



## TOURISTIFICATION: HOW TOURISM AND GENTRIFICATION ARE CHANGING THE CITIES AROUND THE WORLD

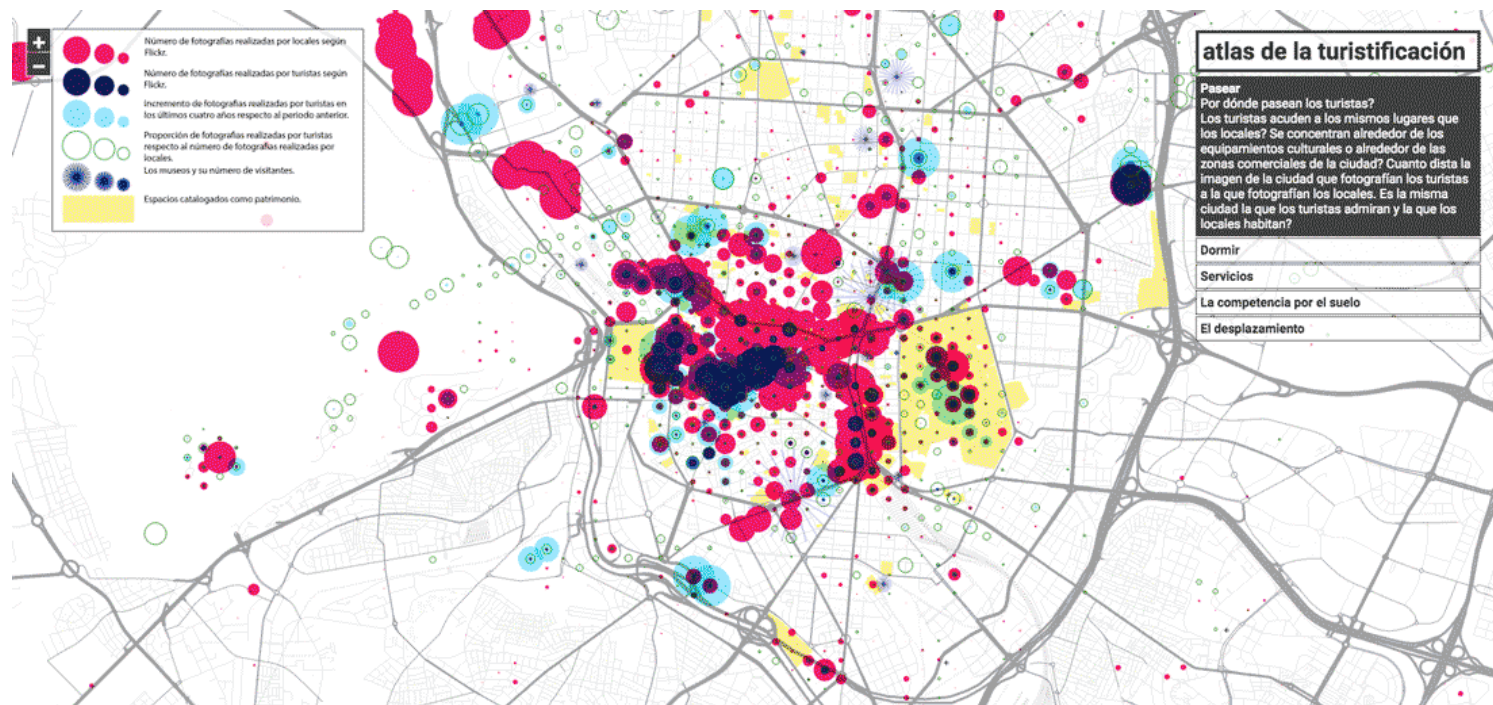
*Posted on June 4, 2018 by editorship*



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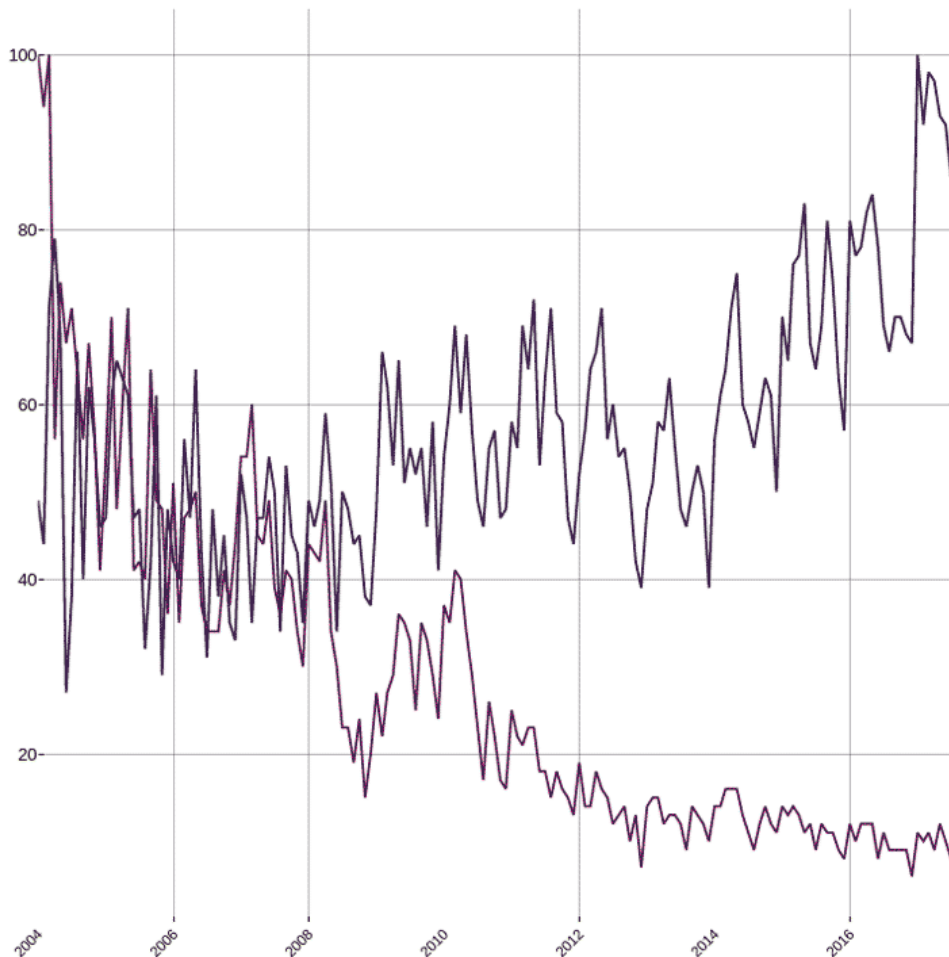


## Atlas of the touristification

How can we measure the impact of tourism on a city? The Touristification project is a new approach to defining the gentrification caused by tourism in some major European cities, with a focus on the city of Madrid.

Tourism is a changing market. Recent trends have shaped a new tourist archetype in Madrid. Culture is no longer the main reason to visit the city; instead, it is gastronomy. *More bread, less culture. More calamari and fewer churros. Tourists used to go to museums. Visitors go to restaurants.*





## Analysis of trends

### grandes tendencias

#### visitors vs tourists

- the architect & the building
- ¿fiesta o party?
- más comer menos michelin
- more calamari menos churros
- more bread less culture
- sexo, drogas & disco
- ¿hotel o apartamento?
- shopping no es comprar
- ¿al Rastro o al Palacio?
- tapas de pincho de paella
- los turistas iban a los museos
- visit madrid
- visit barcelona
- tourism madrid
- tourism barcelona
- tourism madrid
- madrid
- eat madrid
- museums madrid
- culture madrid
- happy madrid
- beautiful madrid
- real madrid
- fiesta madrid
- party madrid
- el prado madrid
- architecture madrid
- bar madrid
- history madrid
- palacio real madrid
- el rastro madrid
- shopping madrid
- musical madrid
- churros madrid
- madroño madrid
- calamares madrid
- concert madrid
- music madrid
- gay madrid
- barcelona madrid
- Guerra Civil Siria
- coam
- madrid reina sofia
- madrid thyssen
- mncars
- Jean Nouvel
- madrid museo arqueologico
- madrid palacio real
- Museo Thyssen-Bornemisza
- madrid tapas
- madrid pinchos
- madrid michelin
- madrid mercado
- madrid museo
- madrid museos
- madrid arte
- airbnb
- airbnb madrid
- disco madrid
- comprar madrid
- paella madrid
- hotel madrid
- sexo madrid

These slogans are the starting point for the Touristification project, which aims to describe the impact of tourism and gentrification in Madrid through the study of trends, the analysis of p2p apartments, and an atlas describing the whole phenomenon.

The new Touristification Atlas will serve as a basis for a reflection on the impact of tourism in Madrid and gentrification, brought about by the appearance of tourist apartments. This is a new approach to a problem that is common to many large modern cities, contributing a vision of the transformations

seen in the urban landscape of Madrid through the use of tourism-related thematic mapping.

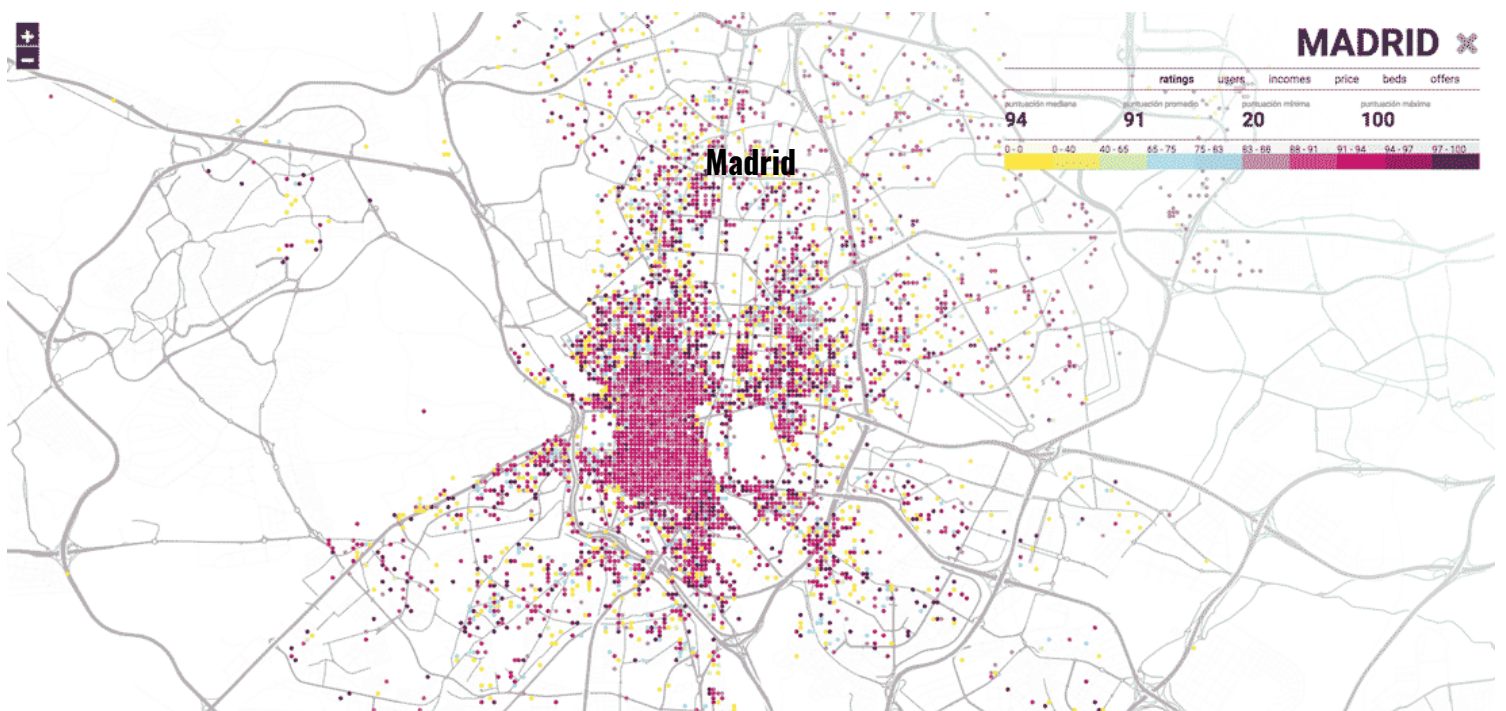
The Atlas contains five maps: the map of vulnerability, the map of economic pressure, tourist itineraries and accommodation, the competition for land, and competition caused by economic pressure.

Based on this new Atlas, experts will analyse and draw conclusions regarding public concern about the appearance of tourist accommodation in large cities. A new map is being drawn to illustrate the different transformations observed in the landscape of Madrid and how this phenomenon is affecting residents' behaviour, thus triggering gentrification processes brought about by tourism.

## **Analysis of the p2p apartments in cities:**

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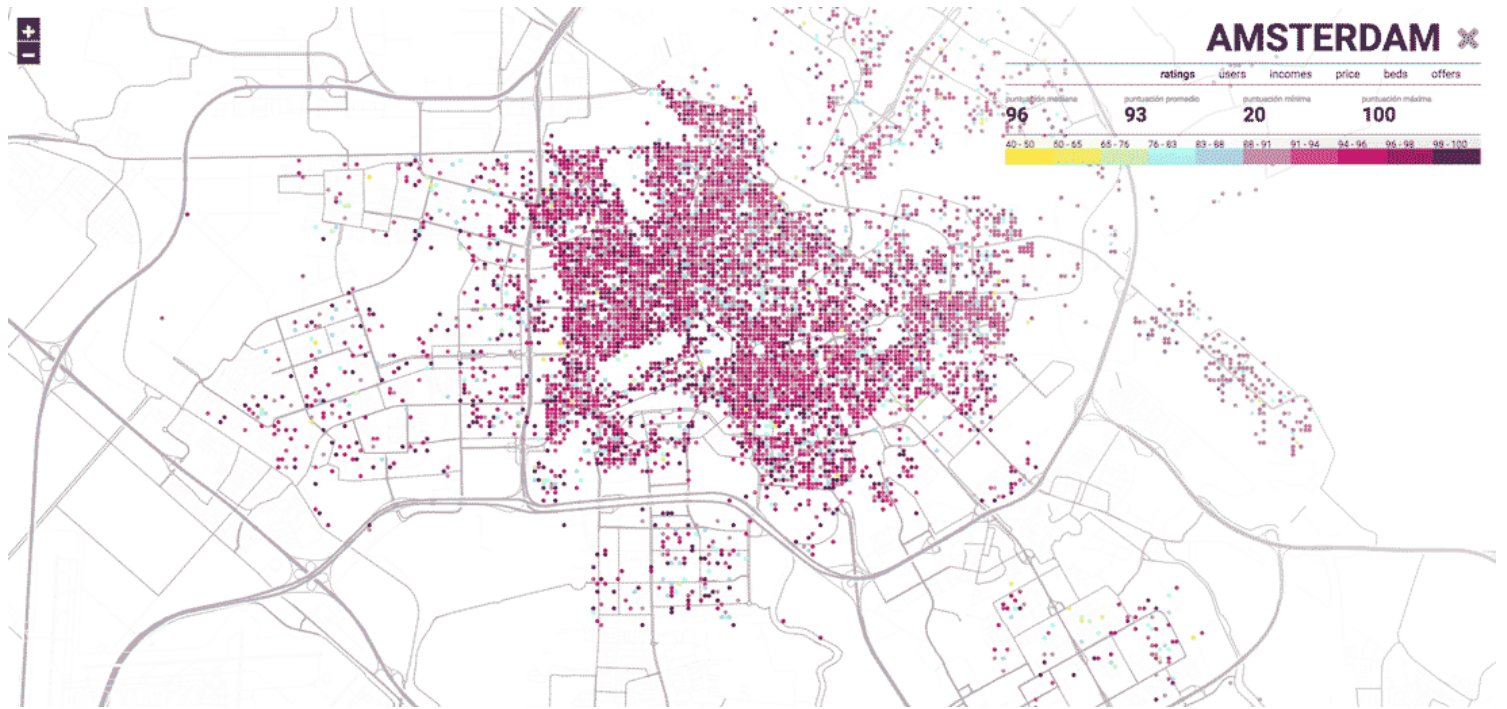
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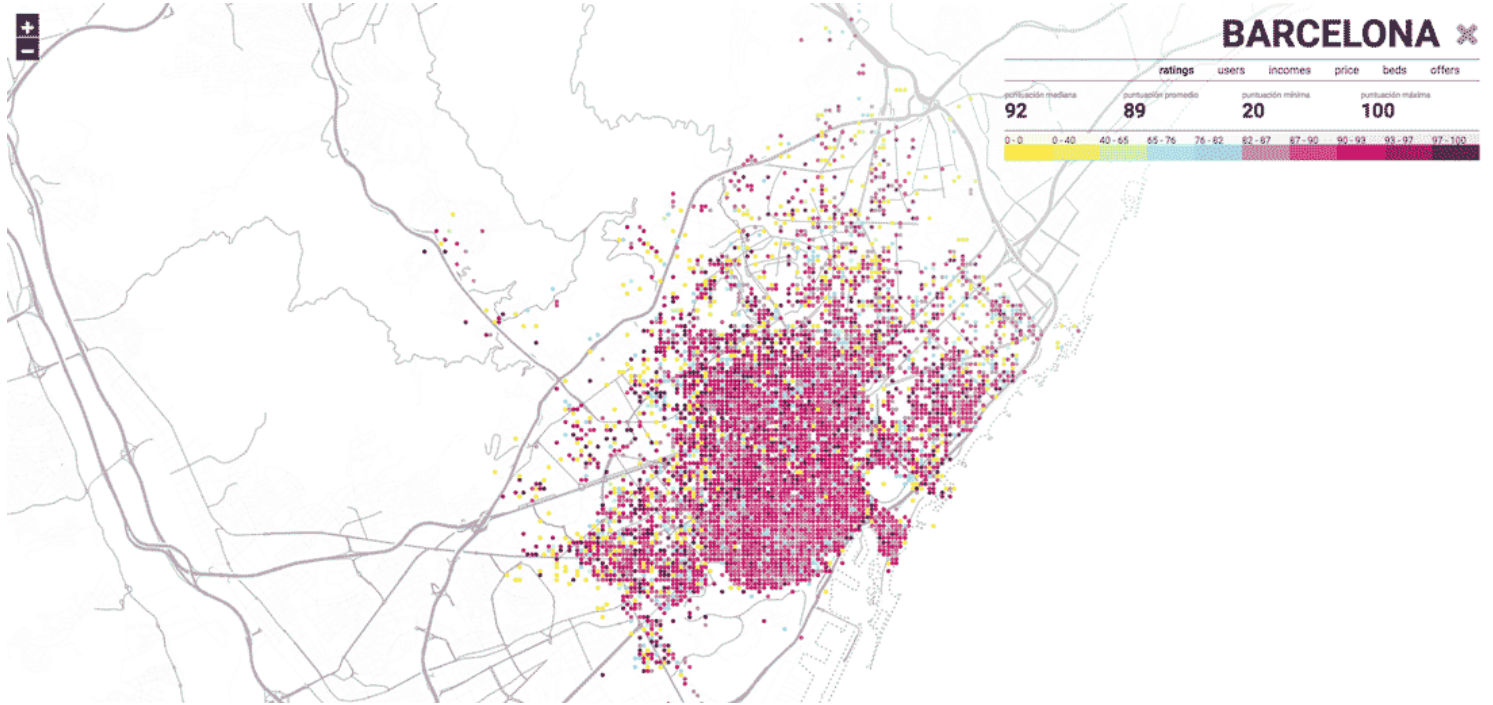
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Amsterdam

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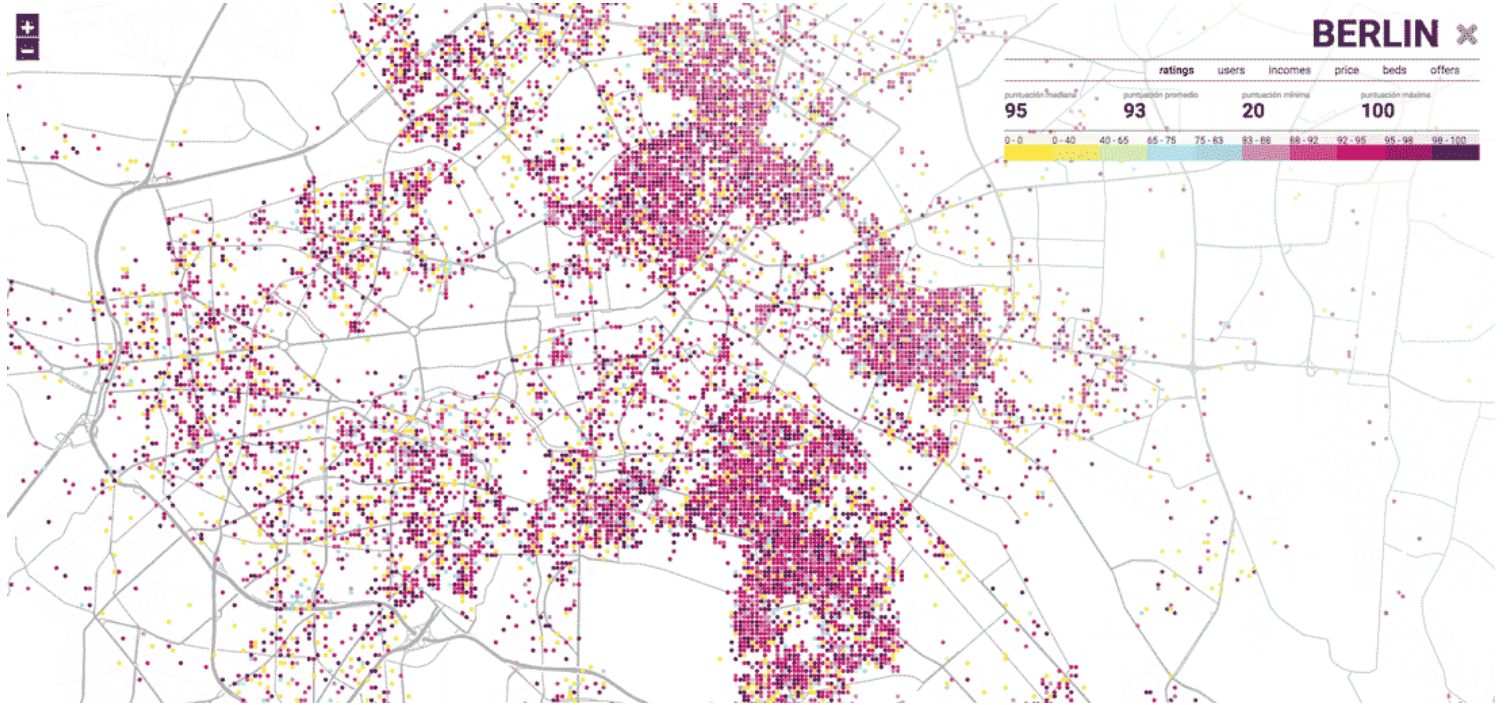
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**Berlin**

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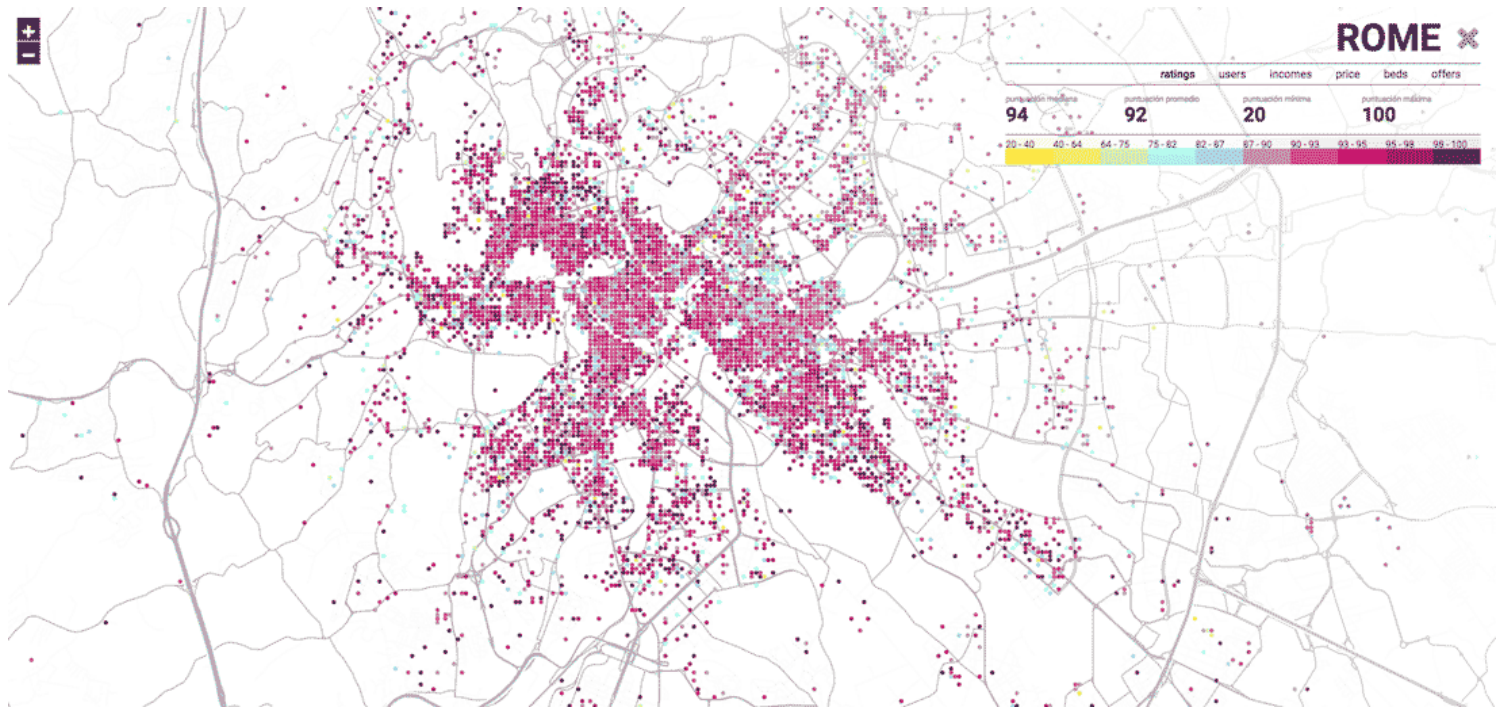
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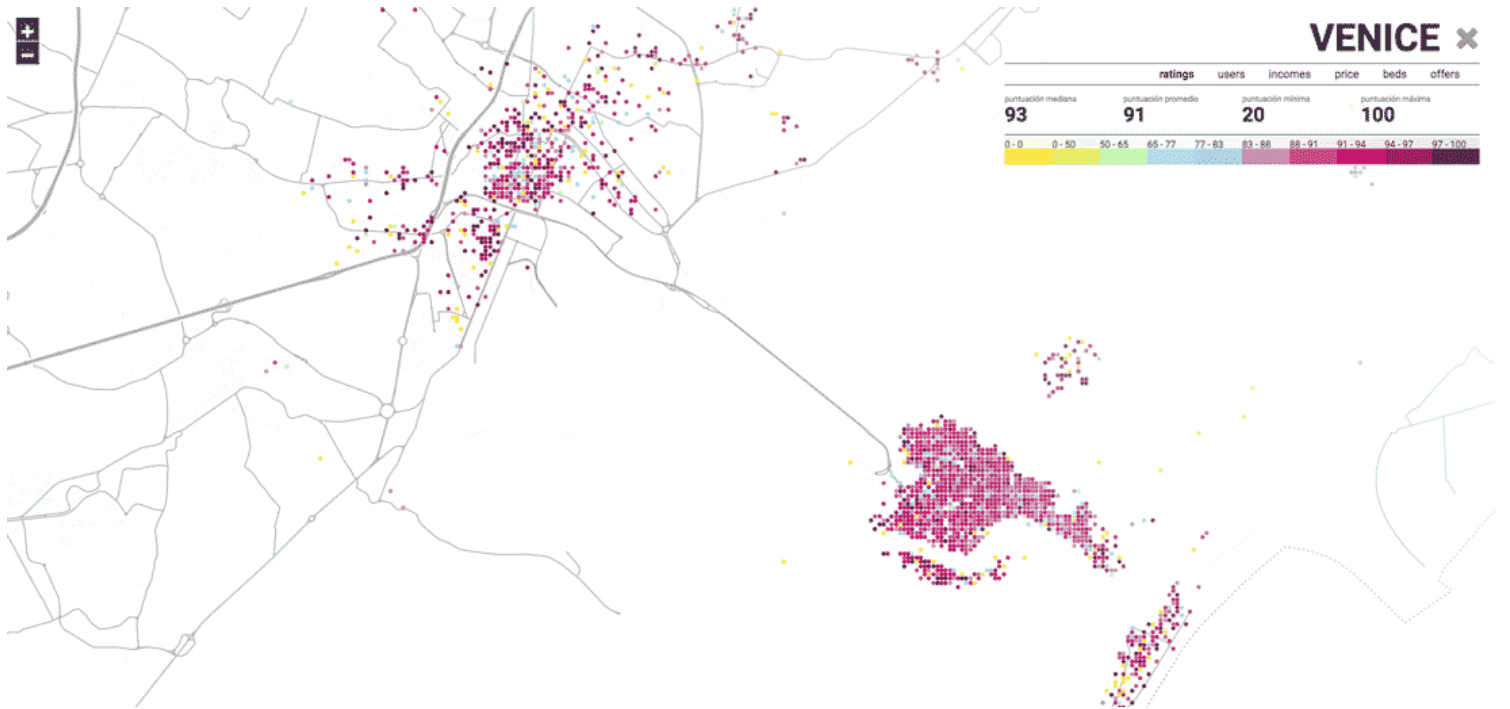
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Rome

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