



Doctoral Thesis Proposal title:

"Analysis of the tourist potential of the territory with public geospatial information. A vision adapted to climate change and sustainable development."

Supervisor/s:

Supervisor: Pau Alonso-Monasterio Fernández

Second Supervisor: Ángel Marqués Mateu

Abstract:

Development and tourism management have followed very different patterns. At present, it is imperative to incorporate, social economic and environmental context that require addressing the sustainability of tourism activities from these three perspectives.

The research developed in this thesis addresses the question of analyzing the tourist potential of the territories, paying attention to the different strategies and impacts in terms of sustainability. Development will be carried out in the key of sustainability, considering essential issues that cannot be ignored today, such as climate change. Other aspects of a social nature will also be considered, especially those related to phenomena of rural depopulation or employment, as well as broader issues that include economic ones or the Sustainable Development Goals (SDGs), or more specific ones such as the business and services fabric.

The tourist potential of the territories allows decision-making and the design and prioritization of strategies and actions so that sustainability issues can be addressed more holistically and efficiently. Knowing the tourism potential of the territory in terms of sustainability, its results are of great relevance to prepare basic documents for public administrations such as Urban Agendas, Strategic Plans for Sustainable Tourism, Rural Anti-Depopulation Plans or even Sustainable Urban Mobility Plans, among others. Many.



Available Means:

- Laboratory
- GIS (Software ArcGIS)
- Python (programming language)
- Public Databases (examples)
 - o ICV (Valencian Cartographic Institute)
 - o IGN (National Geographic Institute)
 - o INE (Statistics National Institute)
 - o DATAESTUR (Tourist Activity Information in Spain)

References:

- Cerezo Medina, A., & Galacho Jiménez, F. B. (2011). Propuesta metodológica con SIG para la evaluación de la potencialidad del territorio respecto a actividades ecoturísticas y de turismo activo. *Investigaciones turísticas*.
- Kurowska, K., Marks-Bielska, R., Bielski, S., Aleknavicius, A., & Kowalczyk, C. (2020). Geographic Information Systems and the Sustainable Development Areas. *Land*.
- Mildred Gutiérrez, M. J., & Pérez-Vázquez, A. (2014). Métodos para el análisis del potencial turístico del territorio rural. *Revista Mexicana de Ciencias Agrícolas*.
- Zimmer, P., & Grassmann, S. (1996). *Evaluar el potencial turístico de un territorio*. Leader European Observatory.