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TOURISCAPE2

Transversal Tourism and Landscape

CONFERENCE PROCEEDINGS

Barcelona / 5th - 6th November 2020

edited by

**Ricard Pié, Carlos Rosa, Josep Maria Vilanova,
Joaquín Sabaté, Enrico Porfido**

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Barcelona, 5th-6th November 2020

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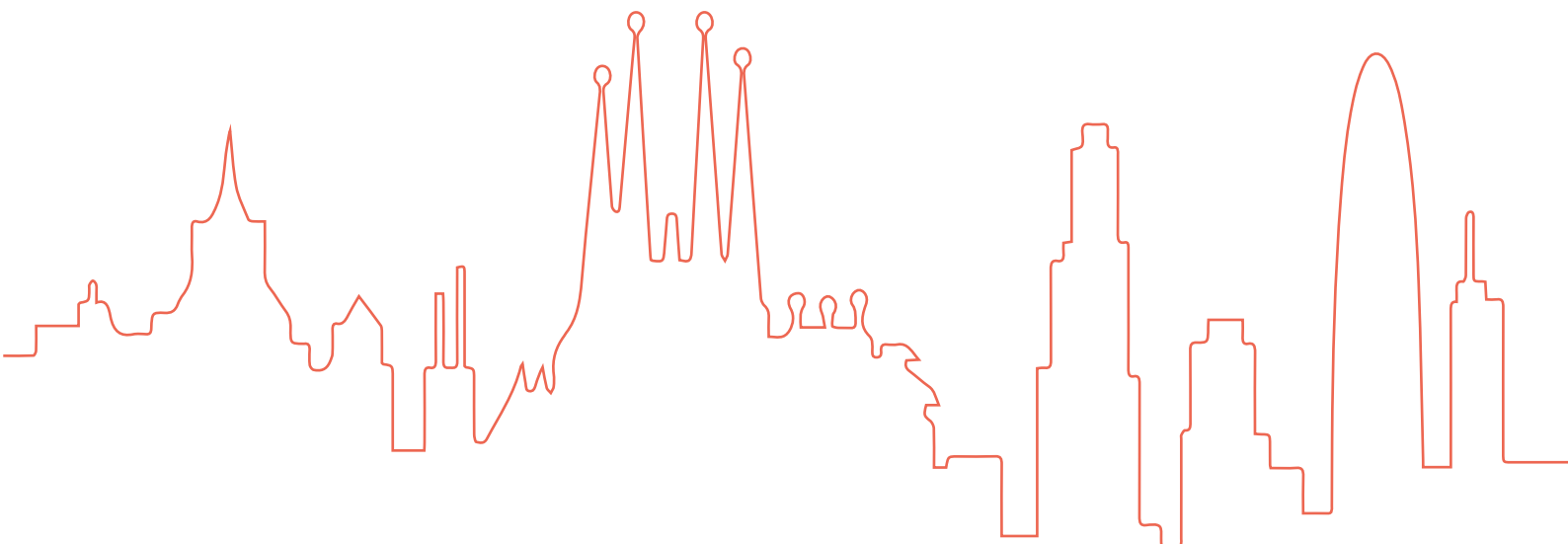
INTRODUCTION **TOURISCAPE2**

Welcome to the second edition of the International Scientific Conference **TOURISCAPE2 – Transversal Tourism and Landscape**, which this year will take place virtually in Barcelona from 5th to 6th November 2020.

The main topic of discussion will be the **relationship between tourism and the landscape** and, in particular, the problems of the tourist city. The tourist city has two sides, on the one hand the consolidation of the urban aggregate built during the boom of mass tourism as a city and, on the other, the tourist transformation of the post-industrial city. In addition to these cases, we will also discuss the role of landscape in rural tourism.

The congress aims to gather **researchers of different study fields, focusing on the analysis and/or projects of tourism and landscape**. Architects, economists, geographers, landscapers, sociologists, planners, anthropologist and all the academics interested in the spatial dimension of this phenomenon are welcome to join us and to share their experiences.

The academic community answered with energy to the call and we received more than **120 proposals** from 183 authors affiliated to 50 different university in 16 countries. Organized according to different research lines, **the proceedings include the final 80 full papers accepted** and which have undergone a **double-blind review by the international scientific committee**. A selection of the best papers concerning tourism cities and urban tourism will be published in the thematic number of the **International Journal of Tourism Cities** in 2021. While a selection focused on touristic territories and landscapes, have been included in the **book "Turismo y paisaje 2: sobre arquitecturas, ciudades, territorios y paisajes del turismo"** edited by Tirant Lo Blanch. For copyright reasons, the full text of those last two groups of papers are not included in this proceedings book, but the abstract.





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Tracing a cycle route between the UNESCO sites and the national parks of Apulia and Basilicata: a design oriented strategy for sustainable tourism *

Andrea Rolando, Stefano D'Armento, Alessandro Scandiffio

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ABSTRACT

The project aims to contribute to solving the problem of touristic pressure in fragile places like UNESCO sites, through a comprehensive, sustainable territorial strategy. This goal is pursued by proposing an "off the beaten tracks" destinations offer, to give a better overall balance to the territory, by improving the attractiveness of the marginal landscapes that are surrounding the most frequented polarities, that need instead to be relieved them from the risks of excessive touristic pressure. This approach may result in a correct strategy, also considering the current situation related to Covid-19. The contribution is the narrative of an initiative of territorial exploration that aims to collect the necessary impressions and on-field analyses that are fundamental bases for a design-oriented approach to sustainable tourism development. The experience was conducted by a research group from the Polytechnic University of Milan, with the contribution of the UNESCO Italian commission, University of Turin, Alta Murgia National Park, among others, held in October 2019, appointed by the MiBACT as the year of slow tourism and within the activities of ASVIS (Italian Agency for Sustainable Development). The route, 350 km by bike in five stages, with short transfer segments by bus or train, has its starting point at the visitor center of the Umbra Forest (Apulia) and the arrival in Matera (Basilicata), European Capital of Culture 2019, thus embracing two Southern Italy regions, four provinces, two National Parks, two Regional Parks, and five UNESCO sites. Tourism plays a significant role in defining the landscape and in the administrative and planning goals of most of the communities of the crossed territories, both already popular destinations and inner areas experiencing socioeconomic distress and looking at tourism as a way out from their crisis.

Keywords

Slow tourism, mobility, mapping, landscape, heritage, environment

* This contribution was selected and published in the book "Turismo y paisaje 2: sobre arquitecturas, ciudades, territorios y paisajes del turismo" edited by Tirant Lo Blanch. For copyright reasons the complete text has not been published in these proceedings.



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