

**"THE SCIENTIFIC CONTRIBUTIONS OF HUMANITIES TO THE
STUDY OF CULTURAL TOURISM FROM THE DEPARTMENTS
OF HISTORY OF ART IN SPAIN"**

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The research is financed by: Centro Óptico Losan "Ver y sentir la Cultura"

Abstract

In this research, we present the status of Cultural Tourism having as a starting point doctorate theses published since 1995 from the different History of Art departments in Spain, which have such matter as a main research object.

The main method used has been the search for doctorate theses and documents in the different thesaurus from the national institutions in charge of their dissemination and safeguard: The National Library, TESEO, TDR and DIALNET, for a total of 380 documents. From those, there have been analyses the ones that predicate directly from the History of Art discipline.

We can conclude that the studies found about this product - as a social phenomenon linked directly to the culture and heritage - are mainly suggested from the Economy, Sociology, and Geography disciplines, with a clear absence of research from the point of view of the History of Art in Spain.

Keywords: Cultural Tourism, Heritage, History of Art.

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1. INTRODUCTION

The impact of digital culture, new methods of classification, search and information retrieval, deserve an introduction in this research because the main instrument of research and consultation, has been precisely the network.

The computer evolution of the Web 1.0 as a source of information, became a Web 2.0, as a collaborative space and is now, emerging Web 3.0, the semantic network. This means that the domain of marking systems and anthologies for the structured description of digital content and its semantic retrieval, will be allowing us to develop our work search with certain guarantees of success.

The scientific attitude we have to have the discipline of the History of Art researchers leads precisely to order and explain the process followed in search of everything written about the Cultural Tourism, preached from different Spanish universities directly related to our studies.

In order to outline the most *State of the question* about Cultural Tourism has been chosen to present an approximation of investigations conducted in the different portals offering information, at national and international level since secondary PhD⁴ future sources, will depart on part of what already has been written for possible disclose it and improve it with new personal contributions.

The objective of our work focuses on three main points:

To demonstrate that the discipline of History of Art, in general, has been outside the Cultural Tourism phenomenon in Spain; leaves other disciplines to study, research and even proposes management, politics around the existing material that defines it as a unique tourist destination product of heritage and culture.

To know the maximum possible number of studies about Cultural Tourism made from the perspective of History of Art in Spain.

To establish a starting point for future doctoral theses based on existing theses and studies directly related to cultural tourism.

2. METHODOLOGY

This research analyses the state of Cultural Tourism from the perspective of History of Art. Therefore, it has been planned with the aim of covering the knowledge of all university research related to that discipline which has been carried out in Spain in the last twenty years, focused mainly on Cultural Tourism, its management, study and analysis, extending the search on an international scope and reflecting on the results obtained.

⁴ Mafé García, A. (2016). The cultural tourism: an approximation to the term from the discipline of the history of the art. **International Journal of Scientific Management and Tourism**, 1 (4), 193-199.

A quantitative methodology is used that looks for the specific influence of the History of Art discipline in the research already done, and then – once the theses are founded – analyses the most representative to then compare the reality of the state of the subject of study.

Firstly the subject of our research, Cultural Tourism, has been defined throughout the First Section⁵, in which we include the different proposed definitions in function of the national and international organizations to which we have turned to delimit the term. We have wanted to take as a starting point the international institutions specialized in tourism and heritage such as the World Tourism Organization (UNWTO), UNESCO and ICOMOS then, one by one, to explain what they mean in the worldwide spectrum of Cultural Tourism research.

We consider this first reflection is needed as the understanding of the term on all its breadth presents the reader with the full picture of this multidisciplinary reality. However, for reasons of space we are not going to start a dissertation on this.

In the Second Section, we show the lexicography of terms about our research subject, adding some of the reflections around the UNESCO codes proposed in multiple portals as a “normalized thesaurus” model, which have been analyzed with the intention of In search and analysis of the web there are mentioned all the main materials in which this research is supported. The methodology of this work starts from the application of the different ways of searching information on the web and its importance in the making of the general knowledge of the discipline. Once the documents are sourced we suggest a valuation of them uses tables and brief analysis of content⁶.

The results of the searches done in the National Library of Madrid⁷, the ISBN, TESEO, TDR and DIALNET⁸ are shown.

⁵ This part is in the main work of investigation: Mafé García, A (2014, June). *EL TURISMO CULTURAL DESDE LA DISCIPLINA DE LA HISTORIA DEL ARTE. Trabajo de Final de Máster en Historia del Arte y Cultura Visual.*

[https://www.academia.edu/7693948/EL_TURISMO_CULTURAL_DESDE_LA_DISCIPLINA_DE_LA_HISTORIA_DEL_ARTE] Retrieved February 4, 2016, from <https://www.academia.edu>

⁶ In the Bibliography we put several links with this type of information and relations directly at Cultural Tourism.

⁷ The National Library of Spain and the National Museum with the cooperation of Turespaña and Fundación Amigos de la BNE, (Friends of the BNE Foundation) organised the exhibition *Visite España. La memoria rescatada* (Visit Spain. The rescued memory), dedicated to the origins of tourism in Spain. The showcase was run simultaneously in both institutions from the 20th of February to the 18 of May 2014.

⁸We reiterate that for reasons of space we will focus on this point of thesis search which we will develop in the Results section.

Our goal in the search procedures has always been doubled: to find those theses written from the discipline of History of Art focuses on the management of Cultural Tourism and to ascertain the number of publications produced on the subject in Spain. And, once selected, divide them by subjects, analyze them and draw appropriate conclusions.

Finally, the Conclusion section attempts to show everything that has been learnt during the research, with the aim of demonstrating our hypothesis, with emphasis on the lack of interest in the discipline as an active part of the management and dissemination of cultural tourism, through search and analysis of research from the different university departments and through doctoral theses.

Closes the study, the Bibliography section where we show the links that we can obtain the PhD included in this investigation. Also other documents that explains another approximation to the Cultural Tourism with the objective that gives more information for the future works about it.

3. RESULT OF RESEARCH

The search in the National Library shows 5,180 results⁹ visiting web pages and catalogues. Reducing the search only to catalogue entries we found 758 bibliographic records¹⁰. The first entry is the book of Javier de Esteban Curiel¹¹, *Cultural Tourism and Museum's management*, published in 2013. This is a publication which compiles the conclusions of the 2011 International Tourism Seminar, which took place in Benissa, Alicante.

As the list is ordered according to belonging to the area of "cultural tourism"¹², the titles of the first 120 entries were analyzed. According to the list ranking and the reading of the title of the publications in detail, at first sight it can be perceived that the majority of books show recommended tourist routes at different points of the Spanish geographical area and they are more of an informative character than of a research one.

⁹ In just only 0,27 seconds the web shows more than five thousand results. See "turismo cultural" ("cultural tourism"). Retrieved April 8, 2014, from <http://www.bne.es/es/Busqueda/resultado.html?cx=008390202817838809661%3Aeazzszwraciu&cof=FORID%3A11&searchdata1=&text=&advanced=false&field=todos&sa.x=45&sa.y=14&exact=on&q=TURISMO+CULTURAL&btnBuscar>

¹⁰ See "turismo cultural" ("cultural tourism") Retrieved April 8, 2014, from <http://catalogo.bne.es/uhtbin/cgiirsi/x/x/0/123>

¹¹(De Esteban Curiel, 2013)

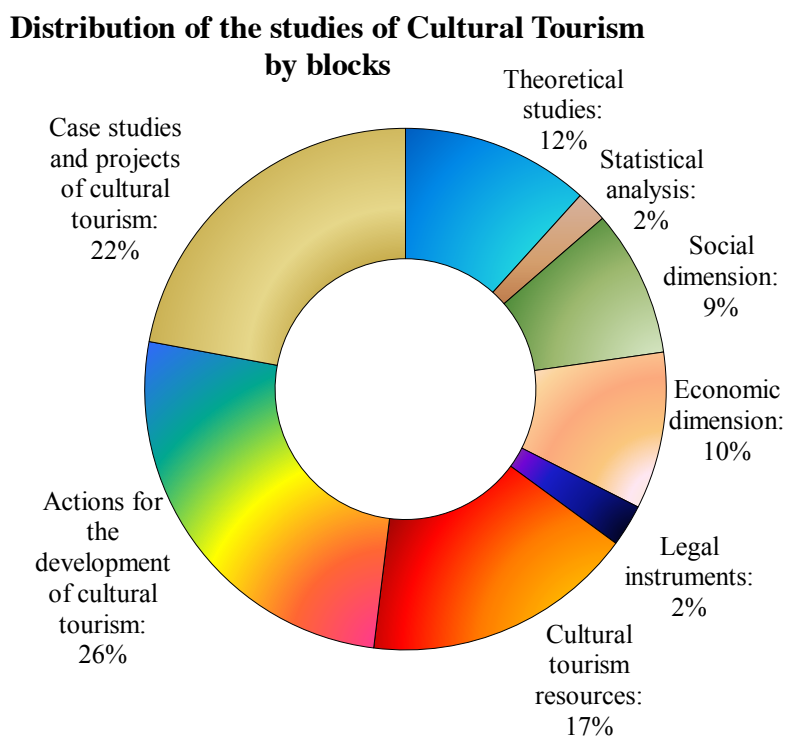
¹² When we talk about the tourism product in the present investigation we will refer to it as Cultural Tourism. When we look for the term in a descriptor for the web, it will be named as "cultural tourism"

As this portal shows the bibliographic references of all the documents at the National Library there is a very heterogeneous variety. Therefore, even filtering the search was tedious and not as useful as expected.

The ISBN is the database of the Spanish Ministry of Culture (MECD), in which all the books edited since 1972 appear. Giving “cultural tourism” as an entry on the search engine¹³, 6,090 records in the MECD. Again, we selected the first 120 entries, as a filter for reading and research.

The most interesting document is *The Readers Guide about Cultural Tourism 2011*¹⁴ published by the Ministry of Culture, through the Technical General Secretary and the General Society of Publications, Information and Documentation. It compiles the publications which approach the subject from different information blocks and at the same time are subdivided in epigraphs, for a total of hundred and fifty four.

Figure 1: *The Readers Guide about Cultural Tourism 2011.*



Source: Dialnet. Own production.

¹³ See “turismo cultural” (“cultural tourism”). Retrieved April 8, 2014, from <http://www.mcu.es/libro/CE/AgenISBN.html>

¹⁴ Retrieved April 8, 2014, from <http://www.mcu.es/centrosDocumentacion/docs/MC/guialector14.pdf>

In the Ministry of Education, Culture and Sports database there is information on the doctoral theses from 1976 until now using the TESEO portal. We reproduce the search done through it¹⁵.

Searched word: *You can introduce the UNESCO term*

Using the thesaurus UNESCO – *Cultural Tourism 366-*, it obtained no results. In the section ‘advanced search’ we present the term again, but in the field ‘search with all the words’. There are twelve entries. In this group there are five¹⁶ phases of theoretical character versus seven, with one more practical. Just two of them correspond the way of managing tourism through sustainable development policies and the remaining three are focused on the study of Cultural Tourism destinations. None of them stem from the History of Art point of view.

We searched “cultural tourism” again under advanced search on the *Tesis Doctorales en Red* - TDR (Doctoral Theses on Netportal). It came up with a total of 318 entries¹⁷. As we were interested in delimiting the different disciplines that deal with the matter, we searched by university and department, to take into account the fact that Cultural Tourism is addressed from multiple points of view and with different criteria.

Due to proximity we start with the University of Valencia were 18 entries¹⁸ are shown. In the History of Art Department just one thesis related to Cultural Tourism was published: *The church management of the artistic heritage*, in 2008 by Dr. Remedios Moril Valle¹⁹.

The mentioned thesis focuses on the study of the Diocesan heritage of Valencia. It is a research work based on the compilation of information and data that until now was scattered and looks at the subject from different aspects that affect the Church cultural

¹⁵ TESEO. Retrieved April 8, 2014, from :<https://www.educacion.gob.es/teseo/popupTesaurol.jsp>

¹⁶ We enclose the references for the research theses in the final bibliography, under the Theses section, in the TESEO section.

¹⁷The portal that contains the full text of the doctorate theses read in the universities of Cataluña and other Spanish universities in digital format. See “turismo cultural”. Retrieved April 8, 2014, from <http://www.tdx.cat/search?query=TURISMO+CULTURAL+&scope=%2F&ocult=0>

¹⁸ See “turismo cultural”. Retrieved April 8, 2014, from http://www.tdx.cat/search?scope=10803%2F399&query=TURISMO+CULTURAL+&rpp=10&sort_by=0&order=DESC

¹⁹ (Moril Valle, 2008).

assets. It deepens in its double condition of cultural and religious belonging. However, there is nothing that refers to the management of Cultural Tourism from the theoretical conceptualization of the term, save a small mention in a couple of paragraphs.

At the *Universidad Autónoma de Barcelona* (UAB) there are 4,336 theses on the page from which 32 are from the Art and Musicology Department and just one responds to “cultural tourism”:

I do not give for all of them the air of my place: the building of a Colombian identity through bambuco in the XIX century. An investigation of Dr. Jesús Emilio Gonzalez Espinosa²⁰ presented at 2006. It focuses on Colombia, a country with high needs for the dissemination of heritage information, as the Tourism activity is fundamental to its economic development. But once again we confirm the state of the subject is not approached from the axis and keys of the Cultural Tourism management but from a sociologic and local perspective.

The University of Barcelona has a high number of theses on this portal: 3,722 in total, from which 64 entries correspond to “cultural tourism”. Currently, of 58 theses registered from the History of Art Department, there are just 2 written contributing to the term “cultural tourism”.

The Gothic neighborhood in Barcelona. Past planning and brand image. Presented in 2010 by Dr. Agustín Cocola Gant²¹. This thesis explains the building of Barcelona’s Gothic neighborhood in the middle of the XX century. The author comments that even its name was a modern creation, as traditionally the space was known as the Cathedral neighborhood.

Joan Brodat and the avatars of the primitive figuration in the second vanguard in Cataluña. An investigation of Alex Mitrani²² in 2012. This thesis focuses on the figure and study of the artist Joan Brodat (Barcelona, 1920-1990) who progressively was forgotten in the years of the first Spanish post war. The author studies and establishes the painter’s career linked to his personal biography (family and social context), to the factors induced by the local artistic system and related to the national and international context (study of work and life, and artistic and commercial evolution). It is a very exhaustive work. But it is far away from what we understand by a theoretical study that contributed with solutions to the subject of Cultural Tourism management from the History of Art perspective.

²⁰ (González Espinosa, 2006).

²¹ (Cocola Gant, 2010).

²² (Mitrani, 2012).

At the Complutense University of Madrid (UCM), from a total of 3196 theses on the DIALNET – *Portal de Difusión de Alertas en la Red*, there are two that respond to the search of “cultural tourism”

The demand of Cultural Tourism and its link with the urban environment the cases of Madrid and Valencia. An investigation of Dr. Javier de Esteban Curiel. This thesis is number 10 on the aforementioned TESEO database list. This thesis comes from the sociology branch.

Cultural heritage and tourism at the royal places in Madrid and its impact on the locality is an investigation of María del Carmen Mínguez García²³. Comes from The Geography Department. This research work is a very interesting way of seeing how the studies about cultural heritage are approached from other disciplines, Geography in this case.

In its first page DIALNET, explains that it is one of the major bibliographic portals of free access, the main aim of which is to give greater visibility to Hispanic scientific literature. The compilation and access facility to scientific content is given from the Rioja University, mainly through document alerts. It is an extensive, interdisciplinary and up to date database, which allows saving complete texts, making it a vital consultation source for all researchers.

The search of the term “cultural tourism” in Dialnet brings up 24 documents, of which just 2 are related to Art studies and just one is directly related to the History of Art Department²⁴.

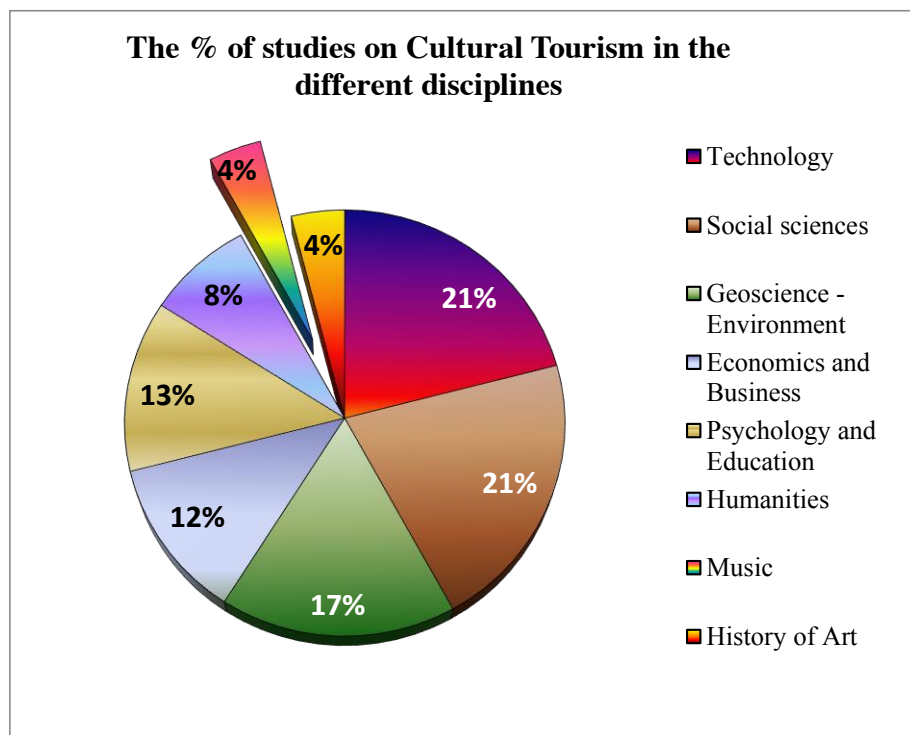
The theses, organized by subject, bring an idea of the multiplicity of approaches that the term Cultural Tourism allows and as it has been proven through this study.

Therefore, to give a major visibility to all collected information, we show a graph in which the low weight of the total of theses related to Cultural Tourism in our area of knowledge can be appreciated.

²³ (Mínguez García, 2007).

²⁴ (Martelli Cozza, 2000).

Figure 2: Knowledge areas related to the number of theses about Cultural Tourism in Spanish universities. From 1995 until 2012.



Source: Dialnet. Own production.

However, the distribution in years and the interest in research about Cultural Tourism does not go in line with the progression in university documents. Hundreds of books and articles related to Cultural Tourism have been published since 1970.

The DIALNET portal²⁵ shows us 1,603 documents when the term “cultural tourism” is searched, of these 24 are theses, 72 are books, 690 are book articles and 817 are published articles.

At first sight it can be appreciated that there is a significant growth in the production of research articles related to Cultural Tourism directly and indirectly. We show a graph with the aim to visualize the difference between the writing of documents versus doctoral theses, to analyze which is the strictest doctoral production.

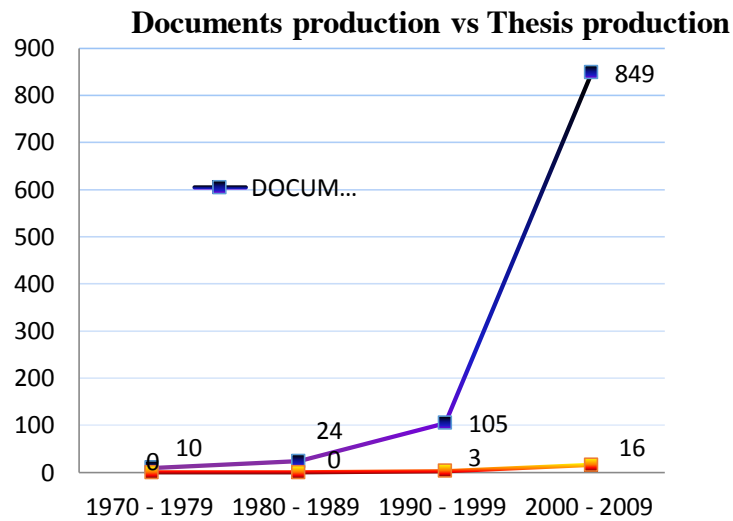
According to the graph, 53% of all the production of research to date took place between 2000 and 2009. From the total of 849 entries related to Cultural Tourism just 16 correspond to doctoral theses.

At first sight from the results, we can say that in the biggest decade of Spanish economic boom in history, just 1.88% of the total university academic work corresponds strictly to doctoral research, leaving a discrepancy between the interest generated by the

²⁵ See “turismo cultural” (“cultural tourism”) . Retrieved April 8, 2014, from <http://dialnet.unirioja.es/>

Cultural Tourism product in the research area, to just the scientific approach at the university²⁶.

Figure 3: Evolution of the term “cultural tourism” in research.

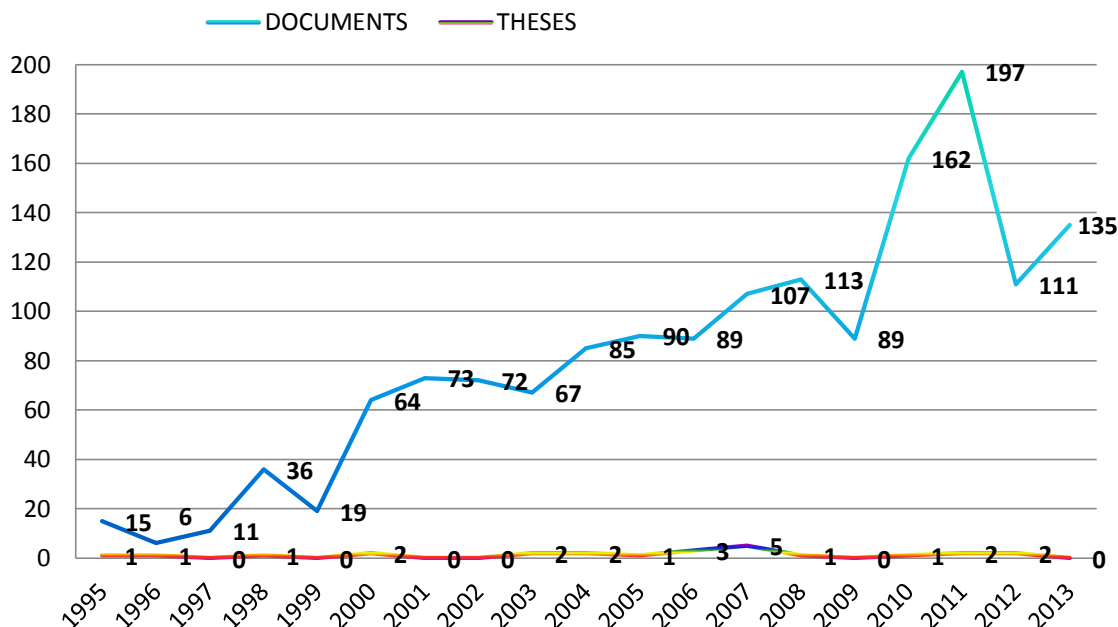


Source: Dialnet. Own production.

The inflection point overflows from the year 2000. Taking into account that the first definition for Cultural Tourism was launched by the ICOMOS in November 1976, when it produces the *Carta de Turismo Cultural* (Cultural Tourism Letter), the response from the Spanish to the subject comes a quarter of a century later, when Spain has been, for more than half a century, among the three most visited countries in Europe and currently keeps that position, compared with the rest of the world, in spite of not giving appropriate attention to its extraordinary and rich cultural heritage.

²⁶ Here it can be deduced that there is a gap between what is “politically correct” in the selection of the thematic for doctoral studies that starts from the discipline of History of Art and the reality of an economic sector, that does not have professionals related with the Management and dissemination of heritage through Cultural tourism, as is perceived in Valencia.

Figure 4: Discrepancy between the documentation generated around Cultural Tourism and its study in doctoral theses.



Source: Dialnet, 2014. Own production.

4. CONCLUSIONS

The first conclusion that we can draw, after this investigation analysis, is that as the Tourism is being traditionally approached by departments related to the economy. There are few studies about Cultural Tourism from the perspective of the discipline of History of Art. Even though that the “seed” used for such product, is the Heritage. According to the classification of university studies, Art Historian profiles correspond to the professional expertise in knowledge, study, dissemination and research of cultural heritage, however this expertise is not reflected in the tourism offer.

The second conclusion, stems from the first. Our discipline represents just 4% of the written documents according to the sources consulted. No document that focus in its totality on Cultural Tourism has been found. We may believe that this situation is similar worldwide, but that is not the case. As we can study in another investigations made in the rest of Europe.

Therefore, we consider that it is fundamental that those who have been concerned with the study, conservation and dissemination of heritage, now they must contribute to new ways of sustainable management of Cultural Tourism. Providing quality content in their proposals and helping with the consolidation of qualitative standards.

On the other hand, hardly can move into the sustainable product development, Cultural Tourism in Spain if it does not improve the quality and the number of researchers and research projects in the field.

We encourage those who wish to put their knowledge to the service of the community, to research sustainable tourism management in all its areas.

In this current time of crisis and discouragement, knowledge, good sense and talent in public management is necessary now more than ever.

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