

EXTENDED ABSTRACT

TOURISM USES OF THE TERRITORY AND TERRITORIAL-HERITAGE MARKETS IN COLOMBIA AND MEXICO

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1. INTRODUCTION

In Latin America, certain urban planning efforts have replicated metropolitan areas based on images from tourist brands, which ultimately result in conflicts between residents and visitors over territorial use. This approach promotes intensive use of tourist territories that mask the adverse effects on the region's territorial-heritage, which is why the continent's traditional markets have been preserved historically. This thesis is supported by the research. Therefore, this study aims to objectively analyze the factors that contribute to the preservation of cultural heritage in traditional Latin American markets amid the growing tourism industry in metropolitan historical locations. The specific focus will be on Coyoacán (Mexico) and La Perseverancia (Bogota).

A mixed-methodological design was employed to examine the analytical potential of traditional Latin American markets in terms of their territorial-heritage. The study involved using a conceptual approach to explore the relationship between the territory and its usage, conducting a literature review on the touristification of markets, and identifying the territorial-heritage that persists in the case studies through direct observation, semi-structured interviews, and mapping of the urban sectors of the markets.

The emphasis on La Perseverancia and Coyoacán markets is justified because they are Colombian and Mexican tourist destinations that have replaced the ancestral culinary symbol of territorial-heritage. The consequence is a loss of internal and external territorial-heritage to the markets, along with the redefining of territorial uses in metropolitan sectors.

2. USED TERRITORY AND TERRITORIAL-HERITAGE, CRITICAL CONCEPTS TO TOURISM RADICALIZATION

Territorial-heritage highlights the historical and popular uses of a specific area. However, the technical, scientific, and informational advancements have impacted the existing territorial-heritage in ancient Latin American metropolis sites, particularly in traditional markets, due to the increased use of the area by tourists. The issue with defining territory solely as a location or a container is restricting and problematic. Incorporating usage into the concept unites objects and actions, making them mutually constituent. This expresses the material and social aspects of life simultaneously, valuing the everyday as well as long and short histories. Existing social conflicts on the planet are the result of a geometric understanding of territory that reduces its significance as the foundation of collective existence, the shelter for all beings, and the entity that both fosters solidarity and provokes conflicts.

Territorial-heritage provides insight into the development and longevity of Latin American territorial legacies, as evidenced by the historical record of popular symbols rooted in defiance of colonial power. The knowledge, practices, and ways of life encompassing art, religion, and the settlements of subalternized urban-rural groups, as well as the historical commercial establishments including markets and fairs, represent the wisdom of those who experience scarcity due to the historical control of territories and bodies by corporate forces. These concepts also serve as tools for socio-political struggle and economic survival for the “slow men”, those who frequent public spaces or popular establishments. Thus, researchers often empirically examine the concept of territory and territorial-heritage in the traditional markets of Latin American metropolises, including Colombia and Mexico.

3. TRADITIONAL MARKETS MEDIATED BY THE TOURIST USE OF THE TERRITORY. TREND OF LOSS OF LATIN AMERICAN TERRITORIAL-HERITAGE

Traditional markets preserve centuries-old forms of urban commerce. They were originally situated outdoors in downtown areas, serving as the bridge between rural and urban environments. Markets and fairs transcend their physical space and evolve into socio-cultural hubs, with some undergoing a redefinition process as integral components of heritage. In Latin America, the traditional market and its products have served as vessels for preserving indigenous and Afro-descendant cultures, making them valuable territorial-heritage sites that face threats from tourism, globalized trade, and real estate development. The study investigates the loss of territorial-heritage in traditional Latin American markets. This loss is mediated by an economy that concentrates resources instead of distributing

them, resulting in material-symbolic impoverishment. The mercantile modernization-refunctionalization of the territory is imposed on the continental, local, and daily level.

The market and territory are essential foundations of social existence for all classes, groups, and individuals. When purchasing a product, customers seek a unique experience that embodies the local-national daily life and culture. In some of these venues, sales representatives are no longer negotiating with their neighbors or creating interpersonal relationships with specific individuals in their sector. This is how some traditional Latin American markets had to seek alternative livelihoods beyond popular trade and supply, due to the heavy tourist traffic in metropolitan areas like Bogota and Mexico City, which also affects the markets and their environs.

4. TERRITORIAL-HERITAGE AND USED TERRITORY, VITAL LINKS AND PERMANENCE IN THE COYOACAN-CDMX MARKET

Indigenous tianguis in Mexico were exchange spaces established in pre-Columbian times. During the colonial era, specific artifacts were often distinguished indicating class difference. Today, these markets specialize in a diverse range of products depending on their location in the city or territorial context. Inaugurated in 1959, tianguis serve as a space for commerce and supply. The sector exhibits diverse territorial usage, with residential purposes being predominant. Nevertheless, it is worth noting that the streets surrounding the central squares display a higher density of businesses catering to visitor consumption.

The neighborhood market has become a territorial-heritage due to the exotic atmosphere created by the coexistence of food establishments and popular businesses that preserve its essence. However, ancestral foods and other elements of popular territorial-heritage are in danger of disappearing due to the effect of gourmetization. Paradoxically, when merging popular and tourist elements in territories considered attractive, the local aspect may vanish due to visitor demand for “authentically local” experiences. This leads to renovation of the place, replacement of clients and products, and changes in merchandising and pricing. As a result, original buyers may be displaced, and the popular rural-urban territorial-heritage that maintains the initial structure of the Latin American market could be lost. Certainly, the market, territorial-heritage of Coyoacán still holds sway and has gained further impetus despite being susceptible to tourism. Nevertheless, while there are parallels between the two processes, the activation of these elements differs between popular culture and mass culture.

5. LA PERSEVERANCIA-BOGOTÁ MARKET. TERRITORIAL-HERITAGE IN THE FACE OF INTENSIVE TOURIST USE OF THE TERRITORY

Pre-Hispanic indigenous markets once existed in Colombia, but their significance in the collective memory has since faded. In the urban history of Bogotá, the construction of La Perseverancia market took place between 1940 and 1944. The market is recognized for the fermented beverage of corn origin, known as chicha. La Perseverancia is situated

in a residential and service area to the north of the historic center. For this reason, the traditional land uses in the area are conflicting with the tourism that has been introduced. Frequently visited cafeterias, bakeries, and small stores located on the periphery and within the neighborhood that are mostly frequented by locals, are in contrast with the new developments brought in by tourism.

La Perseverancia market no longer reflects the traditional Latin American market where vendors operate independently, oftentimes owning and producing their own merchandise. The importance of kinship relationships, which were once fundamental and obvious, has diminished, as each merchant no longer comes from a family that carries, organizes, promotes, replenishes, and sells. With this shift in its original purpose, the territorial-heritage has vanished, and an intangible cultural heritage has been established, exemplified in the customary culinary tourism.

The working-class neighborhood residents can no longer avail themselves of such offers, and this is causing repercussions from mass gastronomic tourism. La Perseverancia is transforming into a newly emerging market with a focus on tourists. Proof of this is demonstrated by the emergence of guide booklets for tour guides, as well as offers on websites such as TripAdvisor. Private tours designed for foreigners or individuals with high purchasing power are already incorporating Colombian culinary culture as a prominent feature. This market has become increasingly separated from territorial-heritage aspects, instead prioritizing intensive tourist use of mapped territories.

6. CONCLUSIONS

This research demonstrates the process leading to loss of territory density in traditional Latin American markets within metropolitan popular areas, which has the terrible consequence of losing heritage. Mitigating this risk could be achieved through a main site policy implemented in Coyoacán and La Perseverancia, involving the drastic and accelerated action for total recovery.

The study reveals that tourism development and territorial redefinition in the main roads surrounding markets lead to a gradual transformation of stall products and stallholder profiles. Nevertheless, in Coyoacán, the market itself retains its notable Mexican heritage, along with spatial memory and the remnants of traditional stalls. On the contrary, La Perseverancia's primary socio-cultural indicator has ceased to serve as a public space for socializing and engaging with territorial-heritage.

The concept of used territory reflects a social condition, while territorial-heritage represents the existence of oppressed and underprivileged groups. Both aim to bridge the divide between society and space and are integral to the historical development of communal life. They serve as evidence of class conflict and class struggle. This research supports the notion that intensive tourist activities have negative consequences for the "slow man" and his territorial-heritage, which is why traditional markets in the continent are historically preserved.