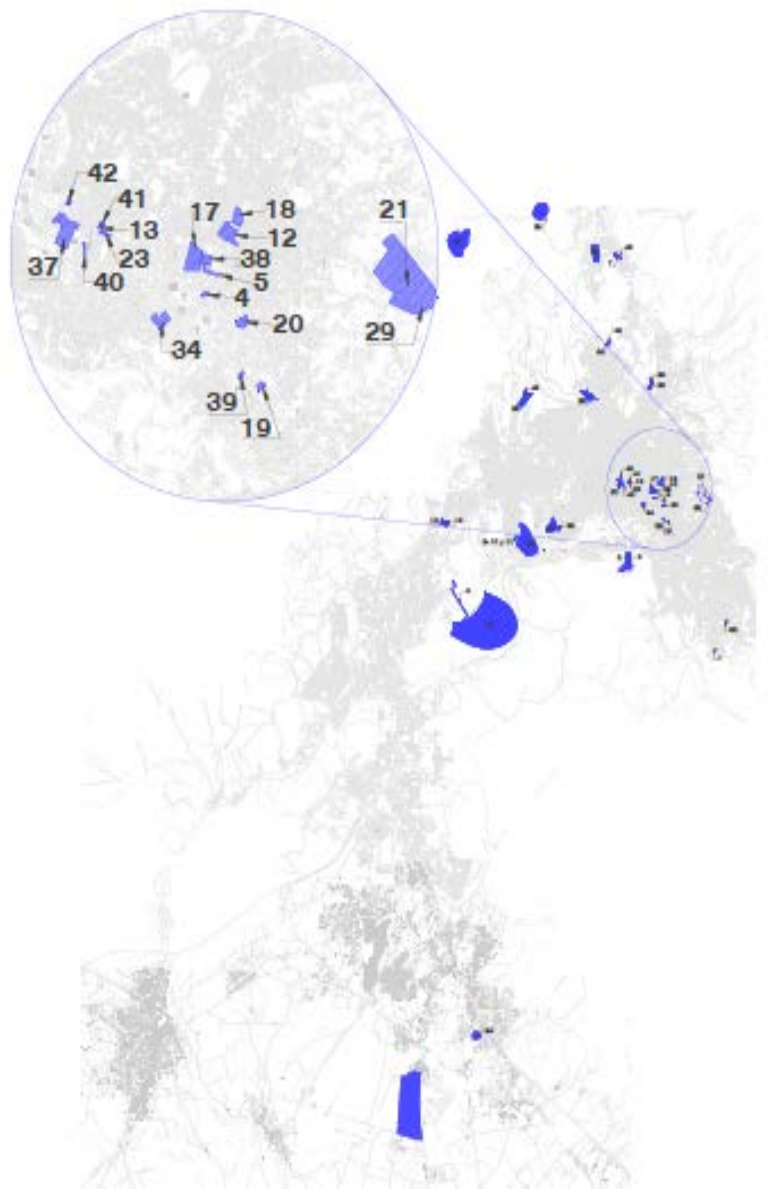
Mining activity

Location of the area of the mines, to the center of the current city. Isolated and scattered distribution to the North, Northeast and Southeast. The richness of the grain gives rise to the origin of the city.



Distribution of the first settlements that gave rise to the city, motivated by the location of rivers.

Educational activity



2.

Concentricity

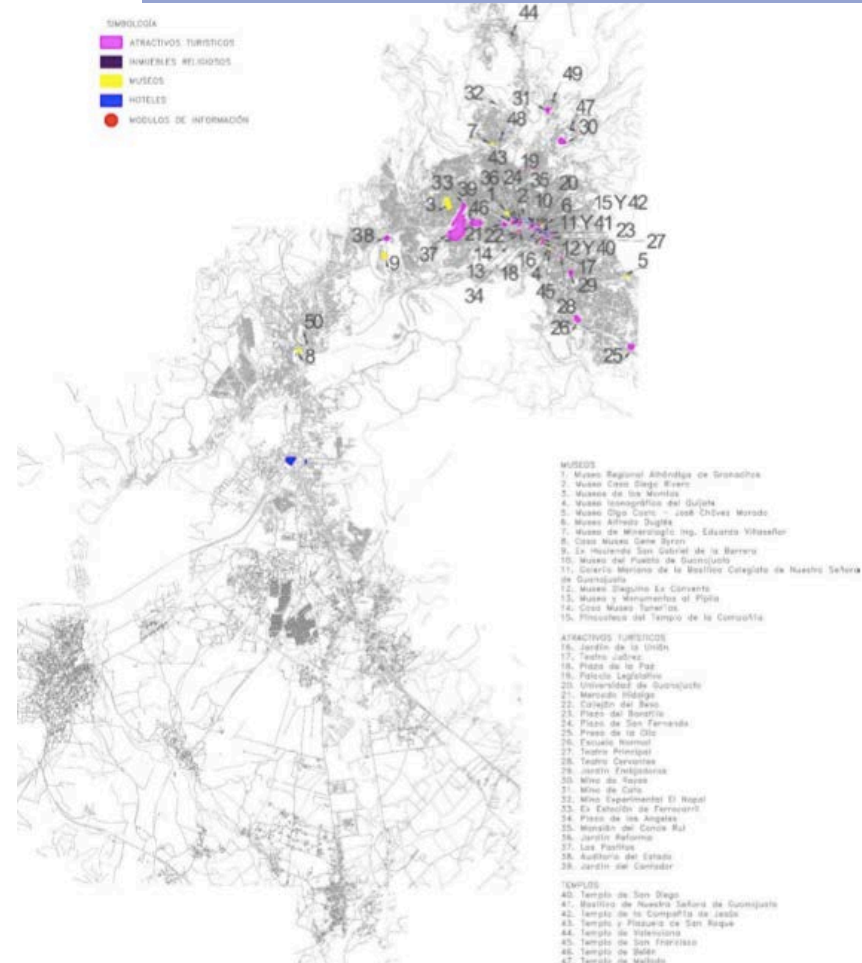
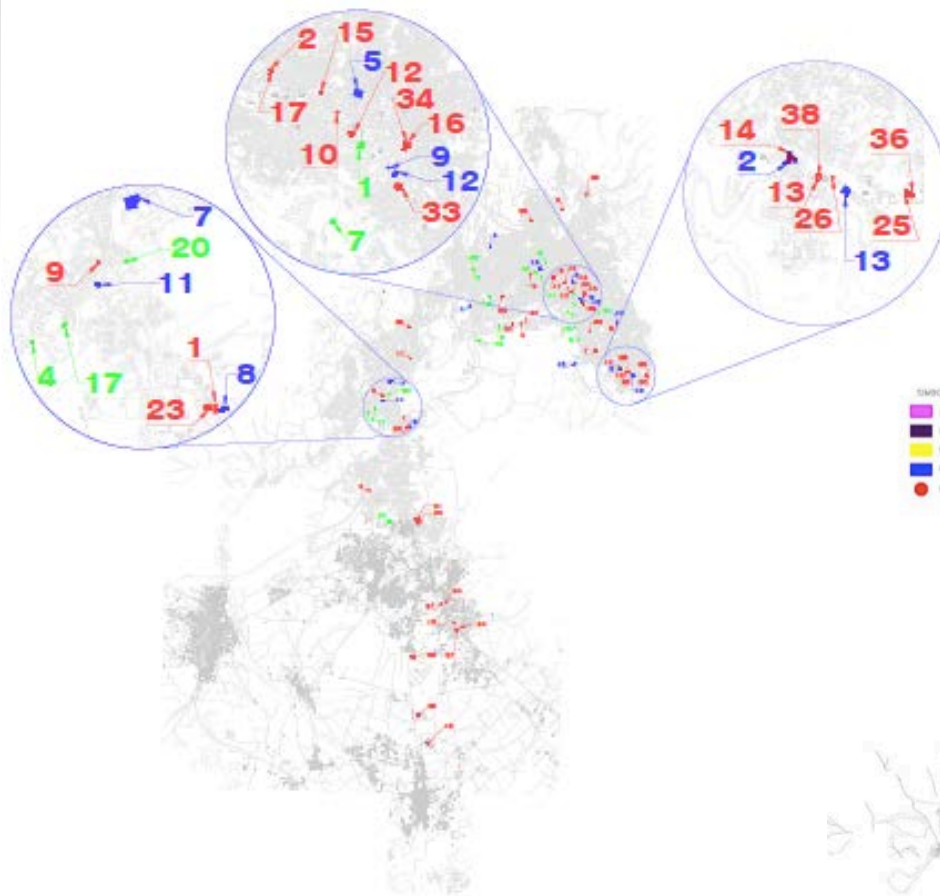
Currently: Total: 13,303 ha Canadian companies.

Model: Scattered, isolated, located to the North and Northeast of the city.

**TOTAL 887,486.3171 m2
88.748 ha**

Administrative activity

- Municipal government: 22 properties.
 - State government: 39 properties.
 - Federal government: 16 properties.
- Surface: unknown
Use: administrative and service



Touristic activity

Touristic guide 1979. 60% is found in the historic center
Tourist guide 2009. 73% properties
Historic center: 3% of the whole city

Connectivity

Administrative

Municipal workers:
1,400. (Zona Franca, 2012),
State: 26,661. (Secretaría
de Finanzas, 2012).

28,061 municipal and
state workers.
50% vehicles:
14,031 v/d.

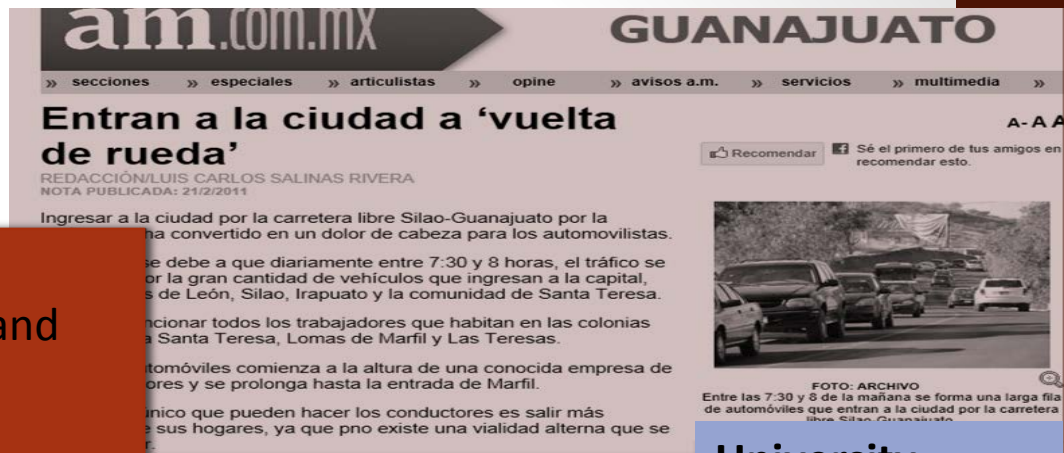
57% hikers.
State 24% ,
National 59% ,
Foreign 17%
(SDT, 2010-11)

Tourism

MEANS OF TRANSPORT TO ARRIVE

62% car
13% plane
25% bus

If 89% travels accompanied and there
are 487,079 tourists a year: 147,092
cars/4 occupants in average: 36,733
vehicles a year.



University

2,354 workers in Guanajuato, (85%)
2,015 daily vehicles.

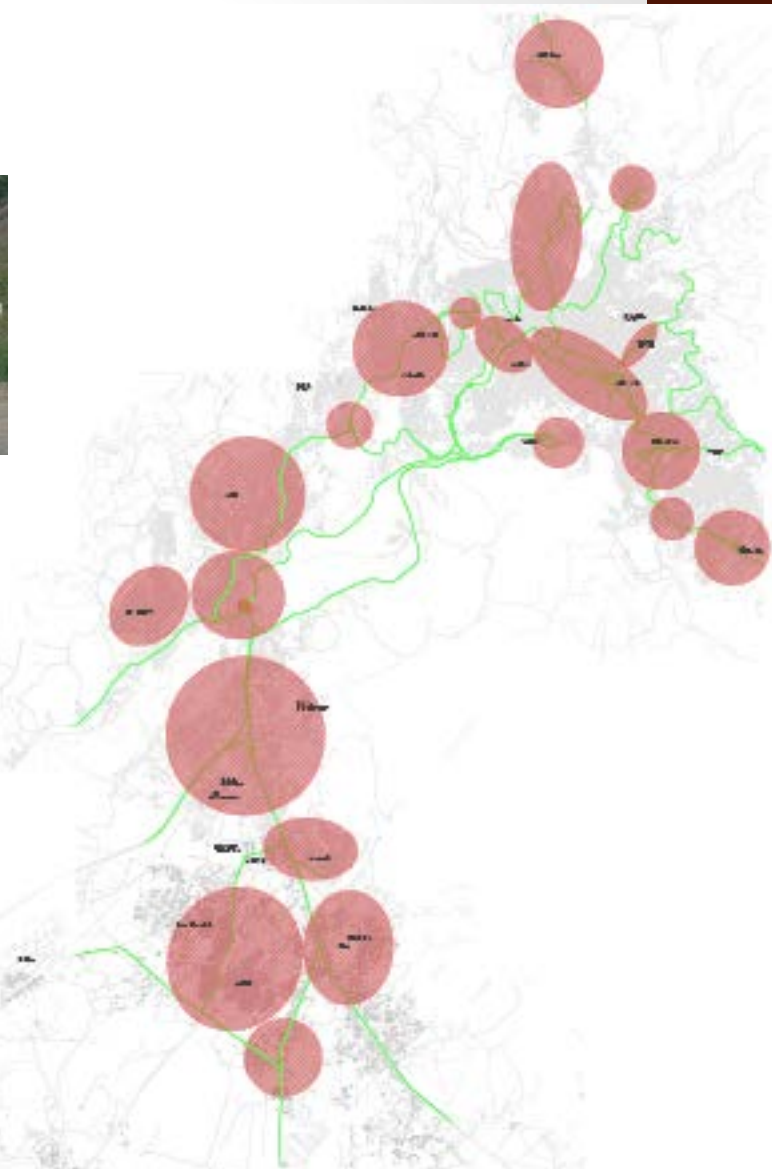
90% students who
travel in public
transportation. It
requires 136 rapid
transit tours a day and
137 transport buses.

In addition to those in campus,
905 workers in areas other
than university campuses
(including the Central Building)

STUDENTS (2012): 9,247.
Architecture, art and design:
1,833
Economic and administrative
sciences: 3,138
Natural and exact sciences
1,372
Social Sciences and Humanities:
736
Law, politics and government:
749
Engineering 1,419

TRANSPORT AND ROADS:
private vehicles (teachers,
administrative, DCEA students)
Urban buses (students)
Motorcycles, rapid transit buses
("sprinters"), taxis.

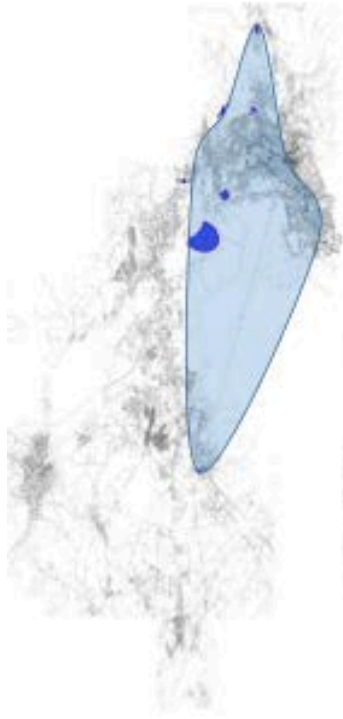
Connectivity



Areas in conflict by overlap of activities

Directionality

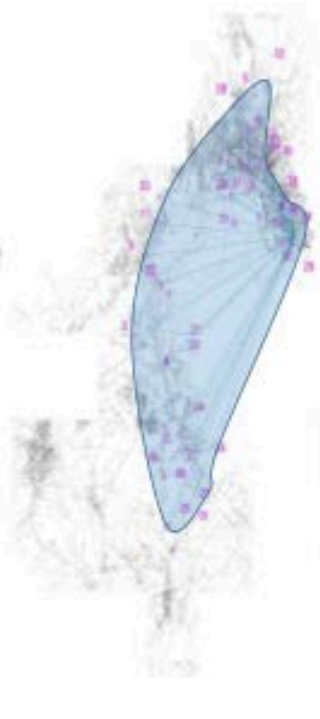
3.



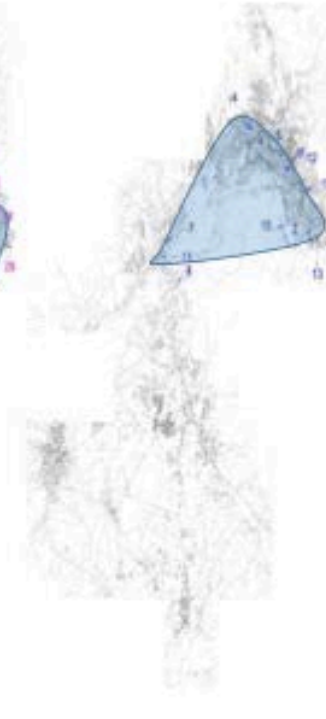
University activity



Administrative activity (municipal)



Administrative activity (state)



Administrative activity (federal)



Touristic activity

Replaceability





IN SUM

- Predominant economic base
- Tourism development
- Public policy
- Internal urban structure



veliaordaz@ugto.mx