MUSEOLOGICAL RESOURCES FOR A TOURISTIC IMPLEMENTATION IN SMALL AND MEDIUM-SIZED CITIES IN ANDALUSIA, SPAIN

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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 risk 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

Andalusia is a heterogeneous region, including the city of Seville, different municipalities, and a mix of modern and historical centers. 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 efficiently in and implement the extensive amount of information that characterizes tourist research. Complementary, parameters related to hotel establishments and museum typologies are considered. As catalysts of the dynamics of tourist-cultural behavior, they feature the environment of small and medium population centers.

The results obtained show, in geographical 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 the museums 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 develop strategies.

MUSEOLOGICAL INSTITUTIONS AND RELATIONS IN MEDIUM-SIZED CITIES

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MUSEOLOGICAL INSTITUTIONS

Museums
Museographic Collections
Cultural Complexes

CULTURAL COMPLEXES

MUSEUMS

MUSEOGRAPHIC COLLECTIONS

CULTURAL ENCLAVES

HOTEL OCCUPANCY AVERAGE STAY IN DAYS

BY PROVINCE

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 georeferenced 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.

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MUSEOLOGICAL INSTITUTIONS

Museums
Museographic Collections
Cultural Complexes

NUMBER OF MUSEOLOGICAL INSTITUTIONS

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

1,00 2,00 3,00 4,00 5,00 6,00 7,00 8,00

Andalusia

Almeria

Cadiz

Malaga

Seville

Cordoba

Granada

Huelva

Cultural Enclaves

Unlisted Urban Centres

Listed Historic Centres

Museological Centres

Museological Network

Territorial Network