Real implications of tourism in historic cities
Guanajuato, Gto.

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How has tourism been approached?

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

Marketing

Touristic development as an economical phenomenon

Touristic development as a geographic phenomenon, urban phenomenon

Touristic development as a social phenomenon (sociological)

Touristic development in relation to the historic patrimony

Touristic development in relation to the environment
Implications of non-controlled tourism
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

"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.
How to link tourism with the territory?

**Urban structure**
- Physical material composition

**Functional organization**
- Urban activities
- Economical activities
- Social activities

**Time-space relationship**

- Zoning
- Land prices
- Density of population
- Structure of the population’s age
- Social classes
- Interurban residential mobility
- Housing characteristics
- Infrastructure, etc.

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

- Internal urban structure
- Urban form
  - Buildings
  - Zoning
  - Social groups
  - Economical activities
  - Public institutions
- Urban interaction
  - Fundamental interrelations
  - Links and flows that act to “integrate” the patterns and individual zoning behaviors
  - Groups and activities embedded in functional entities

Overlapping patterns of behavior and interaction of each subsystem

Álvarez (1999), Bourne (1982).
CITY
(Object of study)

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.

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 garde values. Topics that become peculiar or significant which differentiate them from more general problems.

Transformations in the built space
Bourne y Álvarez (1982): Spatial system or city system (system theory)
- Urban form
- Urban interaction
- Internal spatial structure

Lahera (1994): Quality public policies:
- Guidelines or contents.
- Instruments or mechanisms
- Definitions or institutional changes.
- Results forecast.

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

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

Local territorial development
(main objective)

   - The colonial era: the compact city.
   - The first phase of rapid urbanization (1820-1920).
   - The second phase of rapid urbanization (1920-1930).

Urban communication for a qualified cultural tourism in historical cities: experiences of urban signage.
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
Model of urban trends in economic transformation

Colonial era

1st phase of urbanization (1810-1910)

2nd phase of urbanization (1920-1970)

Contemporary city

URBAN COMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE
Current location of economic activities in the city

TOURISM

UNIVERSITY

INSTITUTIONS

FINAL DYNAMIC

SYMBOLOGY:

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

Currently: Total: 13,303 ha Canadian companies.

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

Educational 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.

Source: own elaboration based on plans by Meyer (1998:33); data from varied sources
Touristic activity

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

Administrative activity

- Municipal government: 22 properties.
- State government: 39 properties.
- Federal government: 16 properties.

Surface: unknown
Use: administrative and service
Connectivity

**Administrative**


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

**University**

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

**Tourism**

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

**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.

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

URBAN COMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE
Replaceability
IN SUM

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