



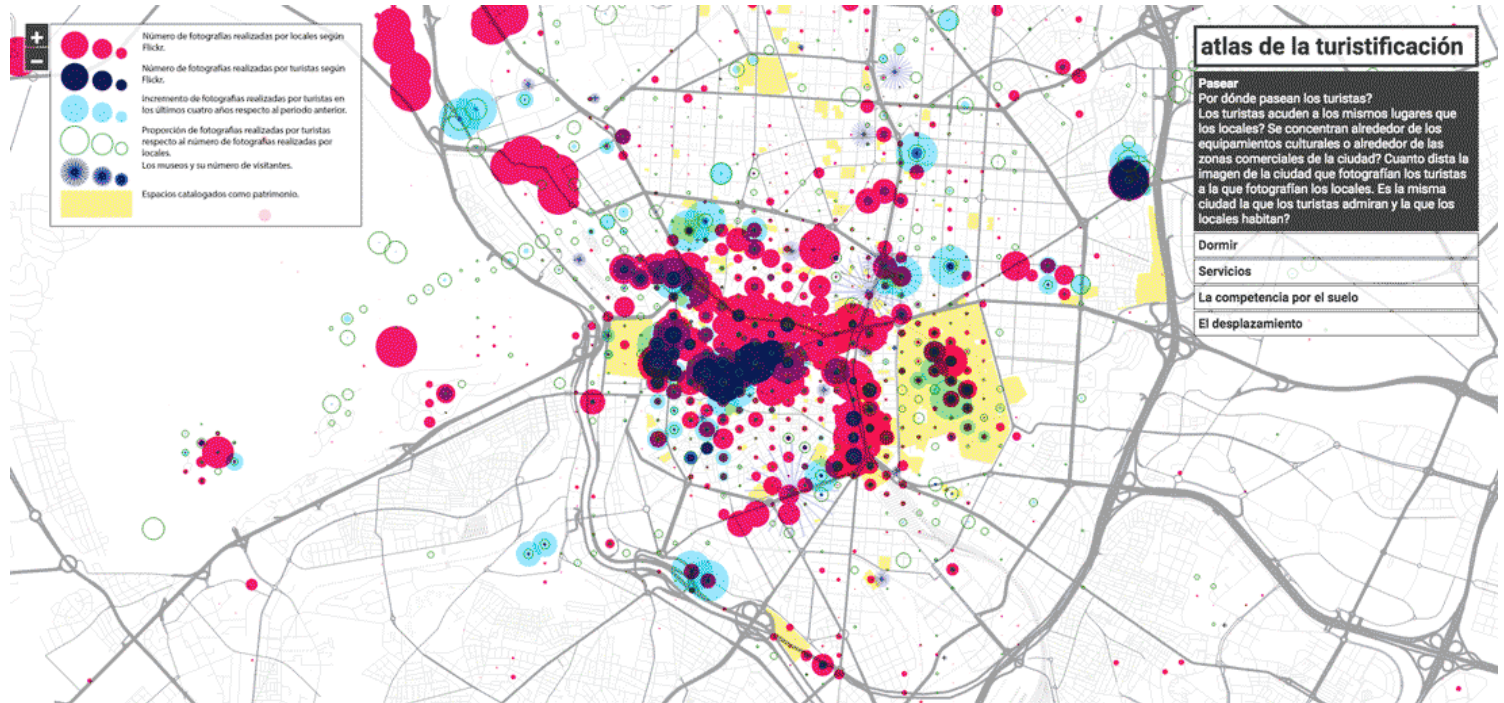
TOURISTIFICATION: HOW TOURISM AND GENTRIFICATION ARE CHANGING THE CITIES AROUND THE WORLD

Posted on June 4, 2018 by editorship



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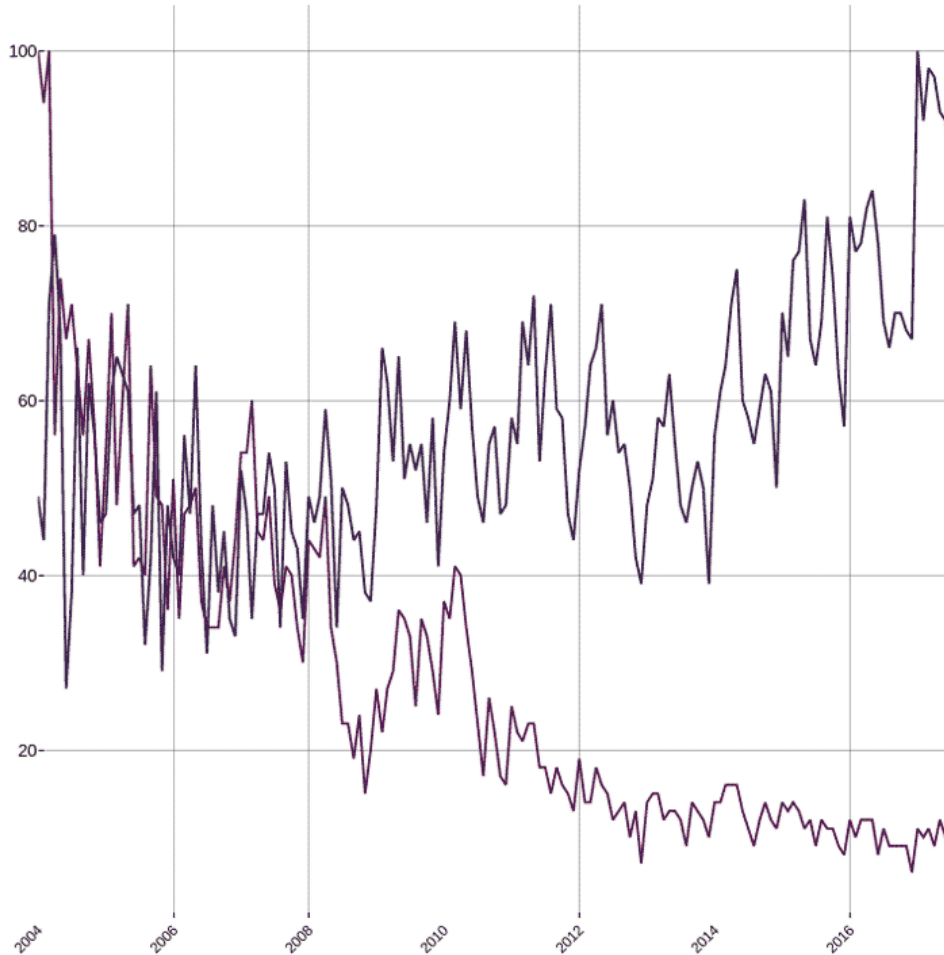
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Atlas of the touristification

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.

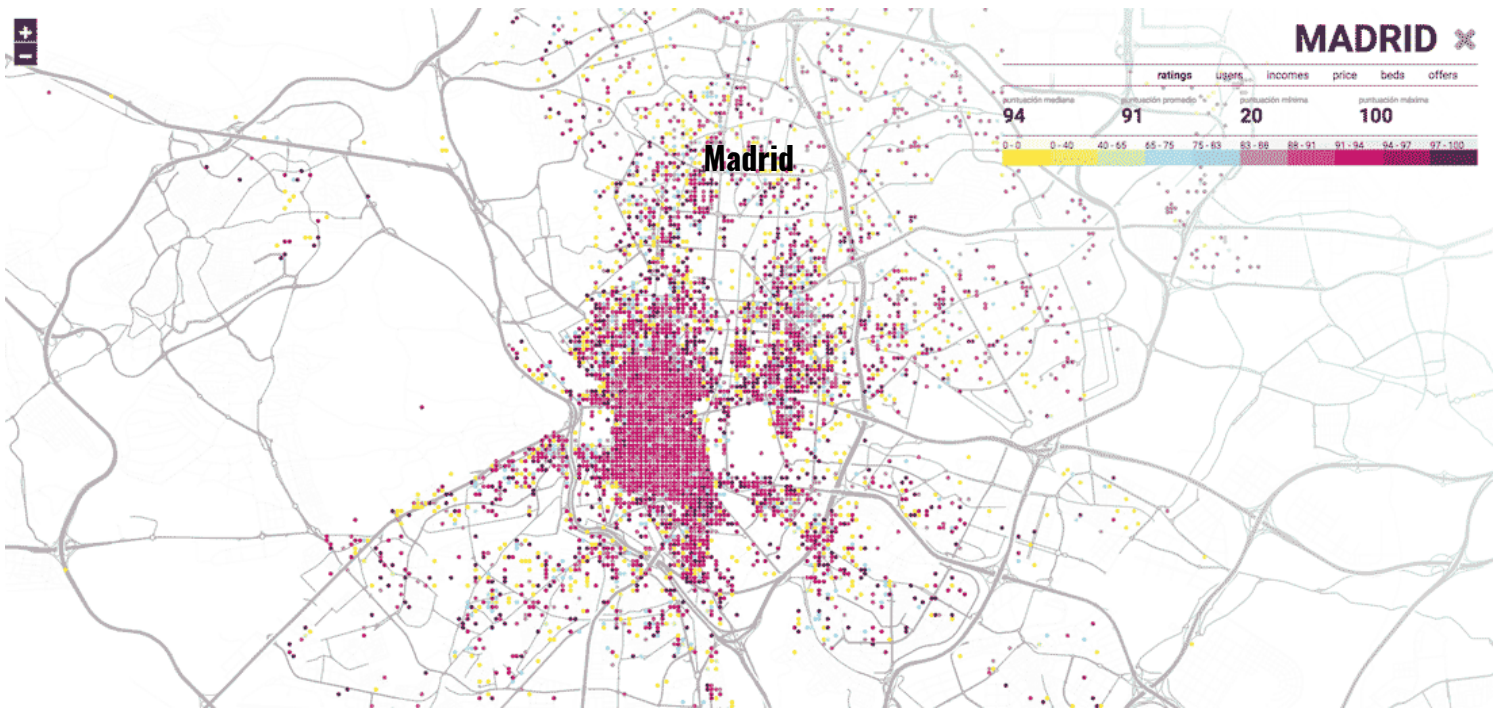
The new Touristification Atlas will serve as a basis for a reflection on the impact of tourism in Madrid and gentrification, brought about by the appearance of tourist apartments. This is a new approach to a problem that is common to many large modern cities, contributing a vision of the transformations

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.

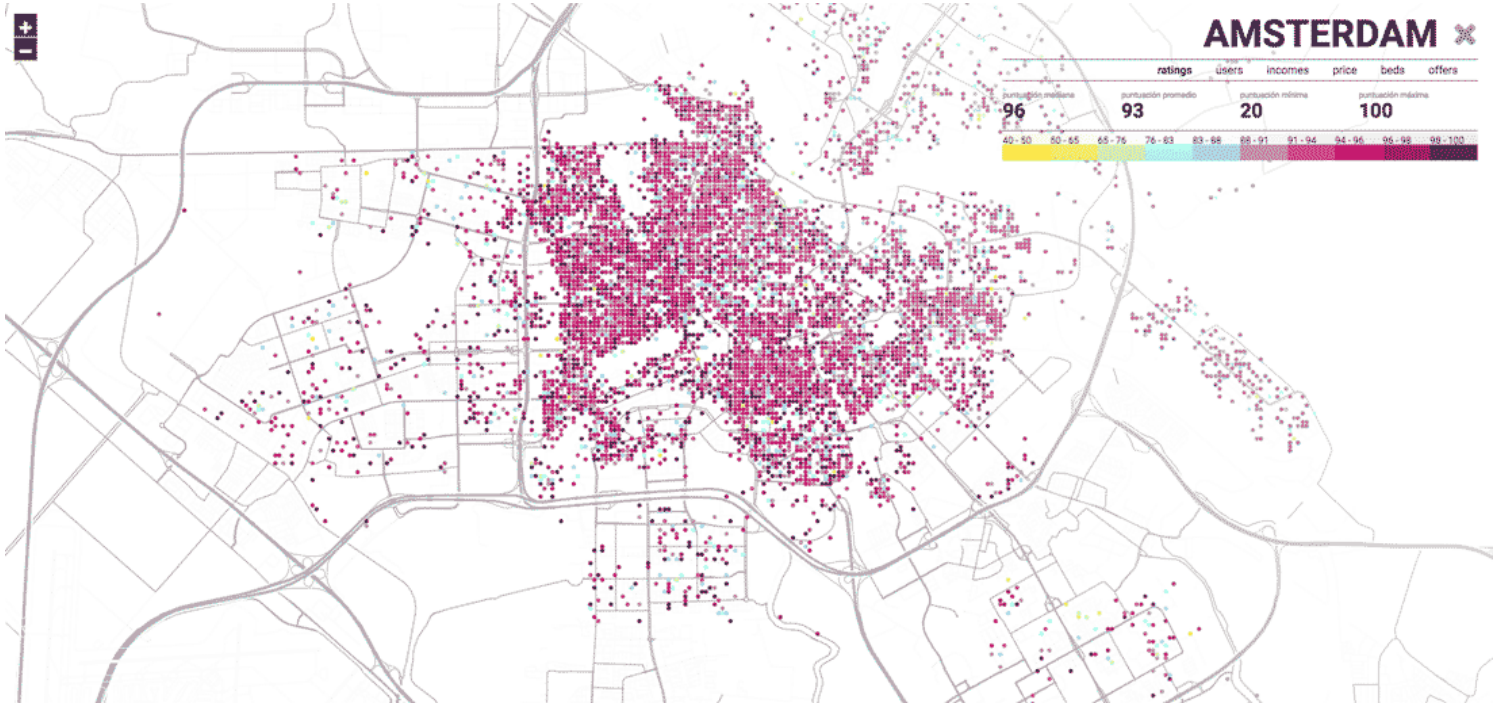
Based on this new Atlas, experts will analyse and draw conclusions regarding public concern about the appearance of tourist accommodation in large cities. A new map is being drawn to illustrate the different transformations observed in the landscape of Madrid and how this phenomenon is affecting residents'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

Analysis of the p2p apartments in cities:

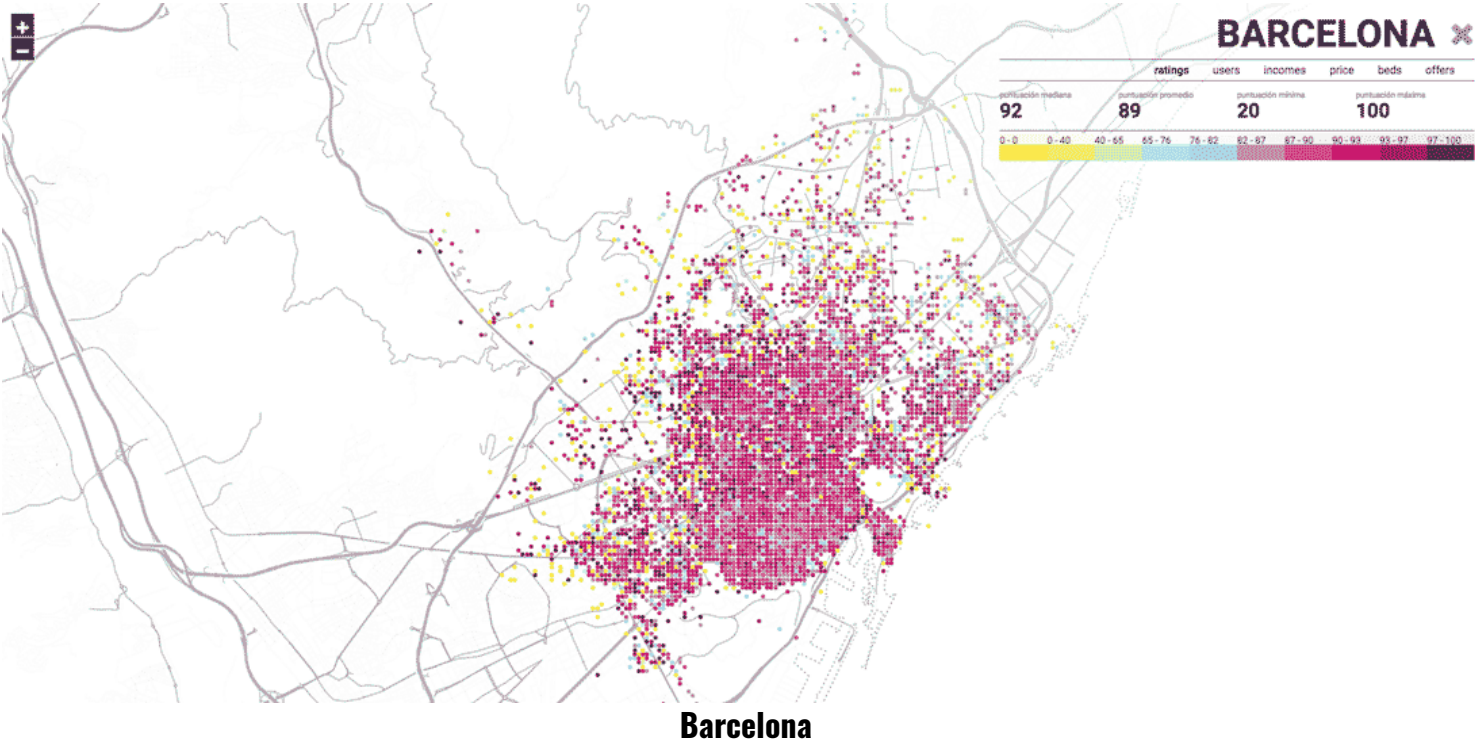


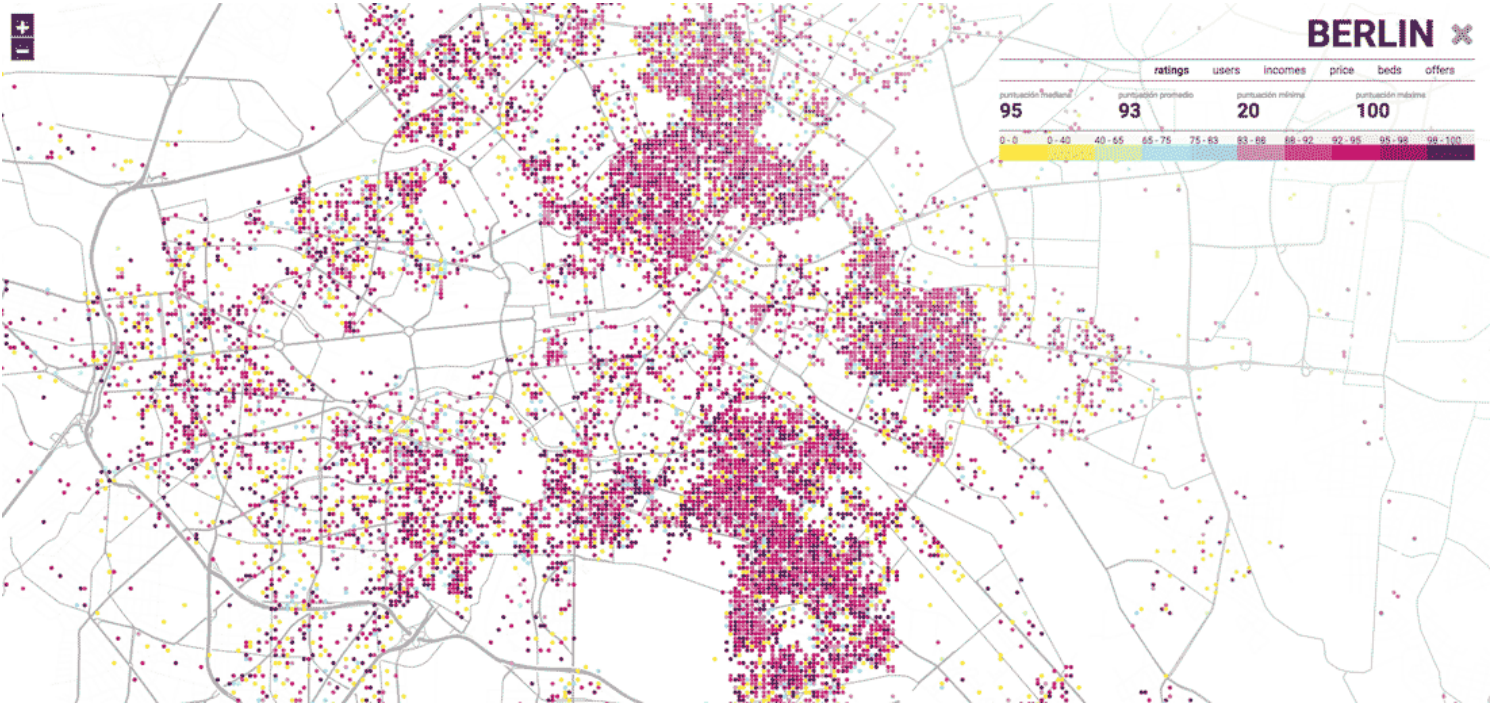
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Touristification: How Tourism and Gentrification are Changing the Cities around the World
<https://urbannext.net/touristification-how-tourism-and-gentrification-are-changing-the-cities-around-the-world/>



Amsterdam





Berlin

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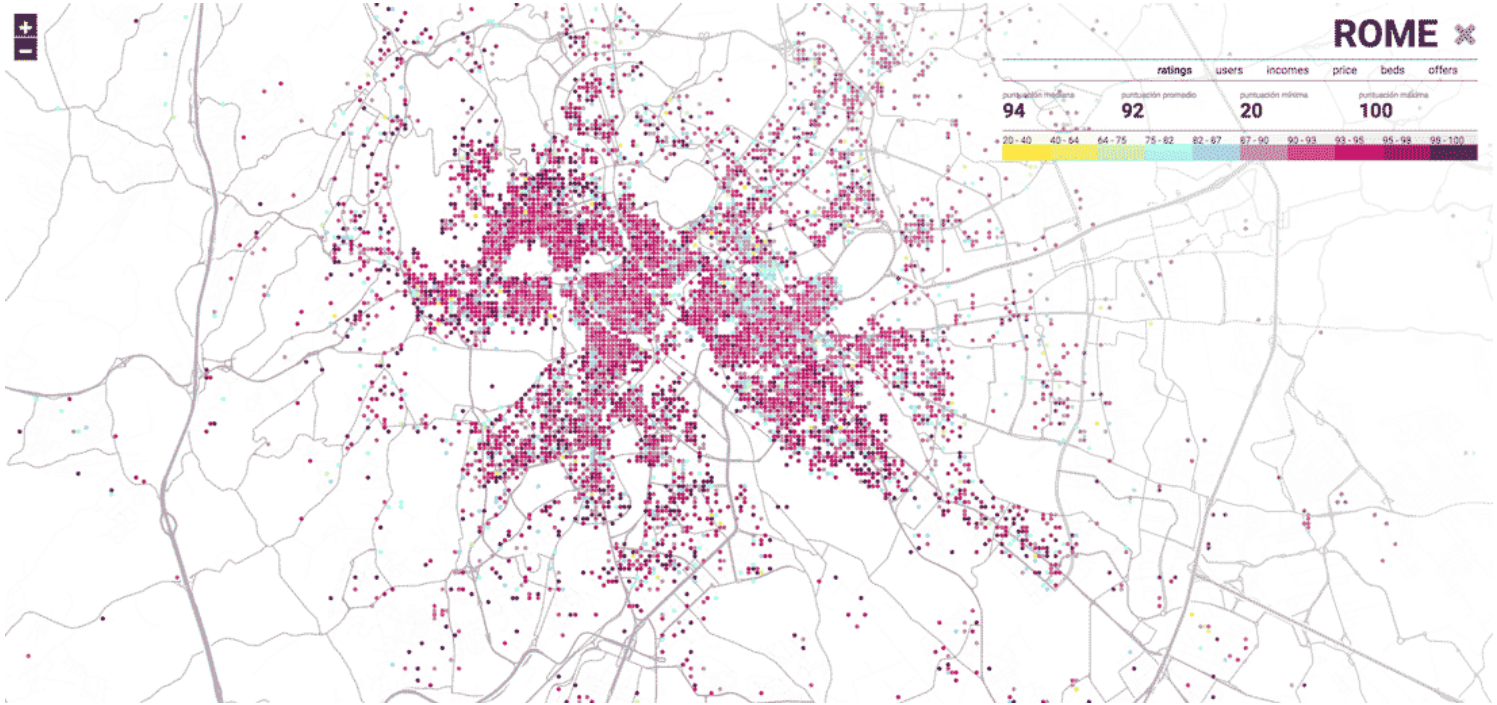


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Paris



Rome

