

2015
September 2nd, 3rd, and 4th

COURSE | On site
or virtual

TOURISM FEEDBACK

Conceptual Tools for the Design and Redesign in Tourism

Las Palmas de Gran Canaria, Canary Islands, Spain

Objectives

To Approach the phenomenon of tourism as one of the principal challenges of contemporary life from a contextual and transdisciplinary perspective.

To Think and Reflect about the implications and contradictions of tourism in order to generate answers and solutions of design and redesign.

To Interconnect tourism, architecture, design, technology, urbanism, landscape, culture, art, communication, perception, cognition, economics, sustainability, creativity, sociability, citizenship, welfare.

To Present and Debate about tourist renovation, bio-urbanism, tourist imaginary and persuasive messages, perceptive maps, cognition and emotion in the tourist experiences, healthy and sustainable architecture, new roles in architecture, tourism and new cultural heritage, nomad and territorial methodologies, alternative tourism and active-tourism culture.

To Understand the complex dimensions of tourism and how to prove and develop transversal models from the experience of Maspalomas (Canary Islands, Spain), one of the “sun and beach” tourist destinations more important in Europe.

Context

The tourist destination Maspalomas starts in 1961 with the International Contest of Ideas "Maspalomas, Costa Canaria", granted by the International Union of Architects, which was one of the most significant urban planning events in the tourist development of Spain.

Fifty years later, in 2015, Maspalomas and the Canary Islands have become a mature tourist destination, which shows evidence of a faded and obsolescent tourist model that needs to be "re-programmed". In the last years there have been regulations and planning of renovation and modernization but they have not produced the expected results.

From 1961 tourism has grown and expanded continuously worldwide, becoming a major economic activity with one of the largest rates of average global growth. In 2013 there were 1.087 millions of international tourist arrivals which are estimated to become 1.800 millions in 2030. Spain received 61 millions of international tourists in 2013 (third in the global ranking by country), from which 12 millions came to the Canary Islands.

Dates

September 2nd, 3rd, and 4th 2015.

Time table

17:00 to 20:00

Duration

10 Hours / 8 lectures / 1 roundtable.

Modalities

1. On site

Lectures delivered in lecture rooms with interactions with invited Professors.

2. Virtual

Using virtual platform, with video of the on site lectures and interaction with Professors through chat/virtual forum.

Parallel activities

2 practical guided routes through the tourist areas of Maspalomas, Gran Canaria.

Languages

English and Spanish.

Price

180 euros (On site) / 80 euros (virtual).

Pre-registration form

<http://goo.gl/forms/olgAjpqYGC>

More information

www.tides.es

www.espacioguia.com

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Programme

Design from Economic, Social and Cultural Values: Tourism, Society and Environment, CARMELO LEÓN.

Director of the Institute of Tourism and Sustainable Economic Development and of the UNESCO Chair of Tourism Planning and Sustainable Development of the University of Las Palmas de Gran Canaria. Ph. D. In Economics and Business from the University of Las Palmas de Gran Canaria. He specializes in economic valuation of the environment, tourism and culture.

Tourism and Biosphere, JUAN PALOP-CASADO.

Architect and Urban Planner, Master (MDesS) from Harvard University (EE.UU). Director of the Studio Lab for Planning and Architecture (LPA). Founder of the 20° Institute, an non profit organization for the sustainable development of tropical regions. He has been Professor of Urban Planning in the University of Las Palmas de Gran Canaria.

Lost Paradieses. Analysis of the Narratives in the Communication of Tourism, MATILDE OBRADORS.

Visual creator: videoartist and videoperformer. Ph. D. in Audiovisual Communication and Professor of the Communication Department of the Universitat Pompeu Fabra de Barcelona. Researcher in psychology of creativity, new formats and new videographics in Internet. Codirector of the Laboratory of Cultural and Audiovisual Production Liveonline.

Architecture, Health and Sustainability, ELENA MARCO.

Responsible of the Department of Architecture and Built Environment of the University of the West of England (Bristol). BA Architecture from the Architecture Superior School of Barcelona. Her principal work and research involves the symbiosis between architecture, health and sustainability. She has worked for Feilden Clegg Bradley Studios (Bath, London, Belfast).

Walking across the Boundaries of Contemporary Spaces: Wormholes to cross global and local. STALKER.

Collective of architects and artists, created in Rome in 1995, who do research from an empirical base on the changes taking place in the relationships between humankind and the environment, and utilizing methods of sensitive mapping of land resources. The aim is to promote a higher conscience of the population about its environment and its territory in order to develop a more efficient creative participation process in the management of urban and territorial resources.

Tourist Architecture, Emotions, Sustainability and Technology, IVÁN ÁLVAREZ.

Architect from the University of Las Palmas de Gran Canaria and Ph.D. from Universitat Politècnica de Catalunya, with a doctoral dissertation about the winner Project of the 1961 International Competition Maspalomas-Costa Canaria. He is now carrying out research about tourism in Cornell University, College of Human Ecology (Ithaca, EEUU), holding an European Marie Curie International Outgoing Fellowship.

Art and Culture in Network: Connect, Share, Communicate, KARIN OHLENSCHLÄGER.

Art critic and curator of exhibitions specializing in contemporary art and new technologies. She has been cofounder and codirector of the MedialabMadrid. Among other events, she has directed the I International Festival of Art, Science and Technology: Cibervision; the International Festival of Infoarchitecture; the International Festival of Artificial Life: Research and Development of Artificial Life in Art, Sciences and Humanities; and Ecomedia: Ecological Strategies in Today's Art.

Biopoetics and Neuroaesthetics: Dynamics of Perception and Cognition/ Emotion in Interphase Environments. The Case of the Sea/Dune and Dune/ Urban Space Interphases in Maspalomas, JUANI GUERRA.

Ph. D. in Filology from University Complutense of Madrid, she has been Researcher and Professor at the University of California at Berkeley and San Diego, the University of Harvard at Boston, and the U. Syddansk and U. Aarhus in Denmark. She is now Professor at the University of Las Palmas de Gran Canaria y leader of the Research Group on Biopoetics, Cognitive Semiotics and Neuroaesthetics. Her research areas involve Cognitive Poetics (creativity) and the complex systems associated with the construction of meaning and knowledge of the world.

Venue and certification

Instituto de Turismo y Desarrollo Económico Sostenible
TiDES de la Universidad de Las Palmas de Gran
Canaria ULPGC

Organization

Instituto de Turismo y Desarrollo Económico Sosteni-
ble TiDES de la Universidad de Las Palmas de Gran
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Parque Científico y Tecnológico ULPGC

Collaborations

University of the West of England

Universidad Carlos III de Madrid (Máster Universitario
en Gestión Turística de los Recursos Culturales y
Naturales)

Universitat Pompeu Fabra de Barcelona (Facultad de
Comunicación)

The Twenty Degrees Institute



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