



CINCCI
V Colóquio Internacional
sobre o comércio e a cidade: uma relação de origem

São Paulo, 21 a 24 de Março de 2016

Notes on Tourism and Architecture in the metropolitan region of Fortaleza (Ceará-Brazil)

Notas sobre Turismo e Arquitetura na Região Metropolitana de Fortaleza

Notas sobre Turismo y Arquitectura en el área metropolitana de Fortaleza

PAIVA, Ricardo; Doutor em Arquitetura e Urbanismo FAUUSP; Universidade Federal do Ceará (UFC)

paiva_ricardo@yahoo.com.br

Resumo

O presente trabalho tem como objetivo investigar a relação entre a atividade turística e a concepção e construção dos artefatos arquitetônicos contemporâneos na Região Metropolitana de Fortaleza (RMF), tendo como base a análise crítica das tipologias e obras mais emblemáticas. Para tanto, o trabalho apresenta uma breve discussão sobre a relação entre o turismo e a arquitetura, relacionando com as manifestações espaciais da urbanização turística. Em seguida, apresenta as principais tipologias arquitetônicas na RMF, considerando os diferentes tipos de uso (edifício públicos já construídos, meios de hospedagem e obras em construção), para finalmente proceder uma análise dos edifícios emblemáticos e dos meios de hospedagem nos municípios litorâneos da RMF.

Palavras-chave: turismo. arquitetura contemporânea. Região Metropolitana de Fortaleza-Ceará

Notes about Tourism and Architecture in the Metropolitan Region of Fortaleza (Ceará-Brazil)

Abstract

This paper aims to investigate the relationship between tourism and the design and construction of contemporary architectural artifacts in the Metropolitan Region of Fortaleza, based on the review of typologies and most emblematic works. For this, the paper presents a brief discussion about the relationship between tourism and architecture, relating to the spatial manifestations of tourism urbanization. Then it shows the main architectural typologies in the Metropolitan Region of Fortaleza, considering the different types of use (public building ever built, lodging facilities and construction in progress). Finally, it comes an analysis of emblematic buildings and means of accommodation in the coastal municipalities of the metropolis.

Keywords: *tourism. contemporary architecture. Metropolitan Region of Fortaleza (Ceará-Brazil)*

Notas sobre Turismo y Arquitectura en el área metropolitana de Fortaleza (Ceará-Brasil).

Resumen

Este estudio tiene como objetivo investigar la relación entre el turismo y el diseño y la construcción de artefactos arquitectónicos contemporáneos en el área metropolitana de Fortaleza, con base en la revisión de las tipologías y las obras más emblemáticas. Para ello, el artículo presenta un breve análisis de la relación entre el turismo y la arquitectura, en relación con las manifestaciones espaciales de la urbanización turística. Después se muestran las principales tipologías arquitectónicas en el área metropolitana de Fortaleza, teniendo en cuenta los diferentes tipos de uso (edificio público jamás construido, instalaciones de hospedaje instalaciones de hospedaje y de la construcción en curso), para finalmente hacer un análisis de los edificios más emblemáticos y instalaciones de hospedaje en los municipios costeros.

Palabras clave: *turismo. la arquitectura contemporánea. el área metropolitana de Fortaleza, Ceará, Brasil*

1 Introduction

The tourism urbanization peculiarities observed in the Metropolitan Region of Fortaleza (RMF) fit a socio process triggered by consumption and leisure, unlike the beginning of Fortaleza metropolization process, that was dependent on the logic production (industrial policies SUDENE¹ and national industrialization), collective goods consumption, and also the very acquisition of second homes, all of which contribute significantly to the spatial organization. Today, beyond the resonance and motivation of the above logic, new social practices emerge to contribute to the production and consumption of “tourist space” related to the “sun and sea” tourism modality, as the consumption of natural resources, landscapes Coastal Landscapes (beaches, dunes, lagoons), climate, plus the experiences that these natural potentials give to the exercise of the leisure and sports, including craft consumption, popular culture, “forró” and local cuisine.

The coastline of the Metropolitan Region of Fortaleza is the privileged place of the spatial manifestation of tourism. These places selected by tourism, represented by the natural attractions of the coastal landscape, suffer interventions that induce a more intense touristification process.

Tourism urbanization contributes to stimulate functional, structural / technical and formal changes in the metropolitan region of Fortaleza (Paiva, 2011).

¹ Superintendência de Desenvolvimento do Nordeste.

Functional changes are related to the role that Fortaleza plays in concentration and distribution of tourism in the metropolitan and state scale with the reinforcement of tertiary activities in general, confirming the historical vocation of the city for trade activities and services. The new functional assignments also refer to a tendency of strengthening the urban network along the coastline, to the extent that these coastal centers become more accessible and connected to the capital. Thus, in addition to the functions that were historically played by the metropolis (political-administrative, industrial, tertiary, port), add the role of socio-spatial dynamics of tourism.

Structural changes are manifested in a set of technical interventions in the territory, such as the airport, coastal roads, infrastructure and building works and urban interventions (renewal, gentrification and the creation of urban icons). Among the main changes in the metropolitan structure there are the road connections that lead to places captured by tourism, in this case, the coastal areas, and serve to expand the metropolitan area along the coast, also inducing oriented real estate dynamics for local people.

Finally, the formal transformations correspond to the new usage settings and land occupation, urban and architectural interventions, the public and private relationship, the relationship between built and natural environments, the typology resulting from the deployment of hotels, resorts, and other types of buildings.

The spatial manifestations of tourism urbanization in the Metropolitan Region of Fortaleza, with greater or lesser intensity, are related to the architectural production (airport, cultural centers, interventions in existing buildings, the types of hospitality facilities, second homes, public buildings, museums, stadiums, convention center and events, as well as interventions in urban design).

The production of contemporary architecture in Fortaleza, both private and public, has been conditioned by the demands (economic, political and symbolic) raised by the increase of tourism in the metropolitan area of Fortaleza. Researchers from various fields of knowledge have criticized of the impacts of tourism in the ongoing process of urbanization on the coast of Ceará, in the capital and its metropolitan area. However, there is a gap in relation to the analysis of urban and architectural interventions based on theoretical assumptions of architecture and urbanism, focusing on specific aspects of the discipline, such as those related to implementation issues, context and urban integration, language, influences, spatial, functional, constructive, plastic-formal aspects, among others. Thus, this work about the socio-spatial developments of tourism in contemporary architectural production is an important object of study.

Tourist activity has greatly induced to architectural production, increasingly aligned with the logic of consumption, including consumption of places. The architecture contests directed to the enhancement of tourist image of Fortaleza show very clearly that the postmodern assumptions are incorporated into urban interventions, designs of buildings and heritage preservation practices. Unlike the period of development of modern architecture, contemporary production follows, of

course, very diverse ways, sometimes disparate and the work of architects does not follow, as before, homogeneous principles (Montaner 2001).

The adequacy to local conditions remains a relevant issue, raising academic and professional discussions about the architectural identity in Ceará. The relationship between tourism and architectural production is evident because on one hand, tourism uses the existing urban and architectural settings, even the buildings erected in completely different socio-historical context in time and space; On the other hand, it encourages the creation of new urban and building structure. Thus, the article in question aims to investigate the relationship between tourism and the design and construction of contemporary architectural artifacts in the Metropolitan Region of Fortaleza (RMF), based on the critical analysis of typologies and most emblematic works. The paper presents a brief discussion of the relationship between tourism and architecture, then shows the main architectural typologies in the Metropolitan Region of Fortaleza, to finally make a general analysis of landmark buildings and means of accommodation in the coastal municipalities RMF.

2 Tourism and Architectural Typologies in the Metropolitan Region of Fortaleza

In general, the theoretical reflections about the relationship between tourism and architecture are still scarce and are located mostly in the field of studies of the built heritage. Lacking in such reflections studies that emphasize the production of new architectural artifacts and its relationship with the logic of consumption and turistic places. In this direction, understanding of urban and architectural icons and means of accommodation constitutes an important axis of knowledge production about the subject, as are contemporary architectural types present in several places.

Regarding the icons, the importance of these artifacts (buildings and major urban projects and interventions) has been growing in the context of urban productivity and competitiveness. On this basis, it appears that, conditioned by social practices (economic, political and cultural-ideological) globalization, tourism has greatly directed the planning, management, urban interventions, as well as the process of architectural spectacle and emphasizing its symbolism.

The production of the icons aligns with the universe of consumption practices and the affirmation of the financial and corporate capital of the entertainment industry, brands, marketing strategies and intangible aspects that involve material goods, experiences and intangible sensations (Paiva, 2014, p. 117).

Despite the conceptual, ethical and aesthetic differences of diversity and heterogeneity of "architectural postures" (Montaner 2001) nowadays, it prevails a formalistic attitude in contemporary architecture, overestimating their communicative ability to express symbolic contents, which has reduced architecture to pure visuality. This image can be disseminated and converted into spectacle to feed consumption of these places. These attributes of contemporary architecture are manifested in various architectural typologies (museums, cultural centers, stadiums, arenas,

entertaining spaces) as well as the means of accommodation (hotels, resorts, tourist-real estate, etc).

For purposes of analysis, the architectural production related to tourism in the metropolitan region of Fortaleza was divided based on architectural typologies, that is, considering the distinction uses. The following types were considered:

- Emblematic public buildings already built, such as the Ceará Convention Center and the Port of Fortaleza Passenger Terminal.

- means of accommodation (hotels, resorts and real estate tourist enterprises), which also include sea vacation condos. These typologies, focused to the enterprises located on the seafront in Fortaleza (hotels in downtown, Praia de Iracema, Meireles, Mucuripe and Praia do Futuro), in Porto das Dunas beach in Aquiraz and Cumbuco Beach in the municipality of Caucaia .

- Works in construction, which are included in this category the “Ceará’s Acquarium”.

3 Emblematic works: the construction of urban and architectural icons in the metropolitan area of Fortaleza

The emblematic works in the Metropolitan Region of Fortaleza raised by tourism have the State as main agent, in its state and municipal levels, especially through the sectoral departments of tourism and departments created for the specific case of the FIFA WORLD CUP 2014. The State action is accompanied by the implementation of public policies in tourism dating back to the 1990s, from the PRODETUR (Tourism Development program in Northeastern Brazil) I and II (Benevides, 2004) and more recently the National PRODETUR (Tourism Development program in Northeastern Brazil).

In Ceará, the economic dimension of these emblematic works is justified because tourism is now part of the economic development policy from the "Government of Changes" in late 1980. Since then, the government sought to enter the globalization process through especially fiscal and financial incentives in industry and tourism. Currently, tourism still has a significant weight in economic policy, increased by the realization of the mega event of the World Cup. Added to this, the state proposed three anchors interventions in order to stimulate international tourism: Ceará Convention Center (Figure 01); Terminal Port of Fortaleza's Maritime Passenger (Figure 02) and the Ceará’s Acquarium (Figure 03).



Figure 01 – Ceará Convention Center

Source: Author's collection



Figure 02 – Terminal Port of Fortaleza's Maritime Passenger

Fonte: <http://www.hispanoestruturas.com.br/>



Figure 03 - illustrated perspective Aquarium

Fonte: <http://www.imagicbrasil.com/>

Overall, the political dimension in the latest state management follow the same promotion policies and development of the "Government of Changes", based on a development model that prioritizes investments in large projects in tourism. However, public policies and basic infrastructure projects continue to be neglected in isolated intervention, intensifying conflicts between the various agents and power asymmetries between the state, the market and the population, especially the most, which is poorer.

The symbolic dimension remains spreading the image of a prosperous semiarid - replacing the semiarid image as a representation of drought and poverty - built by tourism, especially the modality of "sun and sea" (Dantas, 2002). Thus, the state promotes several interventions in order to build tourist image of Ceara and Fortaleza.

The urban insertion of these major flagship projects mentioned above confirms the choice of privileged locations for tourism and according to the standards of contemporary urbanization, marked by a fragmented, dispersed and extensive urban space. The tourist edge of the city and the urban and metropolitan expansion axes are priority areas of implementation of these major projects, except the case of the airport, which has its location conditioned by other factors.

The chosen location for the Acquario Ceará, at Iracema Beach, confirms the appreciation of the coastline as a privileged area for tourism. Since the 1990s, the touristification process of "use" of the neighborhood rather weakened the maintenance of various activities, especially the most ordinary. As a result, the neighborhood went through a typical gentrification process and then its decline with the appropriation of its space by sex tourism. In recent years, the government begins a new attempt of Iracema Beach in order to create new equipment and redo existing infrastructure and interventions. It stands out the completion of the boardwalk extension Iracema Beach to the old building DNOCS², which was demolished to build the Acquario Ceará.

The case of Ceará Event Center (CEC) confirms the valorization of the axes of urban and metropolitan expansion. The Washington Avenue Soares, place chosen to implant the equipment, is one of the main vectors of the urban expansion of Fortaleza and it is presented as a new area of centrality in the city, which concentrates, linearly, various urban functions, public facilities and as well as private, like the University of Fortaleza, the old Convention Center, Clovis Bevilacqua Forum, shopping malls, among others.

Intervention projects do not contemplate a broader urban design, as they are restricted basically to the lot boundaries where it is located, compromising the integration between the public and private domain. These great projects induce a significant real estate appreciation of the surroundings where are implanted.

Projects also resent a greater integration with the natural environment, some (the Aquarium) with environmental license problems. The size of the buildings, always show a different pattern of use and occupation, however the limited intervention to urban lot remains, which does not improve the environmental quality in urban surroundings.

In general, these projects have an appreciation of internal space over external space or even the integration of both. In most buildings there remains a monumental scale in accordance with the economic, political and symbolic dimension intended. The adequacy of building to the place could attend to important aspects such as location, mobility, accessibility, land use and occupation, integration with the natural and built environment. The solutions adopted internally show a homogenizing tendency of these buildings for tourism purposes as spaces for consumption.

Need programs are clearly related to the demands of the various activities linked to tourism. There is a certain functional complexity because of the size of the

² Departamento Nacional de Obras contra a Seca.

equipment, provided with significant collective use areas, in addition to the support and technical service necessary for the operation. In general, the functional interactions are well settled, paying attention to the flows, access, vertical and horizontal passageways.

The Ceará Convention Center does not have as much flexibility spaces, which contradicts the characteristic features of these types of buildings.

The buildings (mostly of them) have an epidermal character, greatly enhancing the superficiality of the facade. Material definitions, technical and constructive solutions are replaced by references and metaphors related to maritime or regional theme to create a formal appeal and qualify the building as iconic objects and reinforce its symbolic charge as "advertising buildings"

The architectural design of the CEC was *"inspired by typical sights and Ceará handicrafts. The facade is designed with colors and shapes that recall the cliffs of the east coast of Ceará"*. Based on the descriptive memorial of the project that it is an architectural approach that seeks figurative associations (lace and cliffs) as the main architectural feature, in order to confer an assumed identity to the building and enhance its status as icon and therefore produce a tourism image, which can be consumed and disseminated in line with the economic, political and symbolic state intentions.

In the Aquarium, the formal expression of the building, which comes down to the rind, refers to maritimity and has great figurative and metaphorical appeal, used in the definition of sectors and plastic elements that make up the envelope. The interpretation of these organic forms is complicated by mixing and synthesis of reference elements. This miscellaneous of citations enhances the spectacular character required. The project is characterized by curves and organic shapes. This flow is not restricted to formal aspect, but is expressed to suggest that the building is a living organism and appeals aesthetically to raise the interaction with the spectator. In the Passengers Terminal, there is a more direct relationship between form and structure and there is no metaphorical appeal.

Structural and building systems have mixed solutions: traditional and innovative. Though they occupy second place in the formal expression of the building. There is the use of precast concrete structures, metallic components in the coverings, awnings and facade elements.

Sustainability is present in the speech, but not exactly in practice. This fact is confirmed by the neglect of environmental conditions (wind direction and insolation) confirmed with the predominant use of air conditioning as thermal comfort solution. It can be seen that the orientation of planes of glass do not behold the harmful sunlight from the west and there isn't the use of solar protection mechanisms. The facade element has aesthetic character rather than actually functional. The adoption of these design decisions greatly compromises the energy efficiency of the buildings. In the case of Ceará's Acquario, a more detailed analysis will be possible after completion of construction.

As a summary of the analysis of emblematic works it can be highlighted:

- from the urban point of view, these projects could increase the scale of intervention (restricted to the lot) and promote the improvement of public spaces which they are inserted, as well as greater reconciliation and respect for the natural environment and the urban landscape.

- From an architectural point of view, it is clear that the projects align with trends in contemporary architecture which value the image and spectacle, to express the complexity, superficiality and iconicity of form.

4 Means of Accommodation: between the global and the local

In the case of architectural production of means of accommodation, the main actors are the real estate promoters (builders, developers and real estate brokers), companies in the hotel business in the case of hotels and resorts, which in cooperation, launch real estate tourism developments. The state's role is secondary, but still very important as providing tourist infrastructure through public policies that foster the viability and real estate valuation of privileged spaces (coastal) in the metropolitan territory. Added to this the state's role in regulation, approval and granting of environmental licenses for the implementation of projects, in addition to fiscal and financial incentives.

The economic dimension of these projects, especially the resorts and integrated resorts, is articulated to the real estate business, which include the participation of foreign capital, national and local levels, which increases with the financialization of capital (Araújo, 2011). The economic benefits of these projects relate largely to the real estate valuation of land in prime locations with natural resources (river mouths, beach, dunes) more attractive for the practice of sun and sea tourism.

From the political point of view, the construction of these typologies demonstrates the prominent market role in structuring the metropolitan territory inducing new forms of occupation and expansion of urban space. Conflicts arising from these actions happen especially in relation to the resident native population and fishermen with the State and with real estate developers.

The symbolic dimension of these projects contributes to promoting the tourist image of Ceara and Fortaleza. To this end, the recurrence of an architectural language with supposedly regional character is evident, with tropical references.

The urban insertion of these projects has as main feature the location in settlements with land subdivisions that allow the privatization of large areas in the coastal towns, a phenomenon that does not occur in Fortaleza because of urban law does not allow it. Most of the chosen lands are located by the sea, a factor that enhances its real estate valuation.

Both in Porto das Dunas Beach, and in Cumbuco Beach, it turns out that there is a predominance of second-home uses, either as isolated houses, such as new building tourist complexes (Figure 4:05). On the other hand, there is no diversification of uses to ensure greater quality of public space, a situation exacerbated by the

troubled relationship between the space of sidewalks and large expanses of walls and fences surrounding the developments, since there is the appreciation of the private area at the expense of the public.



Figure 04: Land Use - Cumbuco Beach - Caucaia - RMF

Source: elaborated by author



Figure 05: Land Use - Porto das Dunas Beach - Aquiraz - RMF

Source: elaborated by author

Except Fortaleza, there is a predominance of building blocks with templates of four to five floors, giving homogeneity to the landscape of these coastal cores.

The lack of a landscape route over the land located on the sea front (although provided for in structuring projects of master plans) ratifies the privatization of the beach strip by enterprises that use them as an extension of private property.

The relationship with the natural environment is quite conflicted, because they positively qualify some neighbor enterprises located in the areas of environmental preservation and protection, with a trend towards the privatization of these tourist resources, either because it impacts the natural environment or interferes with the landscape.

The urban legislation is aligned to the tourist characteristics of the areas studied, predicting the specific zoning for tourist use. However, this certain tourist specialization damages the relationship of these new ventures with the socio-spatial

preexistence (fishing villages, former residents, etc.). Another negative fact about the only function of these places refers to the process of "empty urbanization" (Paiva, 2011), a term used to describe the process by which there is a significant spatial transformation of coastal areas (or tourist spaces in general), but there isn't necessarily increase of the resident population, as these spaces are geared toward tourists and vacationers and many means of accommodation and typologies of second homes are empty in large periods of time.

The means of accommodation studied in Fortaleza diverge from the production of the coastal municipalities of the metropolitan area of Fortaleza. The urban integration of means of accommodation in Fortaleza is conditioned by the real estate dynamics and the vertical integration process of the tourist coast, where there is specificities in terms of each project and a greater diversity of uses (Figure 06).



Figure 06: Land Use - Tourist Waterfront - Fortaleza – RMF

Source: elaborated by author

The most emblematic case on the coast of Fortaleza is the Hotel Marina Park, with 40,000 m² area, one of the targeted hotels because of the extensive recreational facilities and the existence of the marina with capacity to host around 150 boats. The hotel by having a horizontal type occupies a large expanse of beach strip, constituting a considerable visual barrier. Although it is excluded from the shore where there is the biggest hotel concentration, Marina Park plays an important role in tourism flows of capital, because besides the number of beds, it hosts a variety of events throughout the year.

The implementation of the Hotel Marina Park in an area of great heritage relevance(it is the beach strip from downtown Fortaleza), is one of the interventions directed to tourism on the coast with the strongest impact from the point of view of the privatization of the beach area , serving private interests at the expense of the public.

The principle adopted in most real tourist developments, both in Porto das Dunas as in Cumbuco is a set of blocks implemented on the ground in a "V" or "U", facing the sea, creating a central area where are the recreational areas. the parking lots are located at the back of the various blocks that make up the housing units of condominiums or means of accommodation. The arrangement "V" or "U" indicates the primacy of ocean view, avoiding as much as possible obstructions (Figure 07).



Figure 07: Aerial photo Aquaville Resort - Aquiraz - RMF

Fonte: www.peixurbano.com.br

In the case of second homes, residential units still have spaces rather fragmented despite the areas of variation between 70,00m² (vast majority) to approximately 200,00 m². This fragmentation, visible in the number of rooms and bathrooms, reproduces the solutions of the apartments produced by the real estate market of Fortaleza.

These developments reveal a new culture of summer, since unlike the second homes of former years, with larger areas and generous deployment on the lot, there is a decrease in internal areas of the units at the expense of the common areas shared in the condos. In this case also, not unlike the situations of condominiums in Fortaleza and in most Brazilian cities.

Some real estate projects take up the unification of the blocks, a way to share horizontal and vertical circulations and enhance maximum use of the utilization rate. This solution is very present also in hotels and resorts, and improving social service flow inside the buildings.

In the case of hotels in Fortaleza, it turns out that they adhere to international standards recommended by the logic of the hotel market and own brands. They develop mostly vertically and has dynamized its common spaces with commercial and tourist uses (restaurants, shops, etc).

The architectural program of the enterprises in Porto das Dunas and Cumbuco emphasizes the leisure and entertainment uses in common areas, creating a sort of club, a feature that is a point of intersection that characterizes the hotels, resorts and second homes.

Inside the housing units there is a clear separation between social sectors, intimate and service, with appreciation trend of the social sector and integration between the living room, the kitchen and balcony.

In Fortaleza hotel, the functional interactions take place predominantly on the vertical axis, separating social flows and services aligned with to the archetypal solutions of urban hotels. An interesting feature is the recurrence use of balconies in the rooms.

In Porto das Dunas and Cumbuco, there is a very large homogenization of architectural language adopted, namely, the use of more traditional solutions, especially for the covered with ceramic tiles and wood structure. However, it is clear that there is a more aesthetic concern than actually functional in its use, since they are not always properly oriented, or the eaves are not sized correctly to protect the insolation.

It is clear, therefore, an assumed valorization of regionalist trends, with the use of materials which refer to the vernacular architecture (local), although its use has in most cases an aesthetic appeal without consideration any given to the most important aspects of climate conditions.

In some projects the use of straw is adopted in a decorative manner, as it turns out a kind of fringe attached to the eaves covering the building to strengthen a supposed regionalism in architecture, according to the desired symbolic dimension (Figure 08). This "regional" aesthetic appeal is also visible in situations where concrete pillars are covered with wood to accentuate the rustic character of the buildings.



Figure 08: Dream Village - Cumbuco - Caucaia - RMF

Source: Author's collection

In some functional blocks allocation of projects is matched with certain formal and aesthetic differences, such as gables, roofs and frames with historicist influences (classical and Mediterranean). These formal elements act as a "collective symbolic capital" (Harvey, 2005), ie, the sign value of the feature enhances the exchange value, ensuring success in relation to the intentions of estate agents.

In Fortaleza hotels, there are several "architectural postures" which imbued with the postmodernist spirit, appeal to the hedonistic character of the architecture. Even modern hotels have undergone renovations to tailor them to images of contemporary consumption, especially in the use of glass, ceramic and porcelain tiles.

Regarding the structural and constructive aspects there is no innovation. Most buildings employ reinforced concrete like structure and brick masonry as a seal. A larger variation exists in relation to coating materials, such as ceramics, porcelain and pellets. The window frames are mostly of aluminum and glass. Some wooden frames ventures are often found with the use of shutters, which are quite appropriate to the local architectural culture.

There is a certain neglect of environmental conditions (prevailing wind and insolation), due to the implementation described above, for as the stretch of beach is in the north, half the buildings arranged in a "V" or "U" are facing west, demanding the predominant use of air conditioning as thermal comfort solution. As real estate products, the standardization of the blocks eventually counteract most appropriate deployment solutions from an environmental point of view. As urban infrastructure is inefficient, there are difficulties in relation to the treatment of sewage and water.

As a summary, the analysis of means of accommodation stand out:

- The privately and insurance walled space, controlled and isolated from the socio-spatial preexistence;

- The enterprise establishes analogies with the urban space, however, it is to eliminate the existing socio-spatial contradictions in real life, designing a space which cultivates consumption and leisure place (sum of the natural environment and the artificiality of the medium built) in the simulated spaces (squares, shopping and services);

- Privatization of the beach, facing the interior of the enterprise; preventing the collective use of natural resources (beaches, rivers, bars).

5 Final Comments

The architectural production of emblematic buildings and means of accommodation in Fortaleza metropolitan area arises from the action of various agents and follow the logic of consumption resulting from socio-spatial tourism practices.

This paper comprises a fragment of a larger study on the relationship between tourism and architecture in the metropolitan region of power, still in progress, but quite advanced results.

During the research a lot of information was collected and the systematization is an ongoing activity of the Laboratory which is linked. This database can be consulted by undergraduate and postgraduate students and includes bibliographical references and official documents; scanned images - composing a bank of images that were systematized in characterization sheets of enterprises; and Map Collection.

It stands out as successful research activities the theoretical study of the subject, the systematization of documentation and collection of typologies that resulted in the creation of characterization data sheets, as well as the involvement of undergraduate research fellows PIBIC and Young Talent Program of Science (CAPES), volunteer fellows and collaborator architects.

Finally, the study of the relationship between tourism and architecture in the metropolitan area of Fortaleza can contribute to the creation of a local architectural culture and a criticism of the dictates of the consumer society on the architecture, even raising the deepening on this topic and others related, opening also discussion forums on the practice of local architecture, providing new generations of architects consciousness of these references, to propose a contemporary architecture based on a critical stance.

6 Thanks

CNPq, which provides financial aid for research "Tourism and Architecture in the metropolitan area of Fortaleza" between 2013 and 2015 and funded students with PIBIC scholarship, and CAPES, which funded fellows of Young Talent Program of Science.

7 References

Araujo, C. P. de. **Terra à vista! O litoral brasileiro na mira dos empreendimentos turísticos imobiliários**. 2011. Tese (Doutorado em Planejamento Urbano e Regional) - Faculdade de Arquitetura e Urbanismo, Universidade de São Paulo, São Paulo, 2011.

Benevides, I. Porto. **Práticas e territorialidades turísticas e planejamento governamental do turismo no Ceará**. Tese de Doutorado - Departamento de Geografia da Faculdade de Filosofia, Letras e Ciências Humanas da Universidade de São Paulo, São Paulo, 2004.

Dantas, E. W. C. **A construção da imagem turística de Fortaleza/Ceará**. In: MERCATOR (Revista de Geografia da UFC). Ano 1, número 01, 2002.

Harvey, D (2005) . A arte como renda: globalização e transformação da cultura em commodities. In: **Desígnio: Revista de Arquitetura e do Urbanismo**. São Paulo: Annablume, n. 4, 2005

Montaner, J. M. **Depois do movimento moderno: arquitetura da segunda metade do século XX**. Barcelona: Gustavo Gili, 2001.

Paiva, R. A. (2011). **A metrópole híbrida: o papel do turismo no processo de urbanização da Região Metropolitana de Fortaleza**. Tese de Doutorado, Faculdade de Arquitetura e Urbanismo, Universidade de São Paulo, São Paulo.

Paiva, R. A. (2014). O turismo e os ícones urbanos e arquitetônicos. **Revista Brasileira de Estudos Urbanos e Regionais**, 16(1), 2014, PP. 107-123.