



"en dos años no nos vamos a acordar de la pandemia": Análisis del discurso sobre el decrecimiento turístico en barcelona. [

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text (article)

Analítica

When the spread of COVID- 19 globally, it would be possible to affirm that tourism is in an authentic situation of life -support machine. Governments around the world are pouring money into the sector in anticipation of a speedy recovery. This is also the desire on the part of a business sector that hopes to return, as soon as possible, to the buoyant pre -pandemic situation. However, there are numerous voices, mostly from the academic sphere and social movements, which warn that the occasion is not being used to modify some of the old patterns that dragged tourism production. With the intention of taking advantage of old teachings, this article focuses on the role that social movements and the ideology of degrowth have played in protest actions against touristification in Spain in recent years. Although, these types of episodes have been frequent in cities such as Madrid, Palma de Mallorca, Bilbao, Seville and Valencia, without any doubt those that have had the greatest diffusion and influence have been carried out in Barcelona. Platform s such as the Asamblea de Barris per un Turisme Sostenible (ABTS), an organization formed by grassroots movements, associations and other entities have stood out in their performance. Since its constitution in 2015, the ABTS has been at the forefront whenever it has tried to demand a reduction in the flow of tourists to the Catalan capital and a reversal of the social, economic, cultural and environmental effects indicated as harmful and generated by mass tourism. The research hypothesis raises that the dominant discourse, by emphasizing the contribution that tourism has made to Spanish economic and political development, provides a positive framework for the industry that contrasts sharply with the concerns about its harmful effects expressed by its opponents, the degrowth movements. The interpretation of such a proposal will be developed through the use of the Analysis of Political Discourse (ADP), as well as the treatments of

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