



**Comunidad de Madrid**



**Unión Europea**  
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# **Tourism, heritage and space in large urban regions: a research program in Madrid 2016-2018**

**Claudia Yubero and Manuel de la Calle**  
**Heritage, Tourism and Development Research Group**  
**Universidad Complutense de Madrid**

**Nectar Cluster 5. Launch Workshop.**  
**29<sup>th</sup> september - 1<sup>st</sup> october, 2016. Lugano, Switzerland.**



# Who we are

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Since 1995

Heritage and tourism in  
historic cities



Tourism functionality analysis  
and evaluations



Tourism planning



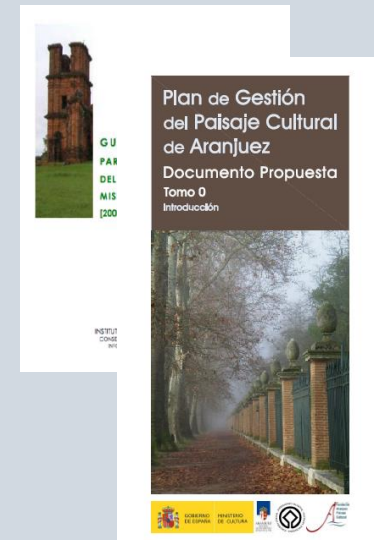
# Research projects & contracts

Archaeological  
areas

Monumental  
sites

Historic  
cities

Cultural  
landscapes



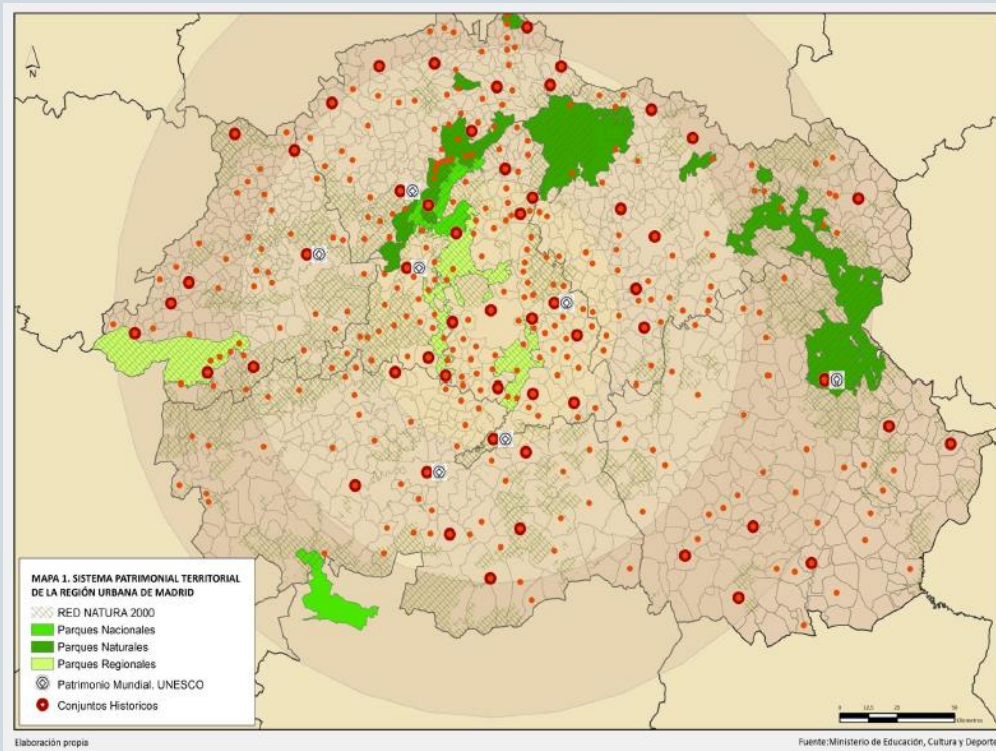
# The Heritage Ensembles as Tourist Assets in the Community of Madrid: Problems and Opportunities in Territorial Perspective.



Metropolitan tourism results from the link between traditional city tourism and a new metropolitan agglomeration tourism (Marchena, 1995).



# Introduction to the program



➤ Institutional needs (!)

➤ Scientific needs

➤ Main objective:

Understand whether (and where) the deployment of tourism&leisure corresponds to the distribution and promotion of cultural heritage.

# The team



**Laboratoire d'urbanisme UPEC-UPEM-EIVP - París**

**Istituto Superiore per i Sistemi Territoriali per l'Innovazione - Turín**

**Spanish R.G. (Castilla-la-Mancha University, Sevilla, Valladolid)**

**Spanish Cultural Heritage Institute - IPCE**

**Regional Council**

**Local governments**

**Aranjuez Cultural Landscape Foundation**

**Cultural Heritage associations**

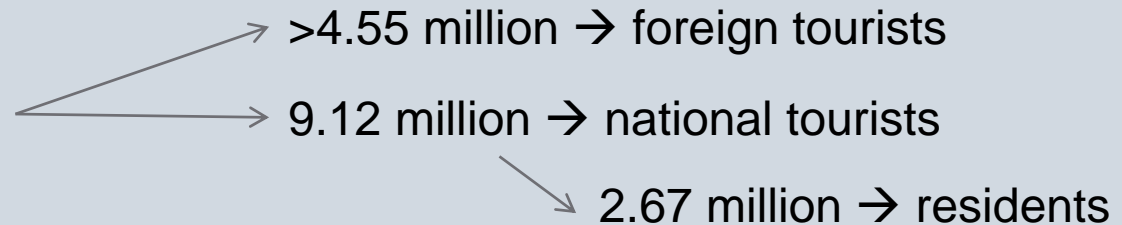
# Background

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- The *Community of Madrid* is one of the major tourist regions of the country, similar to other large European urban regions where capitals settle (Paris, Lisbon, Rome, Berlin, etc.)

6.5 million inhabitants

13.67 million trips  
Data source: IET.



Madrid: 19,75

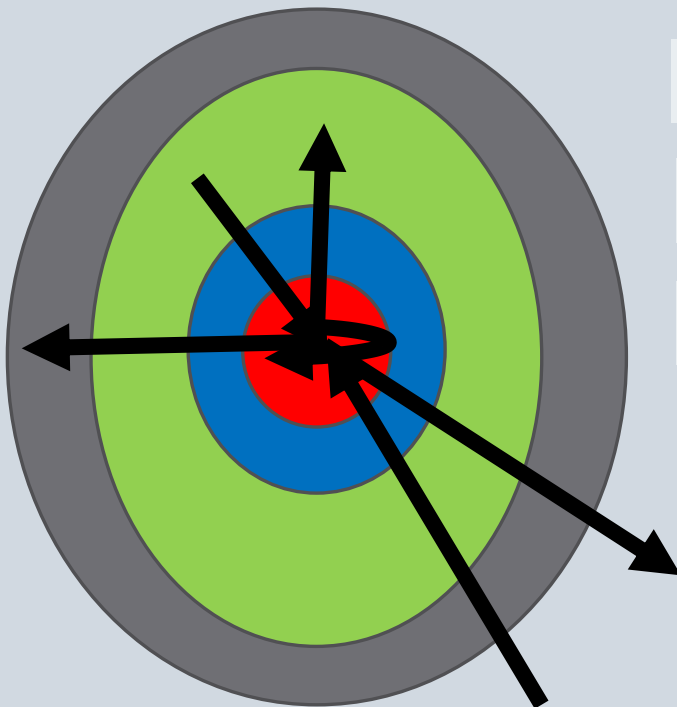
Île de France: 77.69 | Inner London: 44.82 | Lazio: 30.68 | Berlin: 26.8 | MA Lisbon: 11.94

Overnightsatys (million)- Data source: Eurostat.

# Background

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- The regional map explored to date fits the distribution model suggested by Hall (2005; 2009).



- How does the tourist deployment look like?

- [Distribution of tourist mobility.](#)

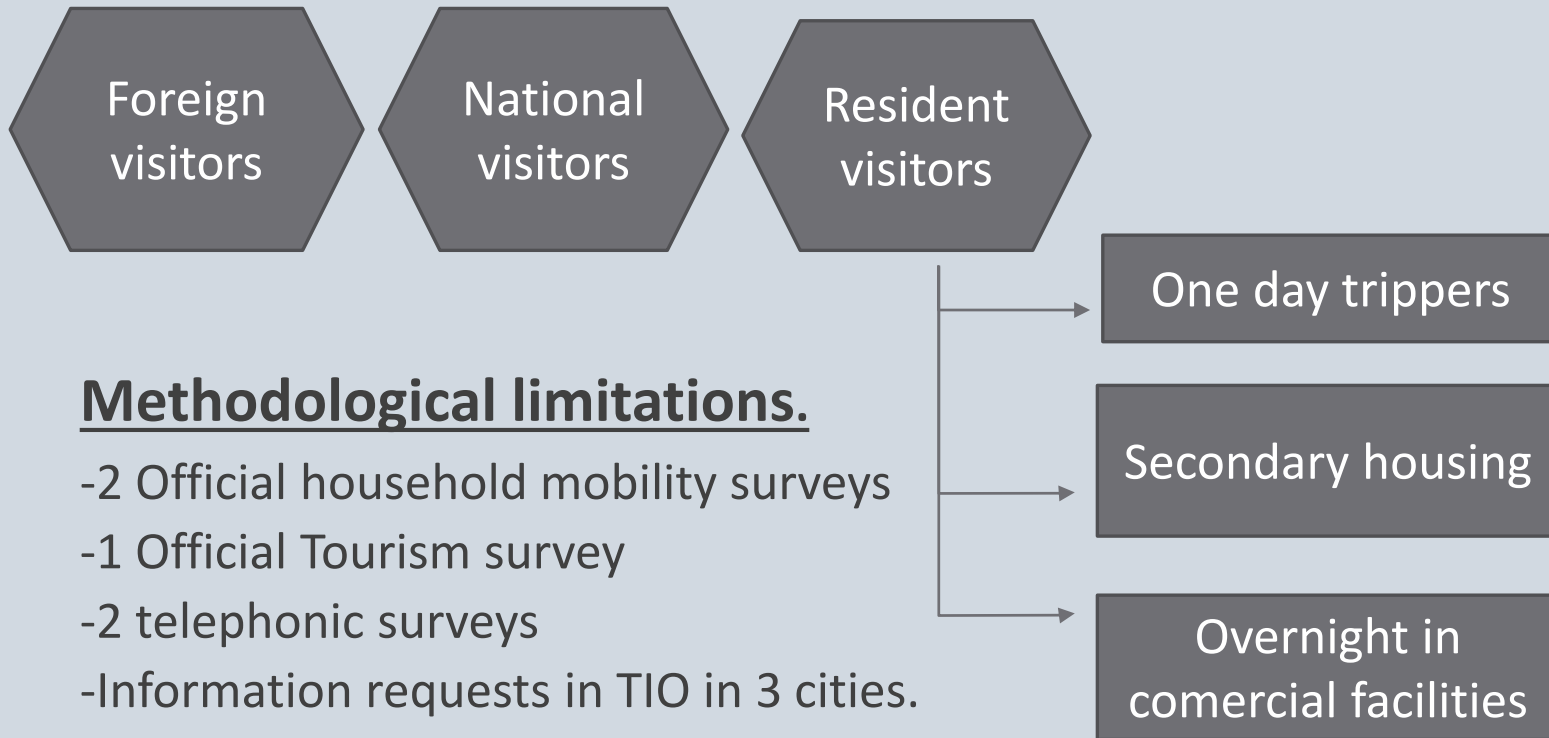
- [Distribution of the tourism infrastructure.](#)



# Distribution of tourist mobility

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## Inside the Madrid region:



## Methodological limitations.

- 2 Official household mobility surveys
- 1 Official Tourism survey
- 2 telephonic surveys
- Information requests in TIO in 3 cities.

# Distribution of tourist mobility

➤ Alternative data sources are emerging...

Photosharing + GIS

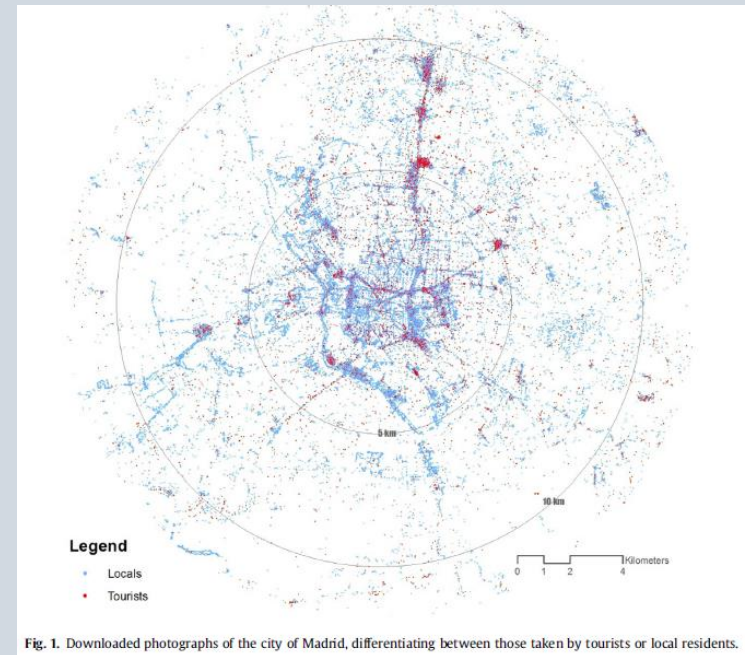
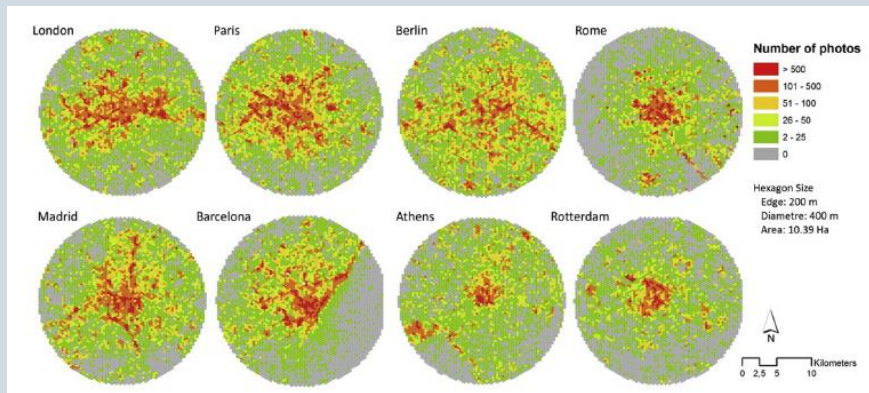


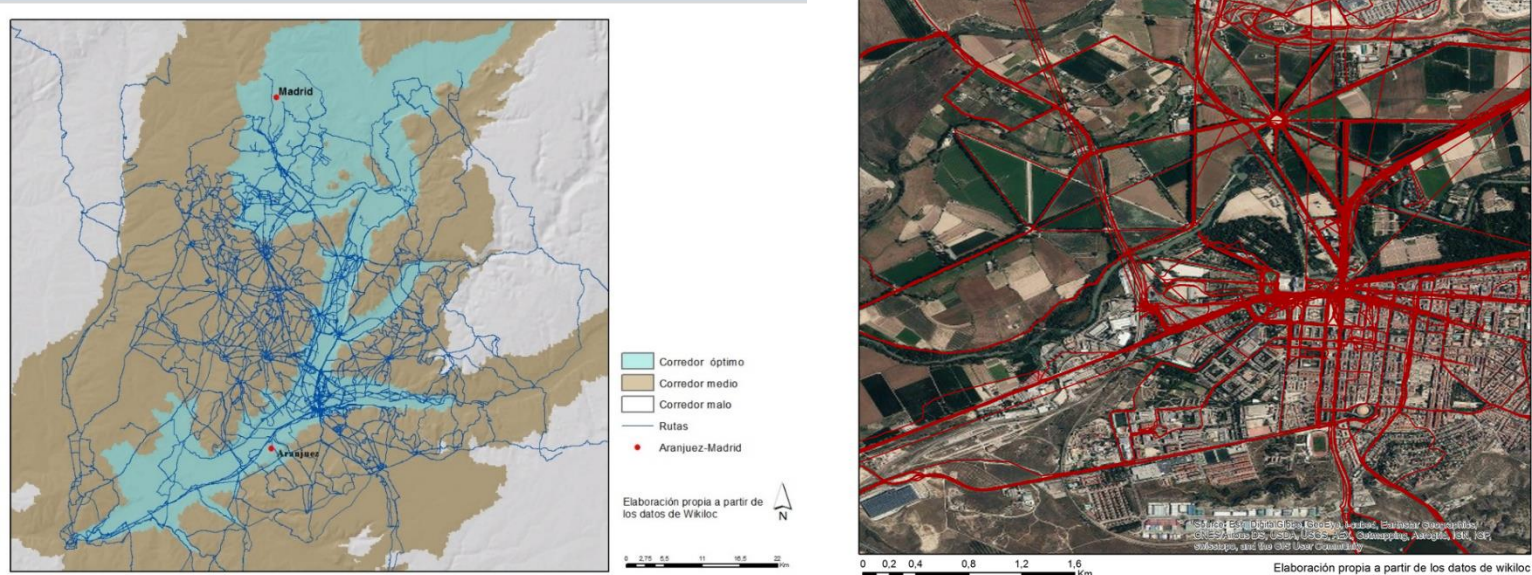
Fig. 1. Downloaded photographs of the city of Madrid, differentiating between those taken by tourists or local residents.

Source: García, Gutiérrez & Mínguez, 2015. Identification of tourist hot spots based on social networks. *Applied Geography*, 63, 408-417.

# Distribution of tourist mobility

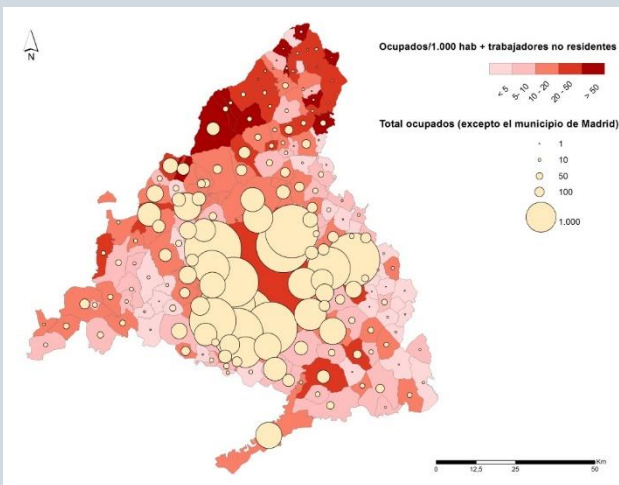
➤ Alternative data sources are emerging...

Tracksharing + GIS

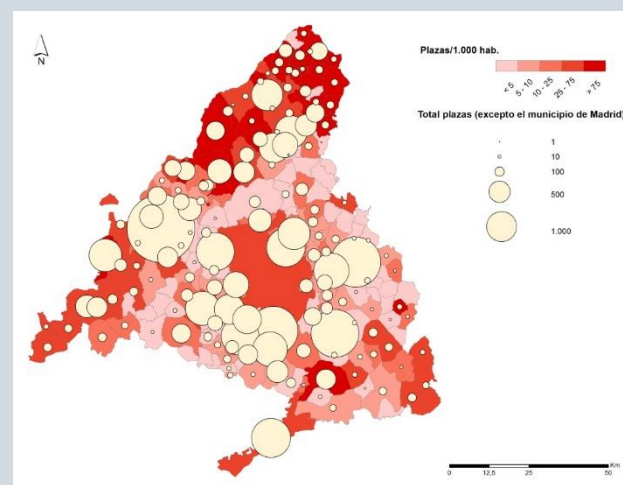


# Distribution of the tourism infrastructure

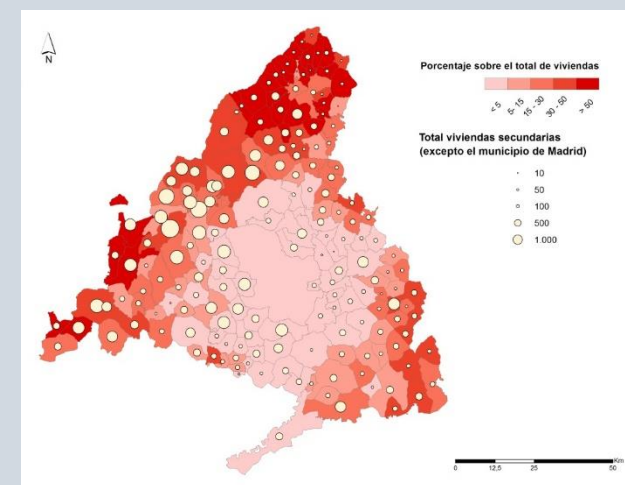
## ➤ Restaurants, Accomodation, & Secondary housing



30.000 restaurants



142.154 beds



162.022 second homes

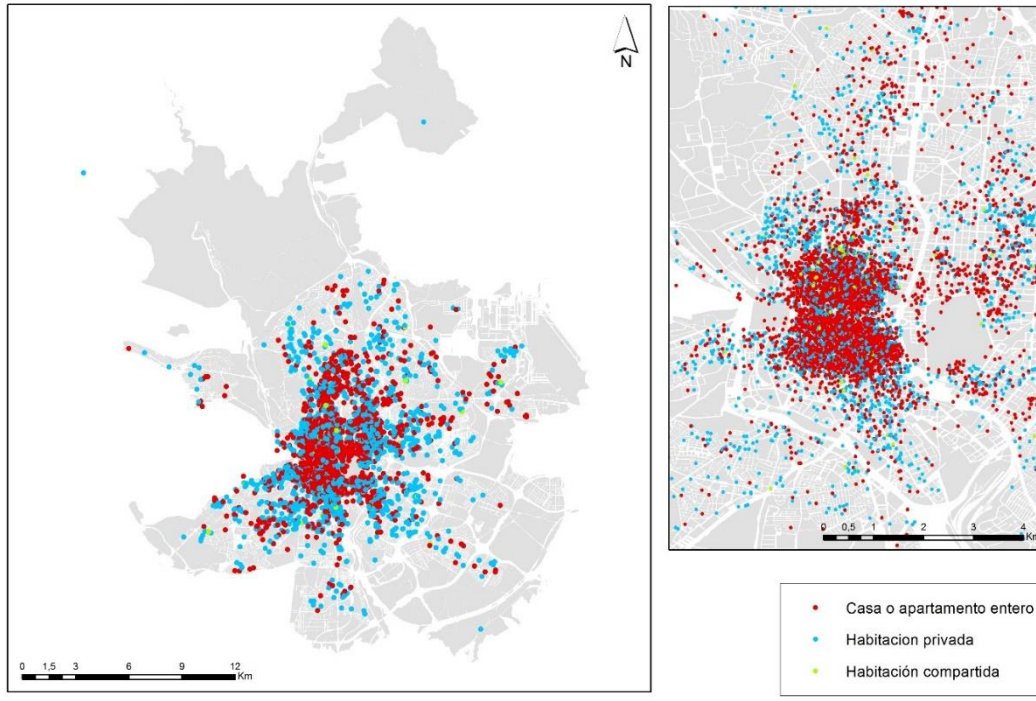
**Tourist power and tourist specialization**



# Distribution of the tourism infrastructure

➤ Emerging phenomena in tourism with significant spatial impact on cities...

Alojamientos Airbnb en Madrid por tipologías



**Madrid (Inside AirBnB)**  
**4,580 (61.5%)** entire home/apartments  
**2,760 (37.1%)** private rooms  
**106 (1.4%)** shared room



# Background

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- Our community has a very powerful and diverse heritage, a legacy largely associated with the status of Madrid as the political and administrative header from the Modern Age., but...

**Cultural motivation vs. Cultural practices**

# Background

- Heritage is required to act as a reference of regional identity, to supply a quality environment for the resident population and also to become an economic resource via tourist use for the regional development.



Idioma: Español ▼ Más inform...

 **Decide Madrid**

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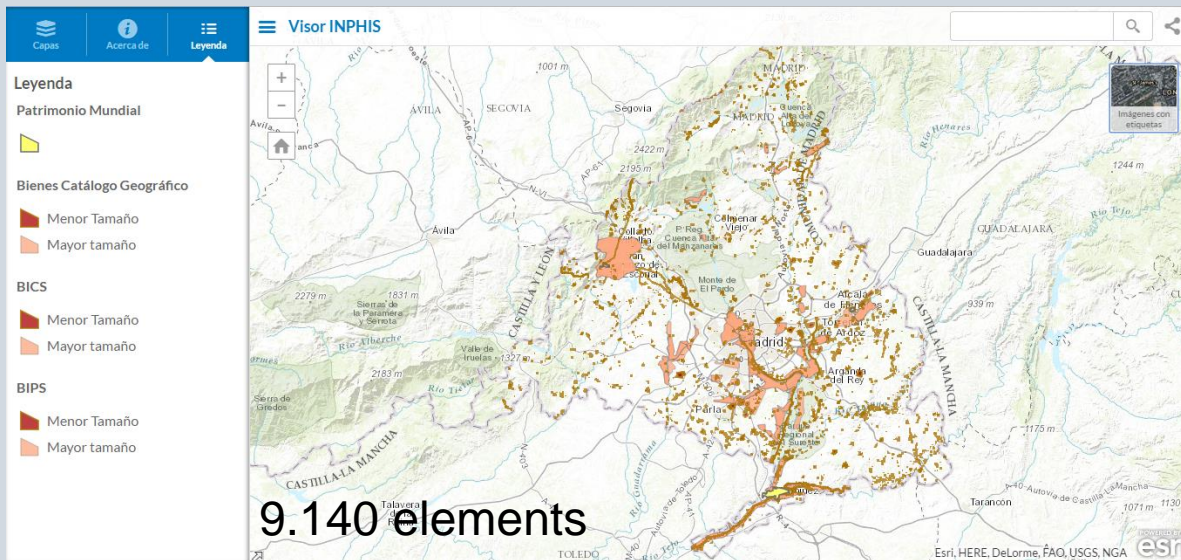
**Arturo Muñoz y Luis de la Cruz**



Distintas imágenes de alojamiento compartido en Airbnb en Malasaña

# Scientific Programme

## O.2. HERITAGE INFORMATION SYSTEM IN GIS AND IMPLEMENTATION OF TOURIST APPLICATIONS (SIPCAM).



1. To define heritage ensembles (density, spatiality & interest)

2. To define regional structure

*Law 3/2013, of 18<sup>th</sup> June, of Historical Heritage of the Community of Madrid*

R2-1 Tourist information system based on GIS: SIPCAM

R2-2 Virtual Atlas of heritage ensembles

# Scientific Programme

## O.4. CHARACTERIZING AND EVALUATING THE TOURIST USE OF REGIONAL HERITAGE ENSEMBLES.

REGIONAL SCALE

LOCAL SCALE

R4-1 Intensity tourist use map  
→ focusing on heritage ensembles.



R4-2 Case studies in selected heritage ensembles.



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# Activity Programme

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**\*\* Throughout the year specific courses \*\***

- 1. Geospatial analysis in Tourism using BIG-Data.  
2016/2017.**
2. Space Syntax: tourism patterns in urban spaces.
3. Use of geomarketing and geotourism applications.

*You're  
Invited!*



# Thank you for your attention

Contact details:

Claudia Yubero

[claudiayubero@ucm.es](mailto:claudiayubero@ucm.es)

The screenshot displays the website for the research project 'COMPLUTENSE PROYECTO DE INVESTIGACIÓN'. The main title is 'LOS CONJUNTOS PATRIMONIALES COMO ACTIVOS TURÍSTICOS DE LA COMUNIDAD DE MADRID'. The page features a navigation menu on the left with sections: 'El Proyecto', 'El Equipo', 'Nuestro Programa Científico', 'Programa de Actividades', 'Formación y Empleo', 'Los Resultados', and 'Conectad@s'. A central image shows a large group of people, identified as the 'Primer Encuentro general del Programa' held on June 2, 2016, at the Faculty of Geography and History of Complutense de Madrid. On the right, a 'Titulares' section lists achievements such as the program's diffusion in the SICUR n°41 bulletin, the publication of a book on cultural tourism marketing, and participation in the VIII International Congress on Territorial Organization (IUPM). A bottom right overlay contains the program's identification code: 'Programa I+D PTR-TUR-CM S2015/HUM-3317' and the Complutense Madrid logo. The browser's address bar shows the URL 'https://www.ucm.es/patrimonioturismomadrid/' and the system tray at the bottom indicates the date '05/09/2016' and time '18:05'.

[www.ucm.es/patrimonioturismomadrid](http://www.ucm.es/patrimonioturismomadrid)