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► **To cite this version:**

Fabricio Gliemmo. Intelligence Planning and Tourism. Perspective and the Observatories OIDTe EIDT, TAG Team Territorios Posibles. Cases in Argentina and Uruguay. International Conference "Sustainable economics within the new culture of development", Liège 2011, Sep 2011, Liège, Belgium. halshs-00665808

HAL Id: halshs-00665808

<https://shs.hal.science/halshs-00665808>

Submitted on 5 Oct 2012

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*INTELLIGENCE PLANNING AND TOURISM. PERSPECTIVE AND THE OBSERVATORIES
OIDTE EIDT, TAG TEAM TERRITORIOS POSIBLES. CASES IN ARGENTINA AND
URUGUAY*

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Summary: Territorial intelligence applied to tourism seeks to resolve tensions, build projects and subjects compatible between tourism and other logics of territorial occupation and appropriation. Sustainable tourism is oriented towards a type of responsible tourism, where it takes into consideration natural, socio-cultural, political and economical contexts of a destiny in the search for increasing benefits and decreasing negative impacts of tourism. this EIDT perspective is based on the creation of institutional multistakenholder, horizontal and enduring areas, that are meant to be tools of political, social and economic intervention with scientific ground,

Resumen: La inteligencia territorial aplicada al turismo busca resolver tensiones, construir proyectos y sujetos compatibles entre el turismo y otras lógicas de ocupación y apropiación territorial. El turismo sustentable se orienta hacia un tipo de turismo responsable, donde toma en consideración los contextos naturales, socio-culturales, económicos y políticos de un destino en la búsqueda por aumentar los beneficios y minimizar los impactos negativos del turismo. La Perspectiva EIDT se funda sobre la creación de ámbitos institucionales de carácter multiactoral, horizontal y perdurable, que procuran ser herramientas de intervención política, social y económica con sustento científico;

Keywords: territorial intelligence, sustainable tourism development, responsible tourism, observatory of intelligence and territorial development, multidisciplinary, tourist attraction

Palabras clave: Inteligencia Territorial, desarrollo turístico sustentable, turismo responsable, Observatorios de inteligencia y desarrollo territorial, multidisciplinariedad, atraktividad turística

Intelligence Planning and Tourism. Perspective and the Observatories OI DT EIDT, TAG Team Territorios Posibles. Cases in Argentina and Uruguay

This research project is part of the CNRS caINTI GDRI 2011-2014 and it's developing in the institutional framework of the Latin American "Territorios Posibles", TAG Research Team "Territory Actors Governance for Transformation" UNLP-CONICET based in IDIHCS. 1

The purpose is to think about projects already underway or under development in a first stage, the contribution is a contribution to Axis 1 "Territory" 2 GDRI Intelligence caINTI CNRS. As regards actions under GDRI caINTI agreement, we intend to collaborate in 2 of the 6 axes and issues raised, in particular in axe 1 [territory], territorial intelligence and planning concept, scientific methods of territories analysis and territorial systems development and axe 2 [Intelligence], Communication, Culture and Education for new models development, both axes pertaining to caINTI CNRS.

As an objective framework it is intended to contribute to the co-construction of a theory of Transformation with Territorial intelligence, to contribute to the current debate state in our Latin-American network TAG Territorios Posibles²

1. TERRITORIAL INTELLIGENCE AND TOURISM

Tourism as a social practice has worked in the past half century as one of the most dynamic, and with mayor growth, both domestically and internationally. Various studies point to tourism as a

social practice that has been fostered developed and transformed from globalization. (OMT; 2010)

Tourism in current society is not only a movement of people from a permanent residence place to a temporal one, which implies transport, accommodation and food, but also a complex social phenomenon, with different facets involving economical, socio-cultural and environmental issues of the destiny and its residents.

Territorial intelligence aims at sustainable development of territories and its subjects are territorial communities (Girardot, 2009). Tourist Territory is the result of social dynamics, which has at its core the enhancement of the differentiation of places in the framework of territorial definition and construction, the tourist territory. They involve material and subjective dimensions.

In the case of the tourist practice, having as object something similar to territorial intelligence it should share it with other logics of territorial occupation and ownership, in some cases intermingled, as with urban centers, and in other, sharing boundaries with complex frequency: industrial sites, ports, mining, agricultural overexploitation regions.

There are other areas where these extremes are blurred: neighborhoods, nature reserves and beaches, among others. As to the actors of each of these logics, something similar happens. Territorial intelligence applied to tourism seeks to resolve these tensions as they emerge and build projects and subjects compatible between tourism and other logics of territorial occupation and appropriation (Bozzano, 2011)

The relationship of local and global order, its regionalization, and the local impact are on the agenda. Similarly, new technologies play a dominant role for the activity, in the era of information and technological revolutions, the use and dissemination of new technologies play a central role. Also, environmental consciousness is here to stay, beyond the serious difficulties being experienced by the subject in various international forums when it comes to reverse the effects of different human activities.

¹ We express our gratitude to Dr. Horacio Bozzano, promoter, promoter, organizer and coordinator of the idea that after 14 years of proven in Latin America and Europe, this publication expands on its vision, scope and objectives in the table caINTI CNRS GDRI 2011-2014.

² Refer to Bozzano & Co, basing in more than 20 years of work, concrete territorial projects in Argentina and Latin america; scientific and theoretical contributions and applied, B.de S. Santos; O Wright; Girardot, others.

Sustainable tourism is oriented towards a type of responsible tourism, where it takes into consideration natural, socio-cultural, political and economical contexts of a destiny in the search for increasing benefits and decreasing negative impacts of tourism.

Sustainability principles refer to environmental, economical, social and cultural aspects of tourism development, having to establish a correct balance between these four contexts to guarantee its long term sustainability. OMT (2004)

Sustainable forms of tourism could be driven as a contribution of the sector to economical grow, to development and specially to job creation, to the time that allows to address major environmental challenges, lead to a more efficient use of resources and minimize environmental degradation. As regards cases to be analyzed, there is a coincidence at least in the discursive face by different territorial actors, which is that activity could constitute as a viable alternative for development to find a balance between economical, social and environmental interests.

International tourism rebounded strongly in 2010 as the advance of World Tourism Barometer WTO. It has rebounded quicker than expected from global financial crisis effects and economic recession at the end of 2008 and 2009. International tourist arrivals grew by almost 7% to 935 million, after a decline of 4% in 2009, the year that most accused the global economic crisis, surpassing the 58 million figure of 2009 and 22 million the maximum level of 2008 before the crisis (913 millions) (OMT. 2011). The vast majority of destinations around the world showed positive figures, however, the recovery came at different rates, driven primarily by emerging economies.

The tourist attraction is a social construction resulting from a recovery process that selects and prioritizes certain attributes, whether natural or cultural attributes while others are neglected or hidden (Bertoncello, 2002). This process takes place in the context of broader social logics that give meaning and justify it, through concrete actions.

2. CASES STUDIES

This research refers to four cases very different in scale, nature, scope and current tourism development: La Plata, Argentina (649,613 people.-2010- 928 km²), and Lavalleja in Uruguay (60,925 people -2004- y 10,016 km²). Punta Indio, Province of Buenos Aires, Argentina (9,637 people -2010- and 1,550 km²) and Isla Paulino, Berisso, Province

of Buenos Aires, Argentina (approximately 30 people; 20 km²).

We propose to take a look of raised cases using methodological perspective EIDT in understanding, intelligence and territorial development and where scenarios from OI DT e observatory of intelligence and territorial development are observed by search team TAG UNLP-CONICET of Scientific network Territorios posibles in Latin America³. It is worth mentioning that in the case of OI DT e Lavalleja, Uruguay it is already fully working, in remaining cases it does not exist.

As Bozzano (2000; 2010) proposes, this EIDT perspective is based on the creation of institutional multistakenholder, horizontal and enduring areas, that are meant to be tools of political, social and economic intervention with scientific ground, it is locally constructed by a collective, continuous and systematic process of transformation in which political actors, entrepreneurs, common people and scientists interrelate.

Whilst La Plata has got a cultural and architectural heritage that is found to be among the most important in Argentina, the case of Lavalleja is of a territory with an amazing nature in tens of tourism places near Minas, its capital city. The other two places, of a reduced scale, are closed to the bank of Plata: Punta Indio and Isla Paulino, where relevant heritage attractions, cultural and natural, with a privileged seaside Rio de la Plata are combined, for being the most austral area of its mouth, with full nature and related to the dynamic of coastal area. Where the ecosystem of the River Plate estuary intermediate sector with forest logging and crown, grassland and aquatic environments is protected. The existence of these natural spaces determines a region with unique environmental particularities. There, tourist practices stimulate local economy. They are places of different scale where relevant heritage attractions, cultural and natural are combined and are at less than 2 hours of three destinations of international importance: Buenos Aires, Punta del Este and Montevideo.

³ The reader can consult in www.territoriosposibles.org the Conference of the Perspective EIDT exposed in I, II y III SIIT International Seminars of Territorial Intelligence in the cities of La Plata, Minas (Lavalleja, Uruguay) and Oberá (Misiones) in December 2009 under auspices of Global network Territoriesnet, Latin American network Territorios Posibles, European network ENTI of Territorial intelligence, Québécoise Network from Canada and MERCOSUR Parliament.

3. LA PLATA (BUENOS AIRES, ARGENTINA)

It is one of the cities of major attraction and interest when it is seen as a city model, because it was thought before being made. The plan preceded materiality of buildings, the outline of squares, tree plantation and population presence. The foundational plane was a view from the air that permeated with rationalism and geometry. It is commonly allude to the outline of the city as a “perfect square”. The thought that the capital city of Buenos Aires is the most important prototype of urbanism of XIX century is, fairly, the argument of those who defend the project of La Plata city as a Heritage.

In 2000, with the local government initiative, it was intended to install the city in the postulation to be declared “Heritage”, this is an appreciation given by UNESCO since 1972, the organism of united nations dedicated to science and culture consider Heritage monuments, groups of buildings and places “whose architecture, unity and integration in the landscape gives them an universal value exceptional from a historical, aesthetic, ethnologic or anthropologic point of view.” As Alain Garnier published in his book "El cuadrado roto", “The grid constitutes the tie between past and present of Argentinean society that was in full mutation. This way, the grid in La Plata represents a unique case, due to its purity and amplitude, of the synthesis of theoretical currents at the end of XIX Century. The city of La Plata, utopian and realistic, rational and romantic offers the layman and professional a vast field of thought and emotion.”

Public agenda and debate has revived around the new urban code proposed by the local government which originated a strong rejection from different tuitions, professionals and ONGs dedicated and interested in the conservation of mentioned cultural and architectural Heritage, for considering it a regression of the foundational spirit of the city and of the life quality of the city population. On the other hand, the organization of Football Copa América 2011, by Argentina and designation of our city as headquarters of many meetings have revitalize debate and exposed in public agenda the role of the city as a receptor of big contingents of tourists.

4. OIOTE LAVALLEJA (URUGUAY)

The case with most achievements and advances is the Observatory OIOTE Lavalleja of Intelligence and Territorial development “Tourism and job in Uruguayan East” it a tool of political, citizen and Business intervention with scientific nourishment,

horizontal and lasting, that coordinate programs and actions agreed by its members, following State and Departmental policies, and incorporating all transformation actors.

Taking into account the background, the proposal in territorial intelligence (various reports to Lavalleja community and others: Bozzano, H. 2010; <http://www.lavalleja.gub.uy/web/lavalleja/turismo>) rests in five pillars. 1-PLACES: variety of offers of tourist sites respecting and promoting in facts *territorial governance* with ecological and socio-cultural innovation in each of the participating departments (it includes appliance of *Stoclus* method); 2-PLANS: in each selected touristic place it will be build a Responsible Management Plan respecting and applying patterns of territorial, urban and environmental order, both the government of Uruguay and Departmental governments; 3-EMPLOYMENT: it will be worked in genuine employment generation starting and applying programs of micro employment, micro companies generation and responsible PYMES, parties and events organization, and other actions to stop Uruguayan Diaspora, taking into account existent programs in Uruguay government and Departmental governments; 4-COMMUNICATION: programs will be designed based on the totality of Uruguayan East with global, continental, national, regional and local scope in attendance patterns, web, newsletters, videos and others; 5-KINDNESS: willingness plan and attention to a diversity of public (schools, old people, youth, cameras, associations, organizations) to enhance foreign tourism, national tourism, social tourism, ecotourism, rural tourism, adventure tourism, among others.

5. PUNTA INDIO (PROVINCE OF BUENOS AIRES)

It constitutes a typical Municipality of rural character with agricultural activities and with a privileged coast of Río de La Plata; approach and intervention in Punta Indio party it is being performed through extension project of National university of La Plata (UNLP) entitled: “Sustainable tourism projects. Training in hotel and dinning Management in the towns of party of Punta Indio, Province of Buenos Aires”⁴. Academic units

⁴ Team work of said project is composed of teachers of academic scope responsible of Chairs in the career of Bachelor of Tourism: Economic growth, Tourism and environment, Organization and Management of touristic companies and advanced students of respective Chairs. In turn, teachers of the career of cooperativism from the same house of studies and teachers from the Faculty of Sciences participate. Team work, Director Lic.Gloria Molinari; co –

involved are Tourism Department of Faculty of economics, Chemistry department and CIDCA of Faculty of sciences, all from the UNLP.

In Punta Indio⁵ the area of Project development is in the towns of the Party of Punta Indio, Pipinas, Punta del Indio, Punta piedras, Verónica y Álvarez Jonte, located to the northeast of the Province of Buenos Aires, over the Bay of Samborombón. It is the reserve of Biosphere "Coastal South Park", declared by MaB-UNESCO World Biosphere Reserve in 1995. It has an extension of 70 Km long by 5 wide, with a surface of 30,000 ha. All population of the region have suffered unfavorable socio-economical situations as a consequence of national, provincial and municipal policies implemented in the last 30 years, resulting in closure of train branches, emptying of companies that were the heart of those towns, change in rural production dynamic (Las Tahonas, 40 people. Álvarez Jonte, 666 people. Punta Indio, 1020 people. Pipinas, 5,772 people.)

Today, these towns are getting organized in a civil association called "Towns that bit" whose end is to strengthen and integrate actions that promote local population's welfare. As the Civil association, "Friends of the coastal South Park" composed of people from the town of Punta Indio, it arises the need to develop strategies and implement tools to strengthen and improve the quality of service offered by local entrepreneurs, appreciating the region's natural and cultural heritage through a sustainable tourism with community base.

The direct targets of the project are the entrepreneurs in gastronomy, hospitality, aromatic crops, beekeeping, fishing, selling of local and craft products, employees from Service Cooperatives, Students from adult's school and Superior Institute of the towns of Punta Indio, Pipinas, Álvarez Jonte, Verónica and Punta Piedras.

In the last cases, they share the problem of population exodus, in the case of Punta Indio it is the rural population going to next cities, especially young people searching for work opportunities, in the case of Lavalleja, it is a district that has lost population in the last decades.

director Lic. Elisabet Rossi; coordinator Lic. Fabricio Gliemmo.

⁵ It was created by Law 11.584 enacted by Legislature of the Province of Buenos Aires on 6th December, 1994, and its first elected officials took office on 11th December, 1995.

6. ISLAND SANTIAGO ESTE – PAULINO-(BERISSO, PROVINCE OF BUENOS AIRES)

Nowadays, it is a space of transition where there is a dynamism based on an area valuation process, where opposite visions about the future are debated, which poses different questions among the interests that want to incorporate this area to the port operative (business logic), given its importance due to its location in front of the access canal to the Port, and those that fight for a development containing natural resources of the area and its character of protected landscape, (Provincial law 12.756/01, called "Coastal mountain Isla Paulino, Isla Santiago."), given its environmental and Heritage characteristics. These include a productive (wine from the coast) and a recreational development. In summary, it is about incompatible activities, logics of occupation and appropriation.

The Island pertains to the national State, it is administered and exploited by La Plata Port, it is located at 2 meters at river level and has an extension of 6 Km long by 3 Km wide.

There in the said coastal Mountain, there appear relicts of jungle formations(Paranaense forest), biome developed in the argentine coast (its preservation ensures a regional ecological system maintenance of the south coast that is the southernmost of its kind) and that it appears in this region next to vine farms, plums and other species introduced for forestry practice. This gives origin to a natural space transformed by men, but over time it has transformed in a typical coastal landscape with heritage aspects in the relationship between man and nature.

It constitutes a space with serious conflicts regarding its environmental quality that have generated and still generates incompatibilities of use, vulnerability and disorders in life quality of population and deterioration in health. Petrochemical industry with residential use; Proximity of areas Environmental conservation with Petrochemical industry; Port activities and Petrochemical industries with recreational tourist activities.

The coastal sector and the islands offer an attractive landscape for local and micro regional tourism. It is important to highlight that when we think about these islands development we must think inevitably in an Evaluation Study on Environmental impact (EEI), according to current laws and taking into account its condition of protected areas in accordance with national and provincial laws.

History tells that the first farmer from Italy planted in its moist soils tomatoes and quinces, hydrangeas

and the first vineyards. Further, it is known that with bug grapes, Italian people elaborated Wine from the coast, which they produced 1,300,000 liters per year.

Wine from the coast is a regional product that in mid-twenty century was sold in the domestic market, favored by the raise of refrigerators and by the popularity the product had acquired among working sectors related to industrial establishments. Grape cultivated in Berisso to make the wine of the coast is called *vitis labruscana*, although all farmers know it as Isabela.

A traditional production that lost ground since 1960 until virtually disappearing due to expansion in wine market coming from Cuyo area.

In 1999 came up the project Coast vintners, oriented to small producers who wanted to reactivate their productions and following commercialization. People have worked from private initiative and with the institutional support of Municipality and the Faculty of Agricultural and Forestry of the National University of La Plata. An experience that has joined producers of a wide path in the area with others that overcomes 20 years in the wake of the same aim. Recently, it has developed with the auspice of the municipality the exposition of the Wine from the coast, attracting year after year more visitors each time, in what has become an event of great significance for the municipality together with the “Week of Communities.”

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7. AS A REFLECTION

Partial results obtained from said paper allow drawing some partial conclusions regarding theoretical and methodological principles in a research with a strong territorial intervention component.

Said paper aims to constitute as a contribution to the relationship between sustainable tourism development and territorial intelligence, in order to draw conclusions and overcoming learning in the progress of analyzed cases and of its application in future researches, to the extend that they offer a methodological framework for concrete action and planning of interventions oriented to get intelligent territorial actions.

We can say that in studied cases, of different nature, spatial scales and degree of tourism activity development, contributions are displayed to guide multidisciplinary and intercultural knowledge about territorial structures and dynamics of territorial intelligence as a contribution to touristic activity.

Territorial intelligence proposes methodological principles to guarantee respect for tourism ethics. Tourism practice appraisal, as a social practice, leads us to investigate the conditions of each society and resulting territory, broadly as nature and society in dialectic interaction, because it is there where we find logics which structure it: appreciating it, materially or symbolically appropriating it.

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