



ENVIRONMENT AND TOURISM: ALMODÓVAR'S FILMS IMPACT IN MADRID

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Recibido: 20 de julio del 2019

Enviado a evaluar: 25 de julio del 2019

Aceptado: 28 de noviembre del 2019

ABSTRACT

The work presents a brief analysis of the geomorphology of the community of Madrid, followed by a study of the population based on the level of education, its distribution in the community and the sectors with the greatest number of workers that we can find in Madrid. From that base of information, we continue to go from the most general to the specific, focusing now on tourism, part of the prevailing sector in the economy of the community of Madrid and as over the years the community has been changing not only according to the Needs of the population, but also because of the needs that the tourism sector has been developing. According to the topic selected for the work is something very specific, in the following points we try to give a basis to the idea that it is possible the union of two things as different as tourism and cinema can be. After giving meaning to the idea of the influence of cinema in tourism, we proceed to the creation of a tourist itinerary in which, using concepts learned in different subjects studied during the four years of the degree, we put an end to what developed in Previous points, shaping a very general initial concept and we have managed to transform into something specific.

Keywords: Environment, Tourism, Cinema, Community of Madrid, Almodóvar.

MEDIO AMBIENTE Y TURISMO: IMPACTO DE LAS PELÍCULAS DE ALMODÓVAR EN MADRID

RESUMEN

El trabajo presenta un análisis breve de la geomorfología de la comunidad de Madrid, seguido de un estudio de la población basado en el nivel de educación, su distribución en la comunidad y los sectores con más cantidad de trabajadores que podemos encontrar en Madrid. A partir de esa base de información continuamos yendo de lo más general a lo específico, centrándonos ahora en el turismo, parte del sector predominante en la economía de la comunidad de Madrid y como con el paso de los años la comunidad ha ido cambiando no solo de acuerdo a las necesidades de la población, pero también debido a las necesidades que el sector turístico ha ido desarrollando. De acuerdo a que el tema seleccionado para el trabajo es algo muy específico, en los siguientes puntos intentamos dar una base a la idea de que es posible la unión de dos cosas tan diferentes como pueden ser el turismo y el cine. Tras dar sentido a la idea sobre la influencia del cine en el turismo, procedemos a la

creación de un itinerario turístico en el que, utilizando conceptos aprendidos en diferentes asignaturas cursadas durante los cuatro años del grado, ponemos fin a lo desarrollado en puntos anteriores, dando forma a un concepto inicial muy general y que hemos conseguido transformar en algo específico.

Palabras clave: Medio Ambiente, Turismo, Cine, Comunidad de Madrid, Almodóvar.

ENVIRONNEMENT ET TOURISME: IMPACT DES FILMS D'ALMODÓVAR À MADRID

RÉSUMÉ

L'article présente une brève analyse de la géomorphologie de la communauté de Madrid, suivie d'une étude de la population basée sur le niveau d'éducation, sa distribution dans la communauté et les secteurs avec le plus grand nombre de travailleurs que nous pouvons trouver à Madrid. À partir de cette base d'informations, nous continuons de passer du plus général au plus spécifique, en nous concentrant maintenant sur le tourisme, une partie du secteur prédominant de l'économie de la communauté de Madrid et, au fil des ans, la communauté a changé non seulement selon les besoins de la population, mais aussi en raison des besoins que le secteur du tourisme a développés. Étant donné que le sujet choisi pour l'œuvre est quelque chose de très spécifique, dans les points suivants, nous essayons de donner une base à l'idée que l'union de deux choses aussi possibles que le tourisme et le cinéma peut être possible. Après avoir donné un sens à l'idée de l'influence du cinéma sur le tourisme, nous procédons à la création d'un itinéraire touristique dans lequel, à l'aide de concepts appris dans différentes matières suivies pendant les quatre années du diplôme, nous mettons un terme à ce qui a été développé dans les points précédents, façonner un concept initial très général et que nous avons réussi à transformer en quelque chose de spécifique.

Mots-clés: Environnement, Tourisme, Cinéma, Communauté de Madrid, Almodóvar.

1. INTRODUCTION

Madrid is one of the most visited places of the world, reason why tourism is such an important activity for its economy. Due to this, we have decided to focus this work in how films, and more specifically Almodóvar's films can affect tourism. We have chosen Almodóvar because is one of the most important producer and director of Spain and which films normally are established at the community of Madrid.

The idea that lead us to this topic, in which tourism and films are influencing one another was the repercussion that TV shows and films were having in tourism.

We have supported this essay in different sources, with the objective of showing how tourism change and how we can adapt almost everything in order to create a product to catch the attention of different sectors of the worldwide population.

The main object of this essay is to show a different way to visit Madrid, how it's possible to attract tourists not just with the same cultural offer that the community normally sells, but with something different, something unique that we were already seen in other places of the world where famous TV shows and films have been recorded and

that have attracted thousands of tourists which only intention was to be at the same place as the characters of their favourite films and TV shows were in fiction.

2. JUSTIFICATION AND OBJECTIVES

The main reason why we have chosen a topic like this in order to do the essay is because tourism at the community of Madrid is something that has so many opportunities to create new and innovative ways to discover the city, that the idea of merge films, a sector which is sometimes forgotten, with tourism which is one of the most important activities regarding Madrid business activities was inviting. Another reason to focus the essay on this topic is how underrated Spanish films are, even when some of the most relevant producers and directors are from Spain and which productions are based in Spain.

We can say that the main objective of this essay is to explore in another way how to discover a city and to do understand tourism, and how media is constantly influencing the way we see the world as well as our desires and necessities.

3. STUDY METHODOLOGY

In order to create this essay, we have done some research in different areas with one reference point, which was the community of Madrid, and we have gone from the more general to the more specific part, starting with information about the community of Madrid and its population and then following with tourism at the community and finally, how the chosen topic can affect the tourism at the community and the creation of a touristic itinerary.

We can divide the essay in three different parts: at the first part we see a more technical work in which we have been looking for information at different websites and official documents, it's information necessary due to be able to create a base of information that is going to give us the possibility to start developing until the point that we reach the central idea of this essay. At the second part we can see the connection between the information that we have been gathering during the first point, we can now start answering questions that did at the first point and we can keep developing the matrix idea. At the third and last part, we can finally see a practical application of what we have been talking about in the whole essay.

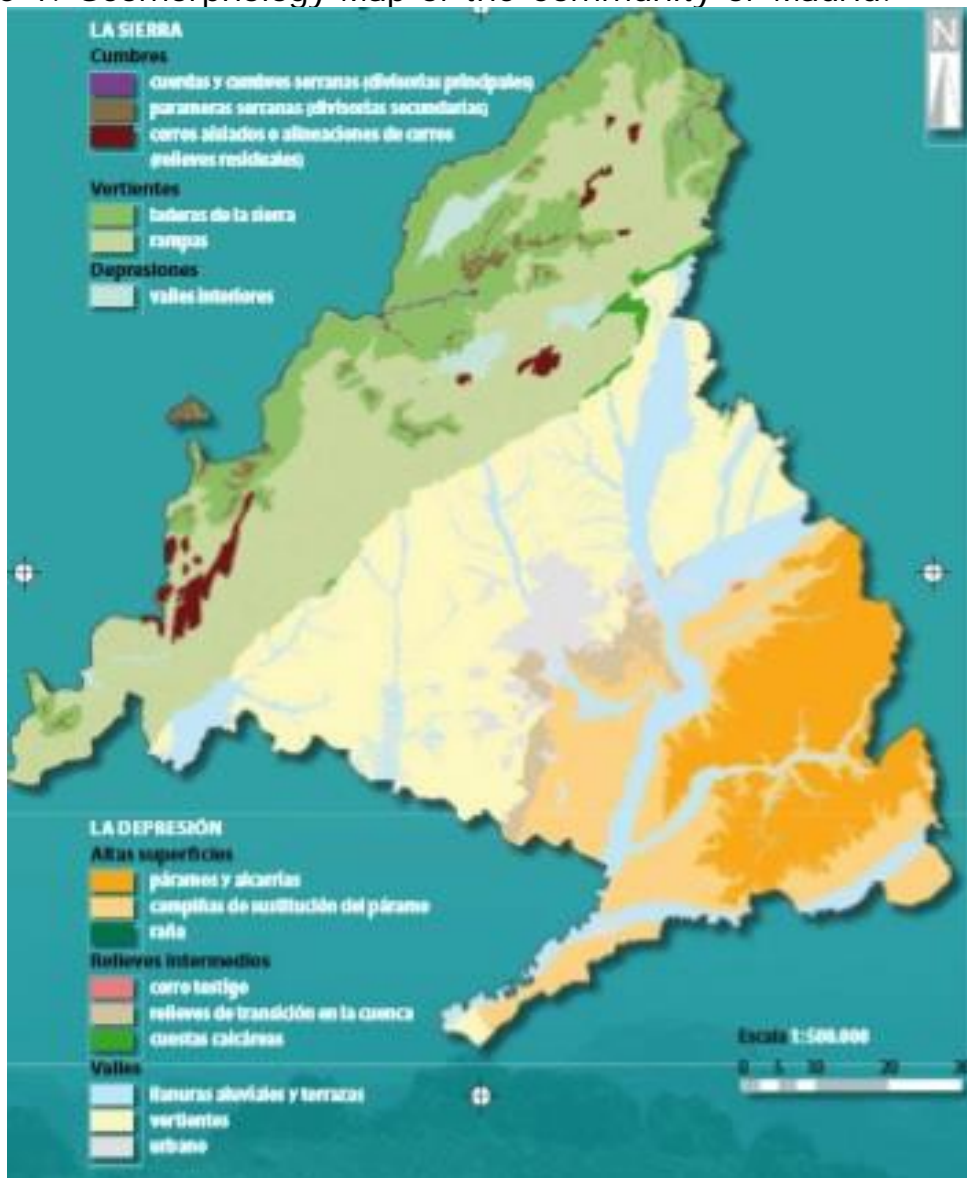
To be able to do the essay, we have been searching information at several platforms due to be able to have a good information base to start working in our matrix idea, we have done the territorial analysis of the community of Madrid, as well as an analysis of its population and its labour market, and we have used some knowledge learned at class during this four years of degree in order to create a tourist itinerary, in which we finally develop what can be the best example for the topic that we have choose.

4. TERRITORIAL ANALYSIS OF MADRID

In order to be able to have an average idea of the morphology of the community of Madrid, at the following paragraph we are going to proceed to an analysis of the geomorphology of the community, as well as a brief description of its climate, for the purpose of setting a general idea of the place where some Almodóvar's films take place, as we are going to develop and discuss in detail in future epigraphs.

If we focus in the **geomorphology** of the community, we will see two different structures or physiography regions: **the mountain range and the depression**.

Figure 1. Geomorphology Map of the Community of Madrid.



Source: Consejería de Medio Ambiente y Ordenación del Territorio (2007).

The **depression** is mostly located in the centre, the east and the southeast of the community, also known as the South sub-plateau or Cuenca del Tajo, being the materials that form it mostly of dendritic nature. We can consider four different subdomains, at the same time divided in smaller units (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

I. **High surfaces**: we can distinguish three different units:

- **Wastelands and alcarrias**: old surfaces carved over limestone rocks and subsequently eroded by the fluvial network. We can say that the community is divided in two symmetric areas at the north and the south of the Tajuña river, delineate by narrow valleys delimited by abrupt slopes (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).
- **"Campiñas de sustitución del páramo"**: old erosion surfaces prior to the formation of the current river valleys; wide and long flattened surfaces, which direction normally goes from north to south and represent the line located on a higher field between Perales, Guadarrama, Manzanares and Jarama rivers (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).
- **Rañas**: high surfaces slightly incline to the southwest. Rañas are not common at the community but appear in some places which height is similar to the one that the Paramos has (800m) (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

II. **Intermediate reliefs**: we can distinguish three different units:

- **"Cuestas estructurales"**: they formed the develop reliefs located between the mountain range and the depression, at the north and northwest limit of the community (Consejería de Medio Ambiente y Ordenación del Territorio, 2007)
- **Transition reliefs (structural platforms)**: they are formed because of an erosion process over the plains of the moor. They are located at the east and southeast of the community. They are normally encased under the moorland, creating big steps, really different from the normal topography of the community (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).
- **"Cerros testigo"**: They are originated over the transition lowlands due to the existence of hard layers resistant to erosion which present a small angle of inclination. It's something frequent to see that over this landform there are "encajamientos fluviales" which give rise to the creation of gorges and small sickles (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

III. **Depressions (endorheic drainages)**:

depressed areas with a wide and plain bottom due to the fluvial erosion and other external agents. They normally have a semi-circular or elliptical shape (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

IV. River valleys:

It limit it's normally located near the contiguous river basins. Its morphology is shape in stepwise and parallel strips, formed because of the erosive action which generate it. River valleys are divided in two different units (Consejería de Medio Ambiente y Ordenación del Territorio, 2007):

- Watershed: "Glacis" and terraces (mediums and highs): Represent the form that links the meadows and the highlands. They are made due to the erosion, fit and deposition that have been taking place during the Quaternary period. It's the lowest level of the countryside and the superior level of the flat strips or river valleys (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

- Meadows: alluvial plains: Here we can include the low terraces with wide growth and plain morphology. The ones with the widest space at the community are the Jarama and the Henare's ones (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

Produced mostly during the Tertiary, the **mountain range** constitutes the main mountainous landscape in the community of Madrid. It's formed with high and sunken segments. We can consider three different subdomains, at the same time divided in smaller units (Consejería de Medio Ambiente y Ordenación del Territorio, 2007):

I. Peaks: Divided at the same time as follows:

- "Cuerdas": They form the principal division between Duero and Tajo rivers with an average height between 1,900 and 2,200 metres (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

- High moorlands "serranas" (secondary borders): We can include in this section grasslands which hung on the middle of a mountainside, such as Sierra de Hoyo de Manzanares or Sierra de la Cabrera. Its average height fluctuates between 1,200 and 1,700 metres (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

II. Slopes: we can distinguish the following:

- Mountainside: Lineal scarps which origin is mostly structural, because it fits with large fault plane slightly modelled by the action of gullies and glaciers during the Pleistocene. We should highlight some elements which superimpose on the mountainside, such as cirques, moraines and screes. It grows between 1,100 and 2,000 metres (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

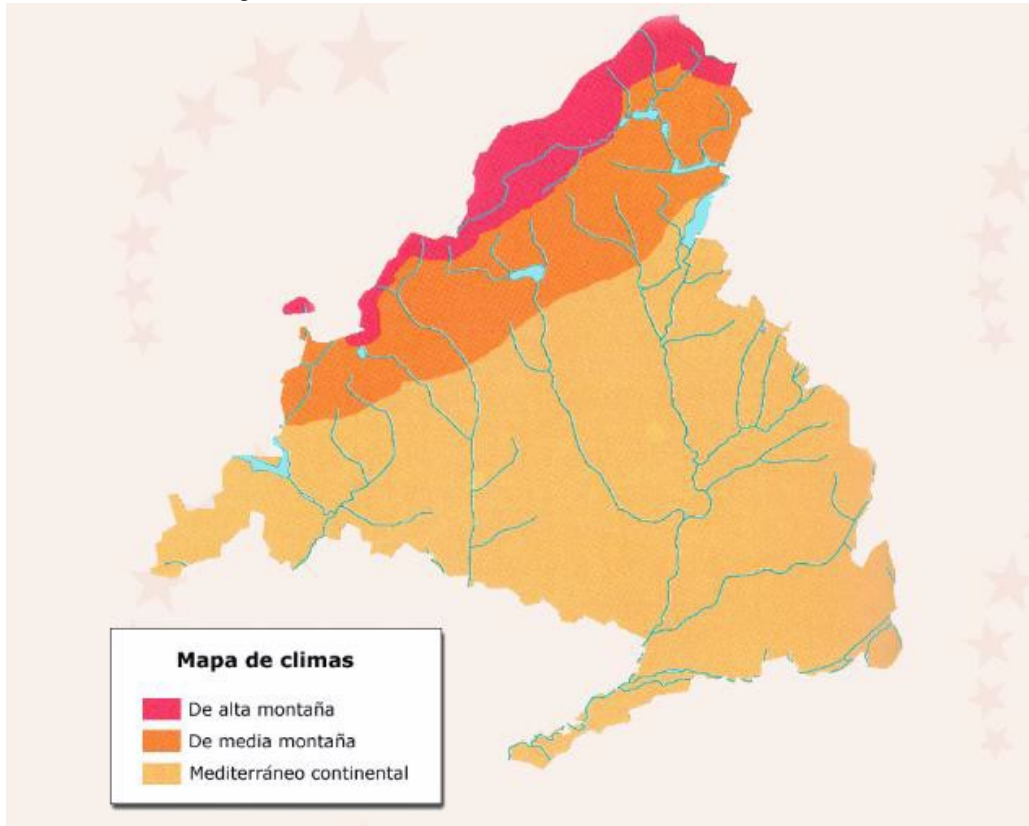
- Piedmont or slopes: surfaces made due to erosive forces over a hard substratum. Morphologically, we are talking about an irregular grassland with a relatively soft topography where it's easy to find fairly deep valleys with a wide and flat base, also known as flatlands. They grow between 800 and 1,000 metres, at the foot of the elevations, and between 600 and 800 metres at

transition areas (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

III. Depressions or interior valleys:

Its morphology is the same as the one of the lowlands located between mountains. They are formed due to several laces conditioned by tectonic accidents (Consejería de Medio Ambiente y Ordenación del Territorio, 2007).

Figure 2. Community of Madrid Climate.



Source: aula-quinto.blogspot.com

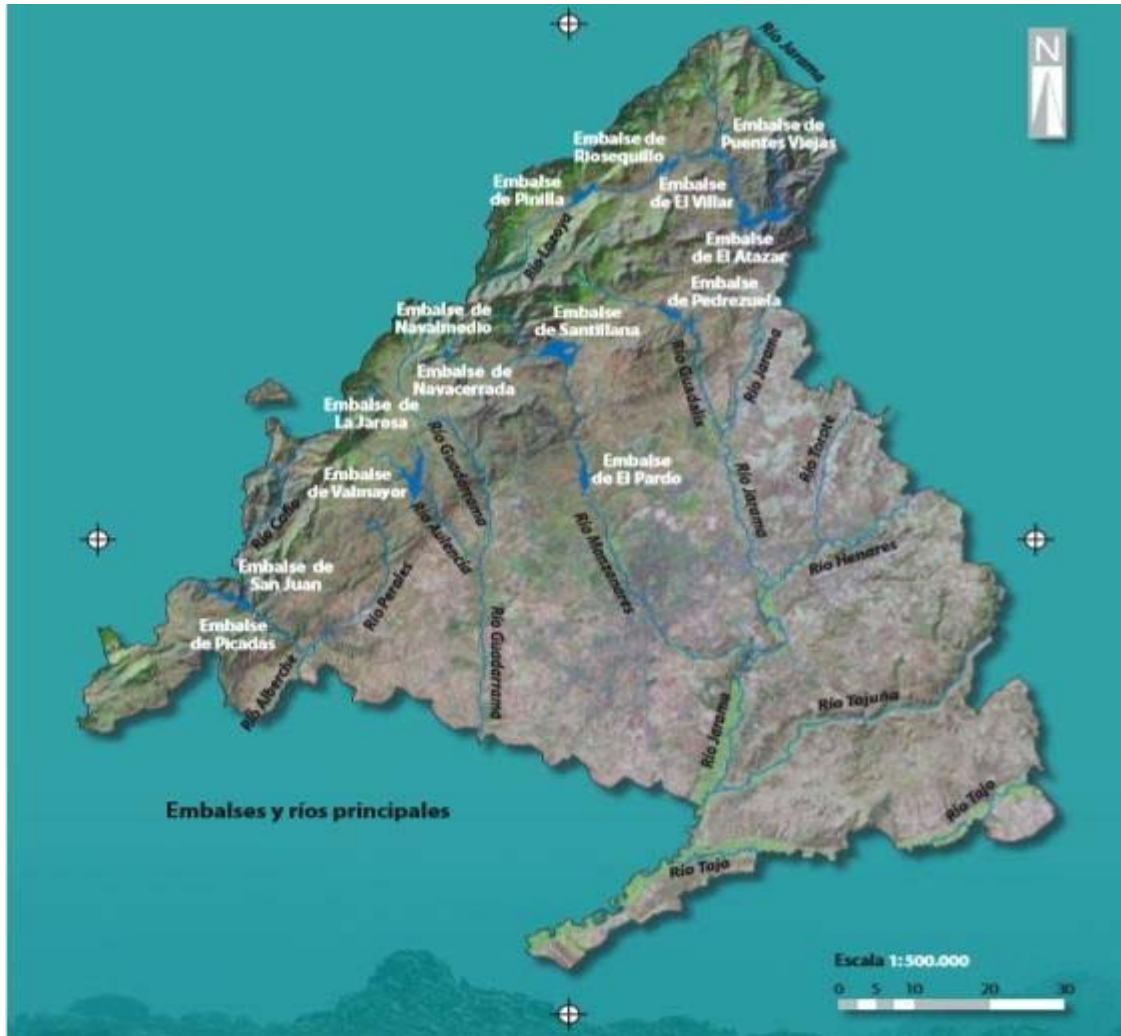
According with the climatology, the Community of Madrid has mostly a Mediterranean climate, depending on the geographical latitude, because of its location at the centre of the peninsula between the Mediterranean Sea and the Atlantic Ocean. Regarding its characteristics, the Community of Madrid "suffers from seasonality of temperatures, summer drought and irregular rainfall" (Consejería de medio ambiente y ordenación del territorio. Comunidad de Madrid, 2007).

Climate affects directly the river system behaviour due to the changes that it produces on the foliage, rocks and the surface of the ground.

The river system at the Community of Madrid belong at the Tajo's river basin, who traverse the community from east to west (Medina, 2018). The river system has a direction that predominantly goes from north to south, most of them with a flow regime whose origin is based

on the precipitation of snow and rain, with predominance of the second. Tajo river is the most important, followed by some tributaries, such as Jarama river, Guadarrama river and Alberche river, with its own subtributaries (Consejería de medio ambiente y ordenación del territorio. Comunidad de Madrid, 2007).

Figure 3. River system of the Community of Madrid.



Source: Consejería de Medio Ambiente y Ordenación del Territorio (2007).

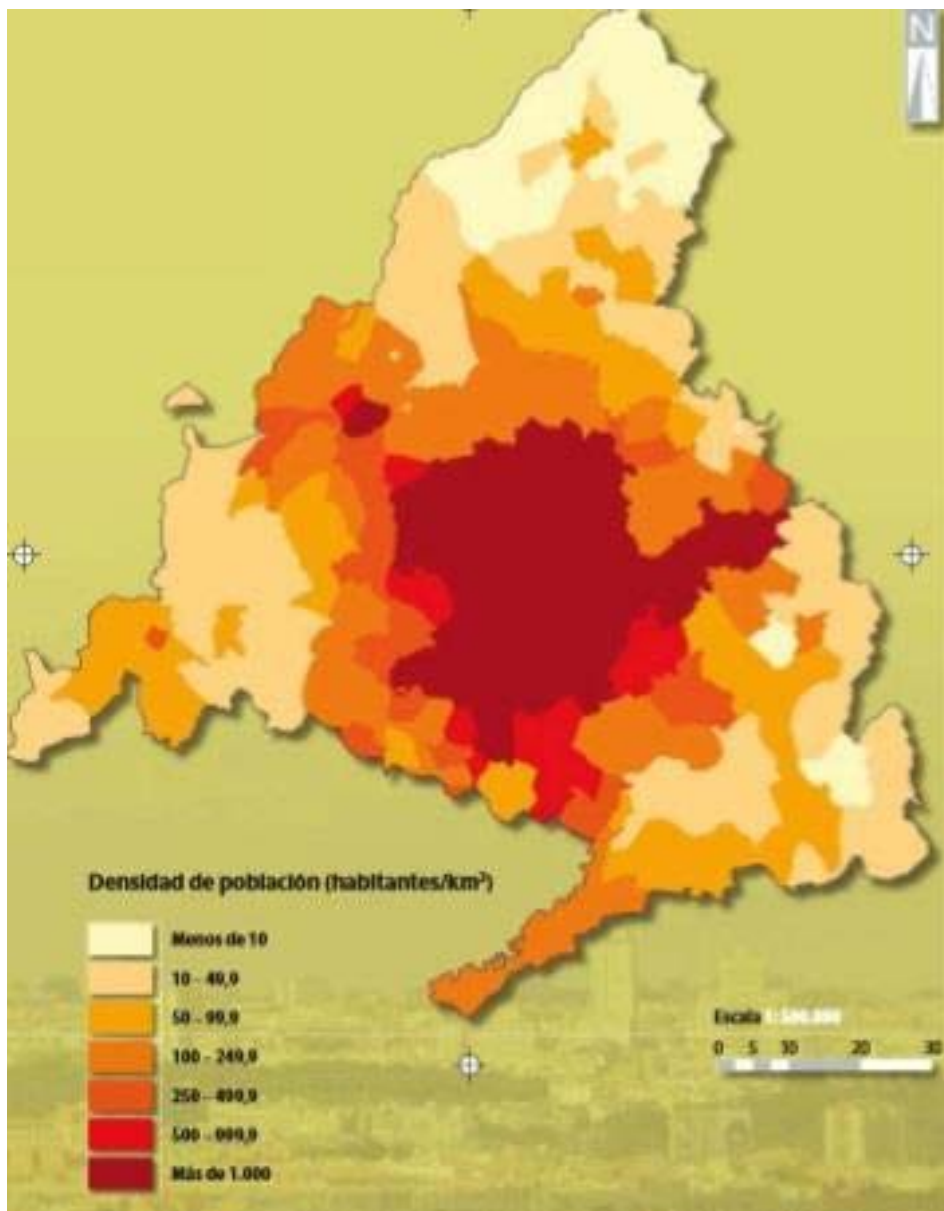
On account of its strategic position at the centre of the peninsula, the Community of Madrid counts with a wide variety of geographical features which leads to the differences that we find at a climatological, lithological, geomorphological and at edaphic level. Due to its special characteristics, the community of Madrid has become one the third most populated city in Spain, according with data gathered from the National Statistics Institute of the Community of Madrid (Consejería de medio ambiente y ordenación del territorio, Comunidad de Madrid, 2007).

The Community of Madrid is an urban society of services, densely populated and organized around the centre, which is the Community of Madrid. With just 8,028 Km², the 1.6% of the national territory, comprise a population higher than 5.5 million, which means the 12.7% of the total. Madrid is the autonomous community with the highest

population density in the country and is one of the most densely populated of Europe.

Regarding socio-territorial tendencies, the Community of Madrid shows a clear desconcentration as well as an intense territorial segmentation. That intense territorial segmentation mentioned before does not depend on social or territorial homogeneity, but to the contrary, it's affected by social differences such as the unequal income distribution, which allocates the people with a higher purchasing power at the northeast, and the citizens with a lower purchasing power at the south and the east. According with data collected by the National Statistics Institute, the income per capita is really different if we compare those two areas of population, being the income per capita three and a half times higher at the areas located in the northeast.

Figure 4. Population density at the Community of Madrid.

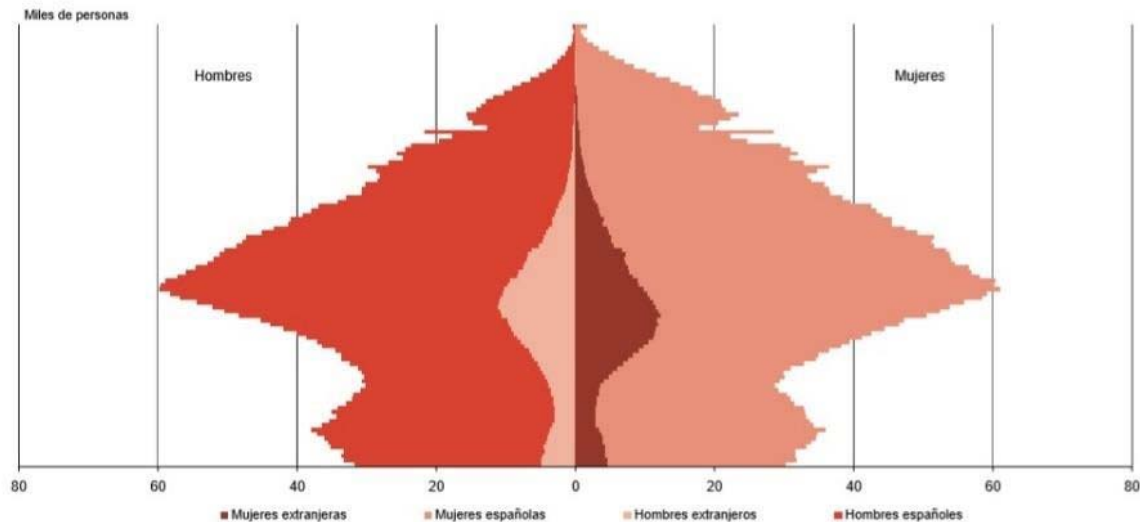


Source: Consejería de Medio Ambiente y Ordenación del Territorio (2007).

Talking about population age range, we can see three population dynamics coexisting. During 2005 people older than 64 represented the 14.2% of the population and people whose age range was between 0 and 14 years old entail the 14.2%. The percentage of elder people is quite similar to the percentage of people under 15 years old, which means that the community of Madrid has a high density of elder people.

Figure 5. Population pyramid of the Community of Madrid.

Pirámide de población de la Comunidad de Madrid a 1 de enero de 2017



Source: National Statistical Institute of Spain (2017).

Populations aging has evolved from a 0.28% in 197 to 1.00 in 2005, which clearly shows that the population older than 65 has more impact if we compare it to the percentage of younger people. This dominance of elder population is clearer if we look at the population located at the north of the community of Madrid, as well as some districts or neighbourhoods located in the centre such as Chamberí, Salamanca and Tetuán.

Nevertheless, the population has suffered a growth of 7.5 points if we compare the population that the community has during 1996 and the population in 2005. This evolution is caused by the growth of the fertility and the growth of the immigration as well.

Foreign population represents the 13% of the community and the 14.2% of the capital, according to data collected in 2005. The 59% of the foreign population lives in Madrid city, located in six different neighbourhoods: Carabanchel, Centro, Ciudad Lineal, Latina, Puente de Vallecas and Tetuán. Some years ago, this population was located only in the city centre, but during the years they started to spread to other districts and neighbourhoods of the community.

Talking about the nationalities, we should highlight that the most commons are Ecuadorian, Romanian, Colombian, Moroccan, Peruvian and Bolivian (Padrón municipal, 2005).

Employment and unemployment rates are better than on the rest of Spain, being the service sector the one with the highest percentage of employees (74.9%) which keeps growing thanks to the spike of the tourism in Madrid, which encourage the use of services, followed by construction with a 9.7% and the industry, all of which are slowly diminishing on account of the growth of the service sector. If we talk about agriculture we talk about a sector which is disappearing at the community of Madrid, due to the growth of the service sector, as we mention before (INE, 2019). Young citizens belong to the at-risk group of unemployed people or people with a precarious contract, which represents more than the 23.6% (INE, 2019).

The area with higher unemployment rate is located at the south of the community (9.8%), with the lowest rate of employment (64.3%) and the highest rate regarding temporary jobs (28.2%). The lowest unemployment rate is located at the northeast part of the community (5.1%) where is also located the highest employment rate (55%). Talking about the lowest rate of temporary contracts, we can locate it at the west of the community (INE, 2019).

According with data drawn from the Statistics National Institute (INE, 2019), we can differentiate the neighbourhoods with the lowest unemployment rate as follows: Barajas (5.46%), Chamartín (5.69%) and Ciudad Lineal (5.71%). On the other hand, those with the higher unemployment rate are: Villaverde (8.40%), Usera (7.63%) and Moratalaz (7.56%) (INE, 2019).

The rate of unemployment, if we differentiate between genders, was 12.8% unemployed women and 10.6% unemployed men, being the active population a 5.9% according with data drawn on 2019 (INE, 2019).

About the structures that we can observe at homes located at the community of Madrid, we observe that during the last years there's a kind of home that has grew more than the others, and that is the home formed by just one person, as well as homes inhabited by single-parent families and families with no children. Furthermore, emancipation age for young people is greater and greater with the passage of time. Diversity when we are talking about new forms of homes is a fact as a consequence of the demographic changes. But even though there are many changes in the structure of homes at the community of Madrid, we can see different characteristics that repeat over and over again through the last years:

- Elder's homes represent the 19.3%. If we differentiate between genders, we can see that the percentage is higher talking about elder women, being a quarter of the elder population who lives alone.
- We can observe the growth of homes formed by couples without children compared with homes with children. This tendency has been booming since 1981, when the known as traditional home start suffering a decreasing trend that has been bogged down since 1996.
- Young people leave the family household each time later (according with a recent study, the 67.8% of the population at an age between 18th and 34th still lives at the family home). That's what we call multi-family units, where we can see not just young people still living with their parents, but also young couples living at the house of one of their parents.
- Another growing tendency is mono-parental homes, where one of the parents live with the children. At this home, we can observe that the level of education does not exceed the secondary education and the unemployment rate reach the 26%.
- Citizens living alone represent the 20% of the total at the centre of the community, being the vast majority elder women over 64 years old (75%). Nevertheless, single households have being decreasing since 2001.

Following the analysis of the territorial environment of the Community, we proceed to assess the linkage between the important urban transformations occurred in the last decades in the community of Madrid, with the influence they have had on tourism and its economic activities.

5. EVOLUTION OF THE CITY OF MADRID: RELATIONSHIP BETWEEN TOURISM AND URBAN TRANSFORMATIONS

As we mentioned before, at this point we are going to link the information that we gathered before with its importance with urban transformations. Due to the information that we have found, we are going also to develop and to talk more in-depth about the influence that tourism has had through the years in order to explain the transformations that the city has suffered as a consequence of the before mention tourism. We are also going to set the information from the most general to the most specific, starting with the educational and employment level at the community, followed by the transformations occurred on account of tourism and to finish with an image analysis of two of the most iconic places in Madrid.

5.1. MADRID: EDUCATIONAL AND EMPLOYMENT LEVEL. PREDOMINANT SECTOR

Madrid has been the 43rd most visited country of the world (8 positions under our last year's result), according to a study done by

Wouter Geerts, a consultant-travel with a PhD on sustainability in the hospitality industry. What does this information mean to Madrid?

In order to be able to answer that question, it's necessary to look some years back at Madrid's history related with the population growth and the economy and try to find the consequences that being one of the most visited countries in the world has over a city like Madrid.

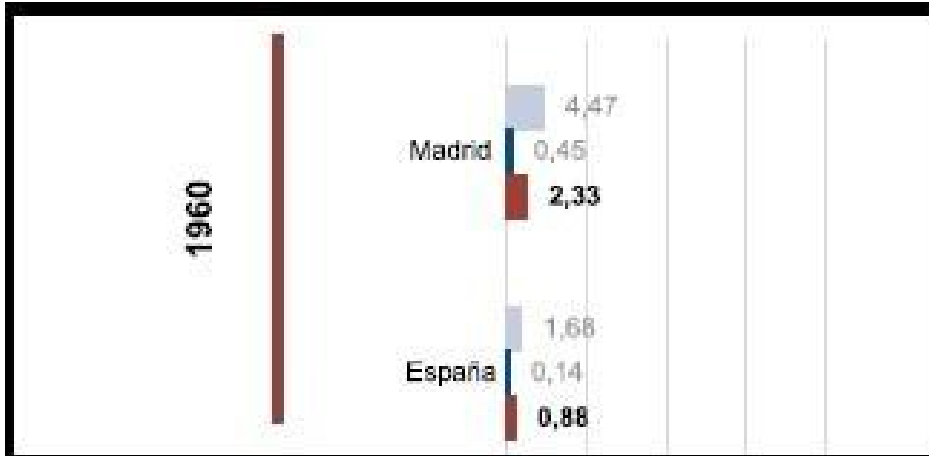
First of all, we need to have an average idea of the educational level that the population of Madrid has, so as to be able to start drawing an image and having a base for the information related with the employment and the flourishing sectors.

During the 1900s, the population at the community of Madrid used to have a 39.4% of illiterate persons, which was under the average if we compare it with the results of the country whose percentage was closer to 70%. We should also highlight the difference between illiterate men and illiterate women, in which case the percentage was higher if we talk about women, with a 46.7% of illiterate women compare to 31.4% illiterate men. During the XX century, the difference between women and men was really clear, being men the only ones who were able to have access to high education, or even basic education, as women's role was strictly related with the maintenance of their families and their homes.

At the beginning of the XXI century the situation was completely different, being the difference between illiterate male and female relatively smaller than it was at the previous century, being the percentages as follows: 13.8% of illiterate women and 10% of illiterate men. The total percentage which represents the amount of illiterate population without distinguish between genders was also reduced, being the 12% of the population over 10 years old.

If we focus this information not just in education as a whole which includes all kinds of education, but something more specific, let say people with high education, citizens who lived in Madrid and that went to university, we can see that according with the data, the percentage is low back at the XX century, when just the 2.3% of the population living in Madrid had a University degree.

Table 1. Citizens with higher education.



Source: Madrid Evolution 1900.

Even though, if we take the information related with the city centre and compare it with the data gathered at the rest of the country, we can see that the results are not even that bad.

Keeping the same sample of data but some years ahead, we can see that at the XXI century the number of citizens with higher education at, for example, 2001 has been multiply by eight just at the city centre, being the quantity of females with higher education the one who has suffer the higher transformation, probably affected by social changes during those years in which women started leaving home and having more presence at the labour market, the idea that women should stay at home taking care of their families is something that had been changing since the end of the XX century and its shows at the data gathered by the National Statistics Institute (INE).

If we compare the data related with education with the data gathered in order to know the level of employment and employment activity, we'll see that at the first half of the XX century, the female employment rate and the female education are related, being lower the percentage of women who had a job at the community of Madrid compared with the percentage of the country. Generally speaking, the percentage of level of employment in 1900 at the community of Madrid was lower than the percentage obtained at the country as a whole.

With the pass of the years the percentages have changed, and we can see at the XXI century how the level of employment reaches a 51.7%, even higher than the employment level percentage of the country, which was 46.9%.

Table 2. Level of employment at the community of Madrid (1900 Vs. 2001).

| | Madrid | | España | |
|----------------------------------|--------|------|--------|------|
| | 1900 | 2001 | 1900 | 2001 |
| Tasa de actividad | | | | |
| Total | 36,5 | 51,7 | 40,0 | 46,9 |
| Hombres | 74,8 | 60,7 | 66,9 | 57,0 |
| Mujeres | 1,6 | 43,3 | 14,2 | 37,2 |
| Población activa por sexo | | | | |
| Hombres | 97,7 | 56,6 | 80,9 | 59,6 |
| Mujeres | 2,3 | 43,4 | 19,1 | 40,4 |

Source: National Statistical Institute of Spain (2007).

Regarding the gathering of data, gather information about active population at the beginning of the XX century is complicated, because the process use nowadays was not created until 1964, that's the reason why find information comparing data with a difference of a hundred years is complicated because it doesn't appear at the official statistics report.

If we focus in the different sectors of activity that we find in Spain, we can clearly see that Spain was a country where the predominant sector was the primary one, in charge of the obtention of resources, such as agriculture and cattle industry. At the community of Madrid this was completely different, the primary sector was relegated to second position, being surpass by the tertiary sector, also known as service sector or industry. Tertiary sector was crucial for working females, approximately 72.9% of women were working at the service industry at the community of Madrid during the XX century. Other sectors such as the industry was relatively important, and it was influenced by the capital status that the community of Madrid had, and has nowadays which also influenced the employment structure as well as the differentiation between working fields.

Nowadays we can observe the changes that the working fields have been suffer during the years, at Spain as a country and generally speaking and at the community of Madrid specifically. We can see the deterioration of the primary sector, being practically non-existent at the community of Madrid, as well as the strengthen of the tertiary sector or service sector as the most relevant, followed by the secondary sector.

Now, we are going to focus in one of the three sectors we spoke about before. The third sector is the most important sector at the community of Madrid, leading the other two sectors, with a growth of the 3.3% at the first trimester of 2018 according with information extract from the "Contabilidad Regional Trimestral" of the community of Madrid done by the "Instituto de Estadística de la Comunidad de Madrid" and the

"Contabilidad Nacional Trimestral de España" which information is gathered from the "Instituto Nacional de Estadística".

Table 3. Working population divided by sectors (1900 Vs. 2001).

| | Madrid | | España | |
|------------------------------------|--------|------|--------|------|
| | 1900 | 2001 | 1900 | 2001 |
| 1. Agricultura | | | | |
| Total | 34,2 | 0,8 | 71,4 | 6,4 |
| Hombres | 41,3 | 1,1 | 72,1 | 7,5 |
| Mujeres | 8,2 | 0,4 | 60,7 | 4,4 |
| 2. Industria | | | | |
| Total | 20,7 | 13,5 | 13,5 | 18,4 |
| Hombres | 21,1 | 16,7 | 14,6 | 21,9 |
| Mujeres | 18,9 | 9,1 | 12,6 | 12,8 |
| 3. Construcción¹ | | | | |
| Total | - | 9,6 | - | 11,7 |
| Hombres | - | 14,8 | - | 17,6 |
| Mujeres | - | 2,3 | - | 2,2 |
| 4. Servicios | | | | |
| Total | 45,1 | 76,1 | 15,1 | 63,5 |
| Hombres | 37,6 | 67,4 | 13,3 | 52,9 |
| Mujeres | 72,9 | 88,2 | 26,7 | 80,6 |

Source: National Statistical Institute of Spain (2007).

Service sector represents the 66.4% of the Spanish Gross Domestic Product (GDP), according with data gathered by the Spanish National Statistics Institute for the period of 2017. What does it mean? This represents the importance of the service sector for the Spanish economy, represents the greatest strength and one of the flourishing sectors in Spain.

During the first trimester of 2018 the growth of the service sector kept growing, as well as the different parts that compound the service sector whose behaviour has been a positive growth of the gross value added. We must highlight the growth of other services which represent a 1.6%, the growth of 0.9% of distribution services and hostelry, and the growth of 0.4% of the service companies and financial. (S.G. Desarrollo Económico y Estadística. DG Economía, Estadística y Competitividad, 2018).

Table 4. Sectoral growth at the community of Madrid.

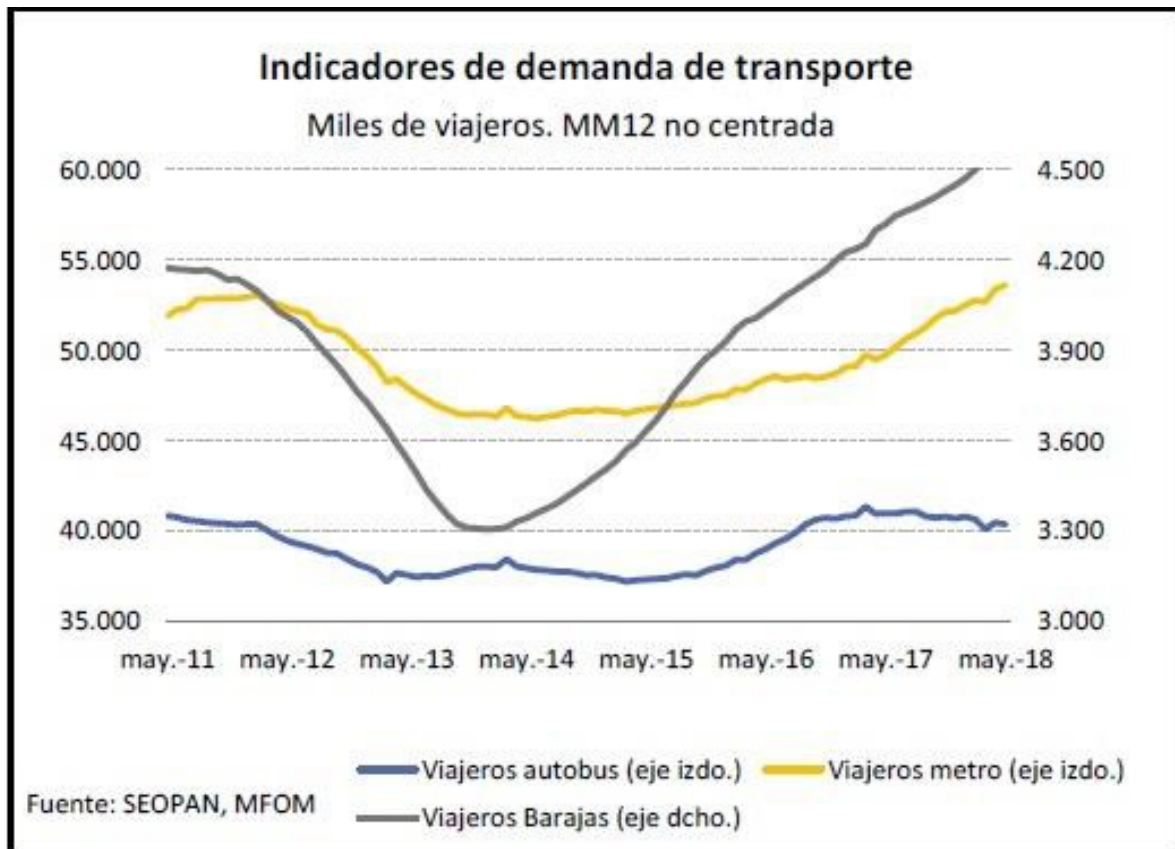


Source: CRTR (IECM) and the CNTR (INE) (2018). S.G. Desarrollo Económico y Estadística. DG Economía, Estadística y Competitividad

Regarding the transport at the community, we can see that the air transportation of passengers and the use of the subway have a good behaviour, unlike the use of urban bus which is losing users. Talking about the "Media móvil" which comprise the twelve months of the year, we can see that the number of passengers has been following a growing tendency since 2014, then at the beginning of 2016 the growth started to reduce its growth and by the beginning of 2017 this growth has been balanced. (S.G. Desarrollo Económico y Estadística. DG Economía, Estadística y Competitividad, 2018).

The tendency of tourism at the centre of the community of Madrid keeps it moderate growth, which tendency since the beginning of 2015 had been growing and was steady since 2017. We can see the increase of the number of passengers according with data gathered in 2018, but even though it represents a growth at this period of 2018, if we compare it with the data gathered during the same month last year, we will see the reduction of almost 0.4 points.

Table 5. Transport demand at the Community of Madrid (2017).



Source: Asociación de Empresas constructoras de Ámbito Nacional"

The number of visitors that have come to the city centre as domestic tourists have suffered a growth if we talk about the data accumulated during this year compared with the data gathered last year, and the number of tourists from foreign countries have been decreasing. The number of domestic tourists represent a little more of half of the total tourists that the community of Madrid have been receiving during that time. (S.G. Desarrollo Económico y Estadística. DG Economía, Estadística y Competitividad, 2018).

5.2. MADRID: TOURISM AND CHANGES

Going back to the question we made at the beginning of the previous point, what does it mean that Madrid is one of the most visited countries of the world? Well, as we saw during the research of data regarding the occupancy rate of which we extract that the level of employment at the city centre is even higher than the level of employment of the country, being the service sector the one who generates more employment.

The reason why the predominant sector and the one who generates more employment is the service sector, is because of tourism.

Madrid is one of the most visited countries of Europe, and tourism is one of the most important parts of its economy, at a regional level and at a national level. During last years we have been able to see a change in the preferences of tourists, causing the change of the demand and the change of their preferences, everything base on what the city is able to offer.

If we focus on the kind of tourism that the city centre has, we will see that the majority of people coming from foreign countries, having into account that "the four principle emitting countries are Italy with 48,029 tourists; USA with 40,976 tourists; UK with 34,544 tourists and France with a total of 34,082 tourists" (FRONTUR, 2018) are coming to the city for leisure, most of the times to spend more than three days so they are able to enjoy both parts in which we can divide tourism in Madrid: cultural tourism and shopping tourism.

The evident importance of service industry, as well as the necessity to provide a good service regarding transport means, is the reason why connections between Madrid and other regions and countries is so important.

Regarding air transportation, Madrid counts with one important airport, Adolfo Suarez Madrid Barajas airport, which receive everyday thousands of tourists from different parts of the world. The airport is located not far from the city centre and is well connected with it: to reach the city centre tourist are able to choose between use the subway, the bus which rout goes directly to the city centre and that gives them a fix price, or the last option is take a taxi at the exit of the airport.

On the other hand, talking about road transportation, is well known that the roads that lead to Madrid are in good condition and offer different kinds of routes depending on the road the tourist choose, in order to reach Madrid, tourists have the possibility to choose between picking the toll motorway or the motorway.

Talking about connections, the city centre is easy to reach, having the possibility to choose between public or private transport. Nowadays, choosing between one way of transport or the other is complicated, because the city centre is suffering several maintenances works at different points of the city whereby transportation at some points of the city is not possible depending on the chosen means of transport. For example, at some stops of the subway located at the city centre we will find that the service is not offer because they are working on making those stops more accessible for people with reduce mobility or because the stops needed some maintenance work in order to be able to keep giving a quality service and it was necessary to stop giving the service due to deep renovation works. (Timón, 2009).

Regarding the problem which is hindering the use of some sections of the subway, we must talk about the other possibilities. In one hand, we have the public bus, which service is spread all over the city centre, but which main problem is the lack of clear explanation regarding waiting times and regarding the route that they follow. Another disadvantage we have to take into account when talking about the use of the public bus is that the service is conditioned to traffic. On the other hand, we have the use of cars in order to be able to move at the city centre. If we do a little research we will see that several companies are located at the community of Madrid offering a new concept of renting cars, in which the only thing needed is an app at the mobile phone, which allows you to pick one of the cars spread all over the city centre. Talking about disadvantages, at the beginning of April this year, one new municipal ordinance come into force. Known as "Madrid Central", this municipal ordinance creates an area of four hundred and eighty hectares where traffic is restricted. What does it mean to the city centre? It means that the number of cars driving around the city centre has been reduced, but also means that people with cars that are not allowed in the city centre have no possibility to drive around it. This represents a threat for domestic tourism at the city centre, because it's something that is not making easy for people who come from other regions of Spain with their cards to drive around the main touristic area and where probably the hotels where they are going to spend that time in Madrid are located.

If we keep talking about changes at the community of Madrid, we will see that nowadays a lot of buildings located at the city centre and which represent the story of Madrid are suffering maintenance works on their façades, because the pass of the time as well as the pollution has been done a lot of damage at those masterpieces. Those maintenance works, even though are done in order to keep the original façades instead of building new ones, are creating a new landscape at the city centre, because most of the buildings are now covered by scaffolds and green nets.

In order to be able to have an idea of the changes that the city have suffered during the last century, we are going to analyse some images of the city centre.

5.1. IMAGE ANALYSIS OF MADRID

As a continuation of what we mentioned before, at this epigraph we are going to describe more in depth some pictures of important places located at the centre of Madrid, and that are going to be able to give us a better idea of the changes that the city has suffered through the years because of the impact of tourism.

5.2.1. Puerta del Sol

A. General description:

Located at the city centre and considered as the kilometre cero of arterial roadways of the country, Puerta del Sol is a square presided by "Casa de Correos", the oldest building of the square which was designed and constructed by Jaime Marquet and Ventura Rodríguez at the second half of the XVIII century. The sculptures were designed and done by Antonio Primo. If we should highlight one of the most remarkable features of this building is its façade and its main entrance with a turret built during the XIX century.

Table 6. Picture 1 of Puerta del Sol.



Source: www.viajejet.com

Table 7. Picture 2 of Puerta del Sol.



Author: Andrea Cuminatto. Source: viaggioamadrid.it

Table 8. Picture 3 of Puerta del Sol.



Source: www.shutterstock.com.

As we can observe at the attached photographs, the square has a semi-circular plan, presided over by "Casa de Correos" as we mentioned before.

The square is surrounded buildings full of shops and restaurants. As we can see at the photographs, at the centre of the square we can find a little fountain, next an equestrian statue of Charles the third, which was added to the square at 1994 after a popular referendum. Another characteristic that must be mention is Tío Pepe's billboard, created by Luis Pérez Solero and located at the number 11th of Puerta del Sol, last one of several advertising spots that Puerta del Sol had before. Lastly, we must mention another statue located at Puerta del Sol square, between Alcalá street and Carrera de San Jerónimo. The statue of the Bear and the Strawberry Tree is a sculpture which represents the coat of arms of Madrid and that was created at the second half of the 20th century by Antonio Navarro Santafé. (Miriam, s.f.)

B. Specific description:

As a curiosity, the statue of the Bear and the Strawberry tree has been in two different locations of Puerta del Sol. First it was located in the east side of the square, between Alcalá street and Carrera de San Jerónimo, but in 1986 was moved to the street that faces Carmen street due to some renovation works, and after the reform and remodelling works had finished, the statue came back to its original location in September 2009.

Another curious thing is the position of Tío Pepe's billboard, which was located on top of the old París Hotel, located at number 1 of Puerta

del Sol and which was removed of its location due to renovation works that were going to take place in that building. After the new that it was not going to be able to put the billboard at the same location because the new owner didn't agree with it, the owners of another building located at Puerta del Sol talked with the company which was the owner of the billboard and offer the building located at the number 11th of the same square to locate the billboard.

C. Comparison Puerta del Sol 1900-nowadays:

In order to be able to see the transformations that Puerta del Sol have suffered through the years we must compare one of the photographs that we saw before with one which was taken almost a hundred years ago.

Table 9. Picture 4 of Puerta del Sol at the beginning of the 20th century.



Source: pilarika.no-ip.org

If we compare the picture of table 9 with the ones that we saw before we can clearly observe how much the square has changed. Starting from the fact that nowadays, Puerta del Sol is a pedestrian street with a fountain located in the centre, but at the

beginning of the 20th century Puerta del Sol was divided by a road used for vehicles. The buildings which surround the square as well as its façades are quite similar from the ones that we can see nowadays, the only thing that have changed is the shops and restaurants located at those buildings.

Probably the reason why Puerta del Sol is now a pedestrian street is because of the affluence of people that come to the city centre with the intention of walk in order to see the city. This is one good example of how tourism and the pass of time affects the new renovations and the new constructions that take place in a city such as Madrid, which main business activity is related with the service sector, which main locations at the city centre are Puerta del Sol and Gran Vía.

5.2.2. GRAN VÍA

A. General description:

Located between Alcalá street and Plaza de España, Gran Vía is one of the main streets of the city centre, as well

as the most important shopping area. Designed at the beginning of the 19th century, it was created in order to connect Calle Alcalá with Plaza de España, but it was not until 1904 when the project was finally approved, and constructions started in 1910.

Some important buildings located at Gran Vía are:

- Metropolis building: designed by Jules and Raymond Février, it was inaugurated in 1911, and in order to build it, it was necessary the demolition of five homes between Calle de Alcalá and Calle Caballero de Gracia. By the time Metropolis building was inaugurated, the construction of Gran Vía was still in design phase. Nowadays Metropolis building it's owned by Metrópolis Seguros. (Anónimo, Mirador Madrid, s.f.)

- Edificio Grassy: located at 1st Gran Vía, was built between 1916 and 1917 following the same way of construction as Metropolis building. Designed by Eladio Laredo, whose intention was to achieve similarity with Metropolis building in order to respect the façade trend that they were following in order to construct Gran Vía. (Anónimo, Rutas con Historia, s.f.)

Known as the "Broadway madrileño", its buildings are full of shops, restaurants and theatres.

Table 10. Picture 1 of Gran Vía.



Source: www.lucasfoxstyle.com

B. Specific description:

Apart from being the connection between the east and the west, Gran Vía is a meeting point for citizens and tourists, and because of that, during 2016 and 2017 a project to make a bigger part of this big venue more pedestrian friendly, and some road lanes were enabled for pedestrians.

Because of the favourable reception of this new concept for Gran Vía at the end of March of 2018 the city council started the pedestrianisation of several lanes of each direction in order to make the pavements wider. (Civitatis, s.f.)

Table 11. Picture 2 of Gran Vía.



Source: www.lucasfoxstyle.com

Gran Vía has always been the meeting point for citizens and tourist, been one of the required stops for those who are passing through the city centre and want to enjoy the best of both worlds in Madrid: the cultural and the shopping area.

C. Comparison: Gran Vía 1900-nowadays

Table 12 Picture 3 of Gran Vía at the beginning of the 20th century.



Author: Miguel Cortés. Source: www.flickr.com

In order to be able to see the transformations that Gran Vía have suffered through the years we must compare one of the photographs that we saw before with one which was taken almost a hundred years ago.

If we look at the photograph from the beginning of the 20th century, we can see that the distribution of the streets is quite different from the streets nowadays, as the limits of the sidewalk are not well defined and the size of the same are smaller.

Regarding the buildings that are located at both parts of the street, their façades have not changed much since the beginning of the 20th century, been the changes small renovations or constructions following the style that the other buildings of the area.

One of the greatest differences between Gran Vía at the 20th century and Gran Vía nowadays is the change that the structure of

the street has suffered during the last three years. Now the sidewalks are wider, thanks to a renovation done at the beginning of 2018 in order to make accessible for pedestrians a wider area of the street. This renovation was done following the necessity of the city to create a save place for pedestrians which are countless through the year, caused by the quantity of tourists that each year come to Madrid in order to see the city centre and to enjoy the possibilities that the city offers.

Another great change is the addition of new lanes, such as the bus lane and the taxi lane, at the road that cross Gran Vía, and which main purpose is to make traffic more fluent and to prevent traffic jams in a place with this high level of affluence of pedestrians and transports

6. FILMS AND TOURISM: ALMODÓVAR'S CASE

As we saw at the previous points, Madrid is a city whose main business activity is the service industry, and more specifically, tourism sector. Nowadays tourism goes beyond leisure and business, and the business keeps growing and expanding each day, showing different possibilities when talking about tourism and discover a new place.

Lately, films and tv shows have been changing the way in which we see tourism. Each day more and more people are interested in traveling to the places where their favourites TV shows and films take place in order to be able to feel the fiction like something more real, more tangible.

Shows like Game of Thrones and films like Harry Potter have been moving thousands of persons to the locations where shootings took place in order to see the places where everything comes alive.

Regarding this new phenomenon, we start thinking about the relationship between cinema and how it would affect tourism at the places where scenes were recorded.

Focusing this idea in Madrid, not just as a destination, but also as a place where several films have been recorded, we suddenly saw a clear connection between Spanish cinema production and tourism at the country.

Several movie directors whose creations have been acclaimed by the critics are from Spain, and several of the plots of their movies are located in Madrid. How can this possibly affect tourism at the community of Madrid and who is the director whose masterpieces

have created more reactions from the public? The answer was clear: Pedro Almodóvar.

Pedro Almodóvar is the most internationally acclaimed Spanish filmmaker since Luis Buñuel. He arrived in Madrid in 1968, and because of his economic situation he was not able to study filmmaking, that's the reason why he survived in Madrid selling used items at El Rastro, and later on he found a job at a phone company. From 1972 to 1978 he dedicates his life to create short films, which premieres become something really popular, and suddenly he saw himself tuned into a star of "La Movida", which was the pop cultural movement of the late 70s Madrid. Finally, in 1987, he established beside his brother Agustín their own production company.

His films have been several times nominated to win important cinema awards all around the world, been the winner of an Oscar and another well-known awards during his career.

What makes different Almodóvar's films from other films directed and produced for Spanish directors is the soul of the films, its essence. Almodóvar is able to reflect the reality of Spain, even though if his films are quite fanciful sometimes, his ability to portrait the more thorough soul of Spanish society is impressive. Another important thing to take into account when talking about his films is that he creates his fantasies at places where he feels some kind of attachment, places where he has lived for example. That's the main reason why so many of his films are recorded in different locations of Madrid, where he has been living since 1968. (Noriega, 2017)

After thinking about the repercussion that films and tv shows were having on the behaviour of tourists and customers, the idea of this movement that was taking over several foreign countries came to my mind and I thought about bringing this phenomenon to Spain and adapt it to one of the best directors and producers which films are worldwide famous.

With thousands of fans all over the world, probably a lot of them could be interested not just in know the places where the plot of some Almodóvar's films take place, but that would be actually interested in visit the city of Madrid in a different way.

As we saw before, Madrid is the 43rd most visited country of the world, and the number of visitors that come every year in order to discover or even rediscover the city is really high. Madrid is a city located at the centre of the country, it has not the possibility to offer

beach and sun tourism as the places located near to the sea promotes their cities, that's the reason why Madrid prefers to offer a wider quantity of cultural activities, and the reason why we have decided to create a unique way to visit the city. We have created a tourist itinerary placed at the city centre, but whose stops are places where Almodóvar's films fiction take place. As most of them are located at important points of the city, tourists are going to be able to enjoy the best of both worlds.

7. TOURIST ITINERARY "THROUGH ALMODÓVAR'S EYES"

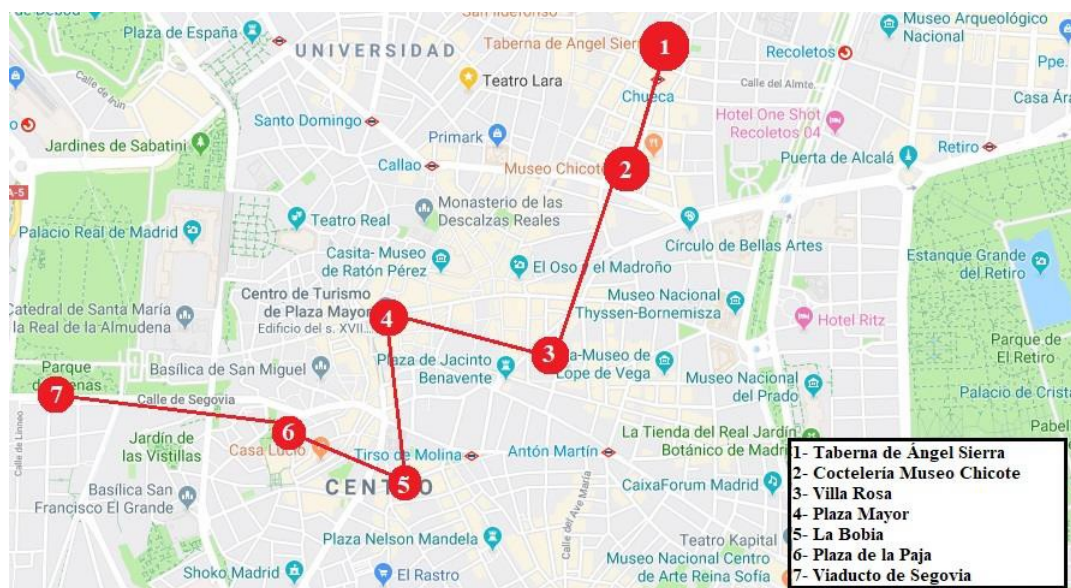
Madrid, a city with a huge cultural and artistic heritage legacy of centuries of history, is a city open for those who want to discover it. Madrid offers it all for tourists, at the centre of the city you can find gardens and parks, museums, an awesome architecture that merge history with modernity that will delight those who are willing to get involve in the live and heart of this breath-taking city.

If we talk about Madrid, we talk about tradition, history, art, modernism, we talk about the lights and the shadows, the lively and the quiet. That's the main reason why Madrid has the ability to give it us all and why once you discover Madrid you would never get it out of your heart, it doesn't matter if you like art and history most, or if on the hand you are more into nightlife or just letting yourself go with the flow, you can find your place here.

At this essay we are going to focus our attention in some places located at the centre of the community of Madrid, place that has been source of inspiration for Almodóvar in multiple occasions, being the main location where his films have taken place.

With this itinerary our intention is to show the soul and the brain of the director and producer Almodóvar, the places where the characters of its films live, sometimes so similar to the reality, and in others so different and so related with the world of fantasy and eccentricity that he gives to all his films and that makes Almodóvar's style so unique.

Table13. Tourist Itinerary through Almodóvar's eyes. Image.



Source: own elaboration.

As we can see at the image above, we are going to visit some of the most important points related with Almodóvar's filmography, but only those located at the city centre and which are close to another interest places or that has any kind of cultural or historical background. We are going to start by mentioning the stops of the itinerary before starting the proper explanation.

| |
|-----------------------------|
| 1. Taberna de Ángel Sierra |
| 2. Coctelería Museo Chicote |
| 3. Villa Rosa |
| 4. Plaza Mayor |
| 5. La Bobia |
| 6. Plaza de la Paja |
| 7. Puente de Segovia |

As continuation of this brief introduction to the main stops of our itinerary, we are going to continue with a more in-depth explanation of each one of them. (Castrejón, 2017).

7.1. ANALYSIS OF THE STOPS

7.1.1. Taberna de Ángel Sierra (Plaza de Chueca).

Location: Latitude 40° 25' 22907" N; Length -3° 41' 50921" W; Height 698 metres.

Table 14. Taberna de Ángel Sierra.



Author: Ramón Rubio Moreno. Source: caminandopormadrid.blogspot.com

One of the oldest pubs in Madrid, known as "Las Bodagas de Ángel Sierra" it was open in 1908 by a man called Felipe, who sold the tavern to Ángel Sierra in 1917, and then was when the pub started to be called as we know it nowadays.

Ángel Sierra did a renovation, adding ceramic tiles from Seville and wood from Cuba, as we saw at Almodóvar's film "La flor de mi secreto", which one of the scenes was recorded inside this location in 1995.

The interior of the tavern is formed by two separate areas: one, next to the counter and which access is located at Chueca square, and the second one, that was before a warehouse, now decorated with tables so the clients are able not just to drink and eat at the counter, but now also they can take a seat and enjoy some typical food and drinks.

Inside the tavern we can also see a miniature of the pub itself, being 95% identical to the real exterior and interior of this location.

If we take a look at the ceiling, we can notice some old frescos, silent witnesses of the passage of time (Taberna de Ángel Sierra, s.f.).

A. Suggestions:

a) Understand the changes that the businesses have had during the years and how they evolve in order to be able to fulfil the new necessities of customers.

b) Research how, even with the pass of time, sell traditions as they were and as purely as possible is something that is still a reality and something that has countless customers just for the idea that they are consuming something whose essence has not change through the years.

7.1.2. Coctelería Museo Chicote (Calle Gran Vía, 12).

Location: Latitude 40° 25' 10742" N; Length -3° 41' 56158" W; Height 698 metres.

Table 15. Picture of Coctelería Museo Chicote.



Author: Alfonso Ondarroat. Source: madriddiferente.com

Opened in 1931, "Museo Chicote" was the first cocktail bar in Spain, when no one knew what a cocktail was. Perico Chicote was the name of the man who decide to open a place like this in the centre of the city, where no one was aware about the hostelry trends from foreign countries.

Nowadays, "Museo Chicote" keeps the same style that they had when they opened, when a young 32 year old Perico Chicote, who was rise surrounded by the new and international tendencies and references from the beginning of the century, decided to open a place that was home for uncountable stories, a place where Hollywood stars used to reunite, celebrities such as Ava Gardner, Frank Sinatra or Sofia Loren.

If we talk about "Museo Chicote", we talk about an obligatory stop in order to be able to see and contemplate a place full of stories, one of the places where the crème de la crème of Hollywood spend uncountable nights chatting and enjoying Madrid's atmosphere (Museo Chicote, s.f.).

Almodóvar knew that this place is full of stories that will never be told and that has this special atmosphere and decided to include one scene that was shot inside the pub, next to one of the big windows. If we are thoughtful while watching "Los abrazos rotos" (2009), we are going to be able to see and recognise where three of the characters are taking some drinks, in a place that even over the years keeps the same aesthetic.

A. Suggestions:

a) Study how the history of some places sometimes is enough to keep a business open and to keep it trendy.

b) Understand how even if the concept that you are selling at your business could be enough to keep it as a trendy place and a business with profits, it's necessary to be in line with the pass of the time and keep the furniture and the whole interior at a good condition.

7.1.3. Villa Rosa (Plaza de Santa Ana, 15).

Location: Latitude 40° 24' 53065" N; Length -3° 45' 5322" W; Height 609 metres.

Table 16 Picture of Tablao Villa Rosa.



Source: todopedroalmodovar.blogspot.com

Located at Santa Ana square, one of the most visited places of Madrid, Villa Rosa is a well-known tablao flamenco which opened its doors for the first time in 1911, when a pair of bull-fighter's assistants alongside a banderillero decided to open a place to celebrate Andalusian culture, a place where people could be able to taste typical dishes of Andalusia and enjoy flamenco at the centre of Madrid.

This concept was the motto of Villa Rosa until 1918, when Rafael Marcos Colombí bought the tablao and decided to use it as a regular restaurant, but a year and a half later, two of the waiters had the idea of transform the restaurant and give back to it all the Andalusian essence that they had lost after Rafael's decision to transform the initial idea into a regular restaurant.

Since the transformation, they have developed a new concept of restaurant with flamenco show which is support by different people that belongs to flamenco circle (Tablao Flamenco Villa Rosa, s.f.).

At 1991, Almodóvar was shooting "Tacones Lejanos", and Villa Rosa is one of the locations where the plot evolves, and the shooting of this film gave us some scenes such as the one where a young Miguel Bosé dressed as a woman is singing on top of the flamenco venue inside Villa Rosa. (Madrid Diferente, 2017)

A. Suggestions:

a) Understand the changes that the businesses have had during the years and how they evolve in order to be able to fulfil the new necessities of customers.

b) Study how it's not necessary to change the appearance of a business in order to be able to improve or change the service that's being given, even though the initial idea is totally different if we compare it with the new concept the business is trying to sell.

c) Research how, even with the pass of time, sell traditions as they were and as purely as possible is something that is still a reality and something that has countless customers just for the idea that they are consuming something whose essence has not change through the years.

7.1.4. Plaza Mayor (Plaza Mayor).

Location: Latitude 40° 24' 55388" N; Length -3° 42' 26579" W;

Height 609 metres.

Table 17. Picture of Plaza Mayor.



Author: Don Paolo. Source: www.rochester.edu

Consider the heart of the city, Plaza Mayor is located at the old part of the city centre, also known as “Madrid de los Austrias”.

This popular square was designed and made by Juan Gómez de Mora when Felipe II decided to move the court to the centre at the XV century. It's been silent witness of the passing of time, witness of popular festivities, coronations and some auto-da-fé.

At the centre of the square we can see a statue of Felipe III on horseback, designed by Giambologna and completed by Pietro Tacca in 1616. The façades of the buildings that surround the square have changed through the years due to several fires that destroyed some parts, such as the one that occurred in 1790, which led to its reconstruction, changing the original appearance by lowering the building fronts by two storeys, enclosed the square and constructing nine entrance arches.

We should highlight the façade of Casa de la Panadería, which was built by Diego Sillero around 1590. Nevertheless, the decoration that we can see nowadays was not always the same, because as we said before, several reforms and restorations have taken place through the years (esmadrid, s.f.).

A. Suggestions:

a) Study new urban functions as a consequence of changes that have taken place during the last decades.

b) Research the consequences that the pass of the years has had in the maintenance and renovation of the buildings that surround the square and how these changes have changed our perception of it.

7.1.5. **La Bobia** (Calle de San Millán, 3).

Location: Latitude 40.41132720325987 N; Length -
3.707869648933411 W; Height 661 metres.

Table 18. Picture of La Bobia.



Author: Susana and Fabio. Source: eatandlovemadrid.es

Silent witness of “La Movia Madrileña”, La Bobia is located at La Latina neighbourhood, which characteristic is that they serve typical Asturian food at the centre of Madrid.

During the 80s, La Bobia was a bar where punks used to reunite at morning and was also the scenario of several scenes of “Laberinto de pasiones” (1982). As part of its past, they have gotten back the mint-green colour, which was something characteristic for the bar back at the time when it lives its best moments. One of the walls located at one side of the terrace is part of Swinton & Grant gallery, and they are in charge of the design, which change every month.

If we have to highlight something of the bar, is the authenticity of the food, cooked following the Asturian tradition, as well as mixing new trends with the typical dishes, such as fabes or cachopo (Madrid Diferente, 2016).

A. Suggestions:

a) Understand the transformations that business suffer through the years in order to keep up with the new necessities of customers.

b) Study how even with the pass of time, some things are still as attractive for customers as it used to be several years ago.

7.1.6. **Plaza de la Paja** (Plaza de la Paja).

Location: Latitude 40.41276902422006 N; Length -
3.711656928062439 W; Height 656 metres.

Table 19. Picture of Plaza de la Paja.



Source: Pinterest

Known before as "Plaza del Marqués de Comillas", "Plaza de la Paja" is located at the centre of what is known as "Madrid de los Austrias". Called like this because of the use that the canons gave to it, selling the straw that people gave them in order to feed his mules; during the Middle Ages, it was considered the real centre of the city, because of its location, surrounded by important buildings, until the creation of "Plaza Mayor". It was the commercial centre as the market of the city. Surrounded by palaces and several buildings with a huge historical-artistical interest, such as Lasso de Castilla's Palace, Vargas' Palace or Isabel la Católica's Palace, called after the Catholic Kings. One special characteristic about this square is its irregular shape, as well as the gradient formed centuries ago due to the stream, nowadays non-existent, which course is now located at Segovia street (Viendo Madrid, s.f.).

At 1986, Almodóvar used this square to shoot some scenes for one of its movies, called "Matador".

A. Suggestions:

- a) Study the history of the buildings that surround important places such as the square we mention before, in order to be able to understand the importance that it would have through the years.
- b) Know the changes that the old commerce has suffered.
- c) Imagine and understand how the city used to work at an economic level, taking into account the disappearance of several markets that used to be important for the economy of the city.

7.1.7. Viaducto de Segovia (Calle de Segovia).

Location: Latitude 40.413871812602274 N; Length -
3.7136578559875492 W; Height 640 metres.

Table 20. Pictured of Viaducto de Segovia.



Author: Luis García. Source: alpargataviajera.com

Built during the first half of the XX century, Segovia's viaduct was done in order to lengthen Bailen street and as a replacement for the old one and it was named after the street where is located, even though is popularly known as "viaduct".

The first viaduct was made of iron and wood, and it was destructed back in 1932 due to its poor condition. The construction of the new one started in 1874 and was designed by Eugenio Barrón, which initial project also included the creation of a big venue that connected the Royal Palce and San Francisco el Grande basilica.

After the civil Spanish war, the viaduct was reconstructed due to several imperfections done during the war and later on, they consider the idea of pull down the viaduct and replace it with a new one with several improvements, but finally they decide to keep it as it was (Rutas con Historia, s.f.).

Segovia's viaduct was one of the scenarios of several films shoot at the centre of Madrid due to its visual impact caused by its height and its three big vaults. One example of this films is "Los amantes

pasajeros" (2013), in which film we can see several scenes starred in by Paz Vega and Blanca Suarez that took place in this viaduct.

A. Suggestions:

- a) Study the consequences of the passing of the years and how it affects the buildings and construction that surround us.
- b) Understand how the city change in order to follow the necessities of the population.

With this stop we finish the itinerary created based on some of the most remarkable places in Madrid where Almodóvar has focused some of his films. To sum up, we will say that with this itinerary we are not just able to know the insides of his films, but we can also discover Madrid in a different way, because we are going down places related with different sides of the community, we are seeing the culture (Villa Rosa), as well as the history (Plaza Mayor) and the gastronomy (La Bobia). Therefore, it's not necessary to be a fan of Almodóvar's films in order to enjoy this itinerary. (Quintero, 2019)

8. FINAL CONCLUSIONS

After been working on the essay for some time and after seen all the information put together, creating and giving form to the initial idea that we had, we can say that tourism has changed since the first time in history that we came out with its definition, but even nowadays, when people have seen almost everything and when it's complicated to surprise people and to come out with new and innovative ideas, tourism is the business and the sector that allow us to create everything we can imagine, almost like films and cinema does.

The idea that we can merge tourism and mix it together with fiction in order to create a product is impressive. Needs and wants of tourists is something that is constantly evolving and that give us the opportunity to be creative due to create new ways to see a city.

There's no just one way to see a city or a destination, there's as many ways as persons are willing to travel to those places.

Talking about the topic of this essay, we can say that Madrid is a city with innumerable options when talking about tourism. Tourism is one of the most important business activities done at the city, and films are becoming and important asset of the city. Supporting tourism and the new ways to do so it's going to be key for the economy of the community in the future.

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