



PRIMER SIMPOSIO INTERNACIONAL
pensar y sentir
el paisaje

Noviembre 15 al 18, 2017
Armenia, Quindío



DAVID MADDOX

“¿Qué es un turista? Pensamientos sobre el vínculo entre las personas, el paisaje y la experiencia”

What is a tourist? Thoughts on the nexus of people, landscape, and experience

“¿Qué es un turista? Pensamientos sobre el vínculo entre las personas, el paisaje y la experiencia”

David Maddox, PhD

**the
nature
of cities**





"It is difficult to take in all the glory of the Dandelion, as it is to take in a mountain, or a thunderstorm."

Charles Burchfield
(1893–1967)

"Es difícil asimilar de toda la gloria del diente de león, ya que es para asimilar una montaña o una tormenta".



How do you
take in the glory
of a Dandelion?

Of a mountain?

A park?

A city?

A landscape?

Through acts of
imagination.

What imagination? Whose imagination?



Landscape

White House Conference on Natural Beauty (1965)



*"For over three centuries
the beauty of America has
sustained our spirit and
has enlarged our vision.
We must act now to
protect this heritage."*

*...for we must remember that we are
'America the beautiful' "*



A classic California landscape of the early 1960s

US Highway Beautification Act (1965)

Called for the control of outdoor advertising and waste dumps along roadways.

It faced significant opposition Lady Bird Johnson (wife of LBJ) *wanted a landscape act.*

Mauldin. Published Chicago Tribune 1969



By the early 1970s,
the USA got:

- The Clean Water Act
- The Endangered Species Act
- The Clean Air Act
- ...others

...but never a landscape
protection act, which
was President Johnson's
original idea.



Landscape is difficult to describe difficult to valorize



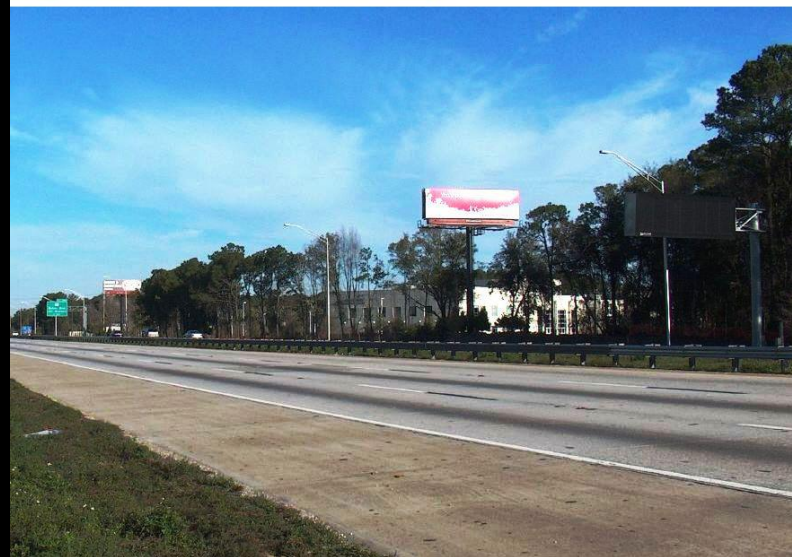
...especially when balanced
against specific, easy to
describe things, elements
with formal “value” (e.g. \$\$)

Why? (some reasons)

- Multidimensional landscape value are hard to quantify
- Hard, discrete values tend to win disputes
- And sometimes, popularly understood values get watered down at the moment of legislation

The Act was amended in 1968

"Whenever a bona fide State, county or local zoning authority has made a determination of customary use, such determination will be accepted in lieu of controls ... in the zoned ... areas."





Bangkok

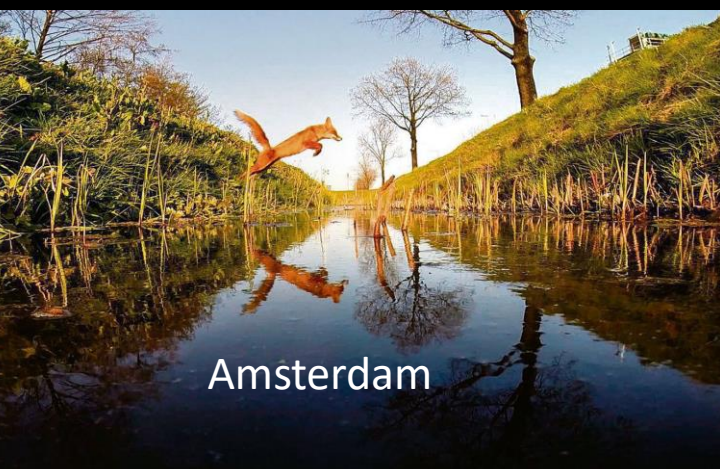


New York



Melbourne

Values Whose Values?



Amsterdam



Mumbai



Bogotá

Livable

Resilient

**Sustain-
able**

Just

What kind of cities / landscapes /
regions—human habitat—do we want?
For whom? Who gets to decide?





Livability

© Richard Friend 2015



Justice

The People

Government

Designers

Civil
Society

The built
landscape

Planners

Business

Scientists

Artists



Resilience



Sustainability

15

Describing our human habitats with values

- The way we describe our city, regions, and landscapes, even when it is about “green” unveils what we truly value.
- We need to have conversations about values in creating our human habitats, and the words we’d use to convey these values.



Metaphor
plus / minus

Metaphor



Everyone can agree that “resilience” is a good thing –
but it really involves difficult choices.

- ✓ Resilience, sustainability, livability, justice *must* be more than a metaphors
- ✓ What does “efficient” mean? “Safe”? “Vibrant”?
- ✓ The application of specific responses to these words often has winners and losers
- ✓ **For whom?**
- ✓ Resilience at one scale might be vulnerability at another

Who gets the benefit of this “resilience?”



Who doesn't?

...and often metaphors really help
to communicate ideas...

Value(s)

Tourism and Experience



“Other” value



What are landscape services?

- ✓ Sustainability of food & energy
- ✓ Recreation outdoors
- ✓ Biophilia, happiness
- ✓ Beauty & biodiversity
- ✓ Clear air, cooling, health
- ✓ Resilience to shocks
- ✓ Experience (locals & tourists)



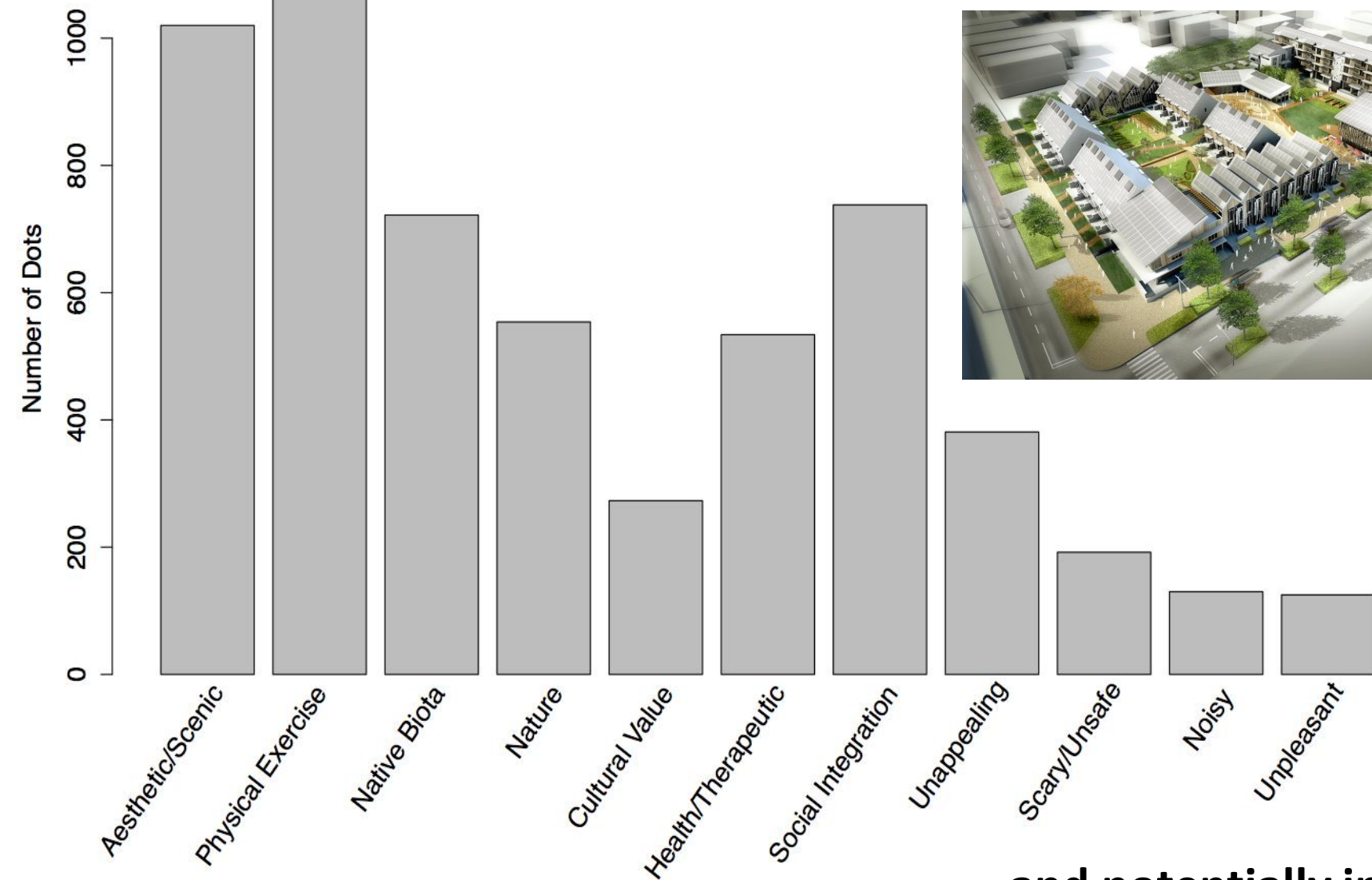
Just because we might share the
same values, we don't necessarily
share the same vocabulary

...and if we do share vocabulary,
we might find we don't share the
same values.

Words such as: Landscape, biodiversity, resilience,
livability, tourism, welfare, rights ALL have variable
(and sometimes contested) meaning.

What values do people assign to parks and natural areas...

...that can inform design



...and potentially improve
conversations about conservation

...there is “good tourism” and “bad tourism”
Identifying them depends on who you ask



Raise your hand for which image of “tourism” appeals to you



What is a tourist?
What is experience?



Do we not all experience the landscape around us?

Fundamentally, an eco- or cultural tourist wants to experience something essentially good about the landscape, the human habitat.



Just like the locals.

It's important not to disrupt that essential goodness, and the values it is based on.

Havanna, Cuba

Cuba needs money, but what is the alternative to cruise ships and sun & sand tourism?



Cruise ship customers don't support the local economy. They don't get out of Havanna Vieja.

- Look to attract tourism that supports culture and patrimony: language, baseball, music, nature, etc.
- Spread the benefits around
- Nurture local professionals and training
- Get young people involved
- Conduct an arts contest to “make cuba more legible”

Shared Objectives?

- Tourism that supports (or at least preserves) patrimony and culture
- Tourism that celebrates culture and landscape without eroding it
- Tourism that provides diverse and dignified livelihoods for locals
- Tourism that doesn't erode livelihoods and livability for locals
- Tourism created from shared and open values

Ecotourism



Planeta



"It is difficult to take in all the glory of the Dandelion, as it is to take in a mountain, or a thunderstorm."

Charles Burchfield
(1893–1967)

"Es difícil asimilar de toda la gloria del diente de león, ya que es para asimilar una montaña o una tormenta".



Values

Negotiated desires

Participation

Collaboration

Improvisation

Intuition

Perspective

Imagination

REVO^LUTION



Lucy