REACH

HUM-700
PATRIMONIO Y DESARROLLO URBANO
TERRITORIAL EN ANDALUCÍA
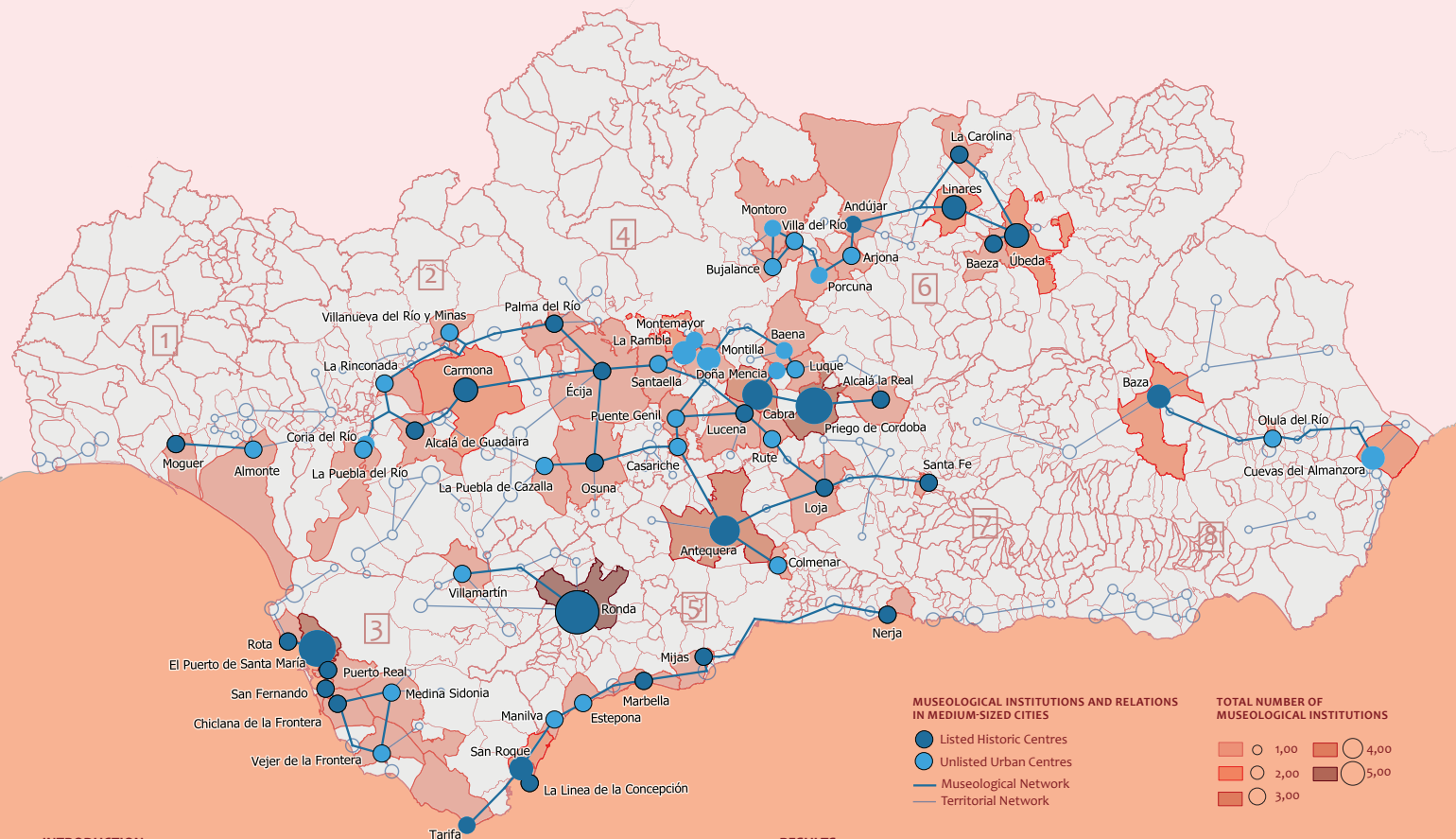http://grupo.us.es/ghum700/

MUSEOLOGICAL RESOURCES FOR A TOURISTIC IMPLEMENTATION IN SMALL AND MEDIUM-SIZED CITIES IN ANDALUSIA, SPAIN
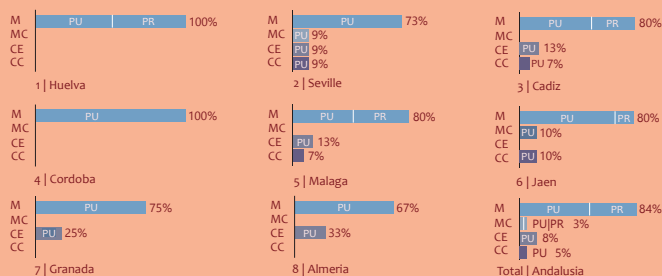
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MUSEOLOGICAL INSTITUTIONS AND RELATIONS IN MEDIUM-SIZED CITIES
- Listed Historic Centres
- Unlisted Urban Centres
- Museological Network
- Territorial Network

TOTAL NUMBER OF MUSEOLOGICAL INSTITUTIONS
- 1,00
- 2,00
- 3,00
- 4,00
- 5,00

INTRODUCTION

Andalusia, a benchmark for sun and beach tourism, makes its way for cultural tourism, specifically for the museological one. In this sense, an opportunity has emerged to consolidate it as an alternative economic engine, in the last decade. With the capacity to generate a more stable productive fabric, museological resources avoid the seasonality and risks of mass tourism. In the comprehension of the Andalusian territory, a network of medium and small-sized cities can be read significantly within its territory. Understanding the heritage and cultural layer in this region may be a step towards a new model of tourism, distant from the main cities attractiveness.
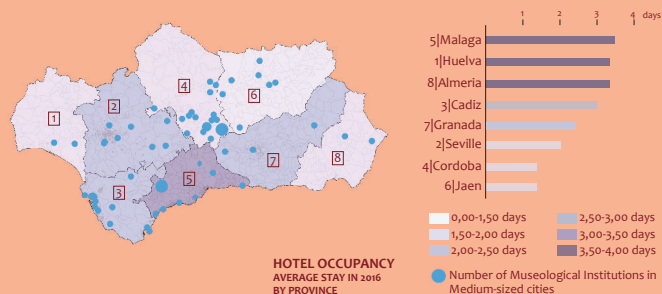
ANALYSIS

1	Huelva	2	Seville	3	Cadiz
M PU	PR 100%	M PU 73%	M PU	PR 80%
	MC PU 9%	MC
	CE PU 9%	CE PU 13%
	CC PU 9%	CC PU 7%

4	Cordoba	5	Malaga	6	Jaen
M PU 100%	M PU	PR 80%	M PR 80%
		MC PU 10%
	CE PU 13%	CE
	CC PU 7%	CC PU 10%

7	Granada	8	Almeria	Total	Andalusia
M PU 75%	M PU 67%	M PU	PR 84%
		MC PU	PR 3%
CE PU 25%	CE PU 33%	CE PU 8%
		CC PU 5%

MUSEOLOGICAL INSTITUTIONS BY PROVINCE AND TOTAL
- Museums
- Museographic Collections
- Cultural Enclaves
- Cultural Complexes
- PU Public
- PR Private

The main objective of this study is to make an approach to the museological institutions in small and medium-sized cities in Andalusia, in order to establish an instrumental tool that can serve to efficiently manage and implement the extensive amount of information that characterizes tourism research. Complementary, parameters related to hotel establishments and museum typologies are considered. As catalyzers of the dynamics of tourist-cultural behavior, they feature the environment of small and medium population centers. To sum up, the research intends to systematize new forms of knowledge as active elements for their potential, improving the profile of cultural tourism, as well as optimizing the possible efficiency of tourism focused in heritage, integrated in the system of small and medium cities in Andalusia.

	days
5|Malaga	
1|Huelva	
8|Almeria	
3|Cadiz	
7|Granada	
2|Seville	
4|Cordoba	
6|Jaen	

HOTEL OCCUPANCY AVERAGE STAY IN 2016 BY PROVINCE
- 0,00-1,50 days
- 1,50-2,00 days
- 2,00-2,50 days
- 2,50-3,00 days
- 3,00-3,50 days
- 3,50-4,00 days
- Number of Museological Institutions in Medium-sized cities

RESULTS

The cartographic information of Andalusia has been taken as a starting point, in its different layers and coverage that the GIS technology provides from the public information sources (IECA). This information has been superposed to contributions from the Ministry of Tourism and the Cultural Administration in the field of museological institutions in Andalusia. A geolocated database has been implemented to enable cross-sectional analysis and will serve as a methodological guide for future research on territorial issues and urban development.

The results obtained show, in graphical terms, the georeferenced spatial distribution of museological tourism resources and their relationship with the hotel offer of the selected cities system. Representing how the coastal or interior position of the cities that receive cultural tourism affects the museum offer making possible to understand the performance of productive dynamics, inserted in a specific territory, with a special heritage vulnerability.

From a teaching and research perspective, the suitability of this analysis is anticipated. We highlight the educational potential that can be found in cultural and museological institutions. The appliance of these resources to the cultural tourism sector, with a methodological approach from GIS technologies, can offer new keys for the Public Administration to improve plans and development strategies.

MUSEUMS

MUSEOGRAPHIC COLLECTIONS

CULTURAL ENCLAVES

CULTURAL COMPLEXES

MUSEOLOGICAL INSTITUTIONS
- Museums
- Museographic Collections
- Cultural Enclaves
- Cultural Complexes

NUMBER OF MUSEOLOGICAL INSTITUTIONS
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