

## EXTENDED ABSTRACT

# TOURISM, LITERATURE AND GEOGRAPHY IN TANGIER. LITERARY ROUTES FOR TOURIST USE

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### 1. INTRODUCTION: TOURISM, LITERATURE AND GEOGRAPHY

Literary tourism has become an emerging research topic in direct relation to the relevance that literature acquires in the motivations of tourist trips. Recent studies analyse the relationships between literature, tourism and geography with examples in different places.

This contribution analyses the tourist-cultural attraction of the geographical elements considered from contemporary Spanish literature on Tangier. Its adaptation as a tourist offer is being studied. Finding channels that promote this type of tourist resource diversifies the offer and can help to capture a tourist demand of greater qualification and quality.

### 2. OBJECTIVES, SOURCES AND METHODOLOGY

The objectives of this research focus, once the urban and territorial elements that are perceived in contemporary Spanish literature since the last third of the 20th century have been analysed, on establishing strategies and actions to enhance its value as a tourist-cultural resource for its use economic.

Methodologically, we have proceeded inductively, accessing the sources and reference books (Table 1), to detect the territorial elements that can be treated as tourist resources. Subsequently, a field work was carried out to finally, based on the results of the previous processes, and prospectively, establish a series of routes for the enhancement of this potential tourist resource.

In this research we analyse a set of 12 works that have been published in his novels since the last third of the 20th century and that have used the urban and territorial setting of Tangier (Table 1).

### 3. GEOGRAPHICAL ELEMENTS WITH TOURIST-CULTURAL INTEREST IN CONTEMPORARY SPANISH NOVELS

For the detailed study of the territorial elements projected by the works under study, it is necessary to take into consideration two perspectives: on the one hand, the urban one, which corresponds to the space mostly used in the novels and, on the other, that of the

territorial environment. Which refers to the geographical area where the plots are developed and contextualized (Table 3).

### **3.1. Geographical elements with tourist-cultural interest in the city of Tangier**

**Paths:** axes of displacement, elements of special importance in the perception of cities since they indicate directions of displacement, at the same time that they represent the paths from which the city itself is observable.

**Urban landmarks:** physically identifiable objects that represent the most perceptible elements in the novels under analysis. They suppose specific references, such as shops, establishments, services, natural accidents, etc.

**Neighbourhoods:** those sectors of the city, not necessarily corresponding to administrative units, that present a certain identity and sense of territoriality. The Medina is widely perceived in the novels, a focus of attention and attraction, visible for its location.

**Nodes:** areas of confluence of flows, surfaces or strategic places. Two in particular stand out in Tangier, the Small Souk and the Big Souk.

**Borders:** linear breaks of continuity. In the novels under study, the following edges of the city have been detected: Medina walls, the port front, the coastline (Bay of Tangier), and the railway line.

### **3.2. Geographical elements with tourist-cultural interest in the territorial environment of Tangier**

The territory covered by Tangier has been delimited in different ways throughout history. In the novels under study, it corresponds to that defined in the International Statute, outlined in detail in the Tangier Protocol of 1923. In this territory a series of key geographical elements of the northern region of Morocco are identified (Table 3).

**Paths:** elements that facilitate connections and mobility, represent maritime (port), air (airport) and land (road and rail) infrastructures and connections.

**Landmarks:** natural facts and identifiable territorial elements. Those geographical accidents that stand out for their aesthetic, strategic or referential aspects are integrated.

**Nodes:** represent areas of confluence and strategic crossing points. In the novels under study they focus on two types of elements, on the one hand, the cities and, on the other, the continents and the seas.

**Identifiable sectors or territorial areas:** different administrative divisions that this territory has had in contemporary times.

**Borders or limits:** on the regional scale, they are, mainly, the sea or coastline and the Strait of Gibraltar, leaving practically without outlining the territorial or southern limit, the diffuse urban-rural continuum

## 4. RESULTS: LITERATURE AND TOURIST ROUTES

### 4.1. Literature as a tourist pretext in Tangier

Tangier, largely due to its cultural hybridization, develops a minor literature, in the sense of being a literature written in Spanish by a small group of writers (Table 1) whose novels have common and differentiating elements. Among the commons, the use of the same geographical framework, which arises from its geostrategic nature and its unique history. Set in the 21st century, although with issues related to the second half of the 20th century, we find the most recent novels. In all cases, Tangier is not only the geographical support where the events take place, but it is also a part, it is the protagonist, of the facts or events that are related. The differentiating elements between the aforementioned novels must be sought in the particular development of each of the plots, the actors, the experiences and the contexts.

### 4.2. Tourist-literary routes

Table 2 summarizes the spaces where the geographical elements that can be used from the perspective of cultural tourism are located: main and secondary settings, places of access / exit from the city, time period covered by each novel analysed.

The route must be differentiated from a cultural itinerary in terms of origin, purpose, heritage value, tourist use and creation. In this research, tourist-cultural routes are elaborated with total freedom of decision about landmarks, themes and routes, with the intention of creating a product for tourist use, uniting literary elements and selecting common landmarks in the routes of the routes. A literary route is based on a route designed based on one or more novels by one or more authors. Literary trips give added value to reading with the recreation of environments, connection of places, personal and sentimental experiences, contemplation of environments, times, people, customs, etc.

In each of the routes, the stops to contemplate the different elements are indicated in the graphs (1 and 2) with numbers, which in the text appear in parentheses, for example, the port (1).

#### 4.2.1. Urban route 1: Medina and southern surroundings (Route 1, graph 1)

This urban route no. 1 - the Medina and its southern surroundings: Puerto - Medina - Zoco Grande - Avenida de España (Graph 1, in blue) - runs through the scene most outlined in the novels that develop their plots at the time of International statute (1923-1956).

#### 4.2.2. Urban route 2: Colonial city and northern surroundings (Route 2, graph 1)

Urban route 2 is that of the Colonial City and the northern part: Pasteur Boulevard - Libertad Street - Big Souk - Café Hafa (Graph 1, in green) is essential in the scenarios of the plots of the novels under consideration.

#### *4.2.3. Route of the territorial environment of Tangier (Graph 2)*

The itinerary of the territorial environment of Tangier (Graph 2) runs through the following geographical elements: Cape Malabata - Bay of Tangier and Avenida de España - Port - Cape Spartel - Grotto of Hercules - Diplomatic Forest.

### **5. CONCLUSIONS**

The relationships between literature, geography and tourism are diverse and offer potential advantages of various types. This article shows that the tourist potential of Tangier has room for improvement and can be reinforced from the cultural and literary aspect.

The novels reflect Tangier as a peculiar territory by virtue, among other characteristics, of its stage with an International Statute, which drifts towards a “border” territory not only political and geographical, but also cultural, economic and cultural, where permissiveness and relaxation of norms in business and customs represent a constant.

Tangier is revealed as an infinite scene by possessing a quality that is main that is none other than the virtue of adapting and, therefore, renewing itself, to the new trends and realities arising from its strategic geographical location. A location that in the 21st century derives from issues related to drug trafficking, money laundering, Islamism, the coexistence of cultures, the incidents of irregular emigration, the new meanings and realities of contemporary borders, etc.

Tangier has had an intense cultural development and with this it has conformed a territory full of cultural possibilities, without a doubt, a differentiated place. These peculiarities and characters draw a social, economic and territorial environment with many possibilities for the development of plots and plots of novels and films, an active catalyst for the promotion of its tourist attraction.

The perceived image of Tangier by the group of authors and selected works is relevant in view of the potential tourist-cultural use, through the activation of measures for its valorization such as the preparation of guides, thematic routes and cultural itineraries, the promotion of activities for recreate what is projected in the different works, the offer of suitable merchandising products, etc.

Tangier has a past of lavish cultural wealth of great repercussion in the memory and in the present that promotes a future with significant socio-economic and commercial potentialities. Tourism and literature should not be lacking in this equation presented by the cultural scene.