




**Knowledge Dynamics in the Diversification of Mass Tourism:  
Challenges for European and Mediterranean Destinations**  
The Regional Studies Association Research Network on Tourism and Regional  
Development

**The urban nature of coastal mass tourism  
destinations.  
A methodological approach from a global perspective.**

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## Index

1. Background: the role of mass coastal tourism in the development of urban space.
2. Objective: the creation of an indicators system for the analysis of mass coastal tourism destinations as urban spaces.
3. Methodology: cartographic delimitation of the urban space of the destination and statistical analysis of the tourism activity.
4. Results:
  1. Spatial delimitation of destinations
  2. Descriptive (morphological and functional) measure
5. Further analysis:
  1. Analytical indicators
  2. Complementary approaches
6. Concluding remarks: The role of mass coastal tourism as urban and economic engine.
7. References


## 1. Background

- Coastal mass tourism
  - High % of total tourism demand
  - New mobility flows
  - Development of urban spaces (Mullins, 1991 and 1994)

**3**

## 1. Background

- Coastal mass tourism destinations (Anton Clavé, 2012)
  - Urban form uniqueness
  - Attraction of new social groups as residents
  - Functional specialization as “fantasy cities”
  - Attraction of new economic and innovative activities
  - Diversification along the evolution of the Urban Life Cycle




**4**

## 1. Background

- Knowledge about coastal mass tourism destinations
  - Subject partially developed from tourism studies and neglected from urban theory
  - Importance of study cases
  - Extent of negative impact approaches
  - Lack of basic data

**New perspective:**  
Mass coastal tourism as a cultural phenomena of our consumer society that allows places to emerge with new systems of actors and new social and urban practices (Equipe MIT, 2002, 2004; see also Stock, 2003).

**New challenges:**

- Place and people identity (Terkenli, 2002).
- Regional and urban development (Camagni, 2008).
- New forms of 'urbanity' (Gonzalez Reverté, 2008).

**Main classical focus:**

- Specific history of local destinations (see, for instance, Walton, 2000 or Cirer, 2009).
- Development models (Gormsen, 1981, 1997; Miossec, 1977).
- Impact analysis (Jennings, 2004).
- Analysis of the life cycle of local and regional destinations (Butler, 2006a, 2006b or from a different perspective, Andriotis, 2006).
- Restructuring processes of mass coastal destinations (Agarwal, 2002).
- Cultural and post-structural dimensions of mass tourism in coastal destinations (Obrador Pons *et al.*, 2009).

5

## 2. Objective

✓ **To build a system of indicators adapted to the needs of interpretation of the mass coastal tourism destinations not only in terms of tourism development but also as urban places with a specific nature.**

6

### 3. Methodology

3.1. Selection of 20 global tourism destinations

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3.2. Cartographic delimitation of the urban space of the destination using GIS tools

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3.3. Statistical analysis of the tourism activity measured by collecting the available supply data

7

### 3. Methodology

3.1. Selection of 20 global tourism destinations

Three conditions to be selected;

- Favorable conditions to develop coastal tourism.
- Included as a coastal tourism top destination in Tourism Geography books, reference academic maps and online books.
- Books:

Country	Coast	Destination	Barrado, D., Calabuig, J. et al. (2001)	Mesplier, A. and Bloc-Duraffour (2000)	Crespi, M. and Planells, M. (2006)	Boniface, B. and Cooper, C. (2009)
Spain	Costa Daurada	Salou	x	x	x	x
India	West Coast	Goa				

←  
 ←

- Coastal tourism development map of Duhamel, P. and Violier, P. (2009) in his book *Tourisme et littoral: un enjeu du monde*.
- Destinations included in "World's Coasts Online" e-book.

8

### 3. Methodology

#### 3.1. Selection of 20 global tourism destinations

The selection was made through 3 conditions;

- Inclusion of the destination in the representative selection of Tour Operators Catalogues.
  - Example: selection or not of Salou and Goa destinations.

Destination	TUI + First Choice ( Leader in Germany & Great Britain)					Thomas Cook + My Travel
	Airtours	TUI	Thomson	Thomas Cook	Jetair	Thomas Cook + My Travel
Salou			x	x	x	x
Goa			x	x		

We select **Salou** because:

- It is located in a favorable climate and sea area to develop SSS tourism.
- It was included in all the tourism geography literature consulted.
- It appeared in more than the half of the Tour Operators selected.

### 3. Methodology

#### 3.1. Selection of 20 global tourism destinations

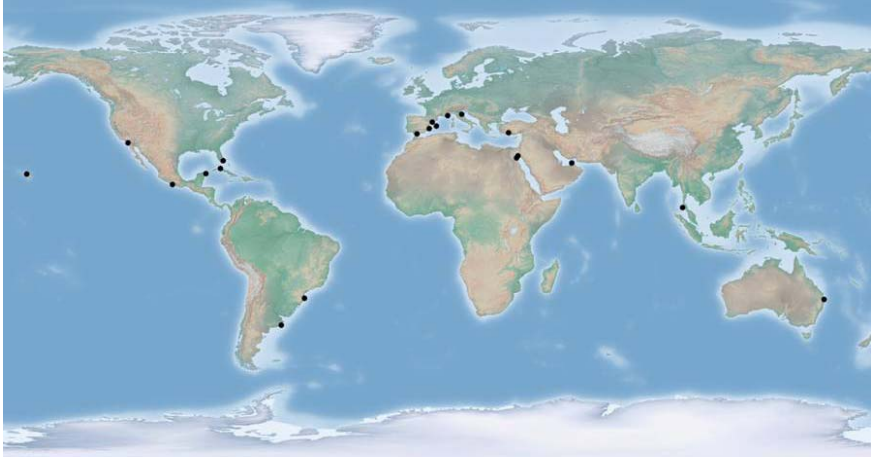
- Table with selection of the 20 final destinations

Tourism region	Region	Subregion	Destination
Western Mediterranean Europe	Emilia Romagna/Marche	Forlì-Cesena/ Ravenna/Rimini/Pasearo I Urbino	Rimini- Ravenna-Gabice Mare
	Provence-Alpes-Côte Azur	Alpes Maritimes	Nice- Villafranche-sur-Mer- Théole-sur-Mer (Côte Azur)
	Catalunya	Tarragona	Salou- Vilas-seca- Cambrils (Central Costa Daurada)
	Comunitat Valenciana	Alacant	Benidorm- Xàbia- Vila Jolosa (North Costa Balanca)
	Andalucia	Málaga	Marbella- Torremolinos-Manilva (Costa del Sol Occidental)
Eastern Mediterranean Europe and Middle East	Iles Balears	Illa de Mallorca	Palma- Calvià
	Mediterranean	Antalya	Antalya
	Red Sea	--	Hurgada
	South Sinai	--	Sharm al-Shaykh
	United Arab Emirates	Ajman/ Dubai/ Sharjah	Dubai- Sharjah
Caribbean	Florida	Broward/Miami Dade/ Palm Beach	Miami-Palm Beach
	Matanzas	Cárdenas	Varadero
South America	Quintana Roo	--	Cancún-Playa del Carmen-Tulum
	South Region	Santa Catarina	Florianópolis- Biquaçú- Palhoça
American Pacific	Buenos Aires	Interior de la provincia de Buenos Aires	Mar del Plata
	California	San Diego	San Diego
Asia Pacific	Guerrero	--	Acapulco
	South Region	Phuket	Phuket
	Queensland and New South Wales	East Coast	Gold Coast- Northern Rivers Tropical NSW
	Maui	Maui	Maui

### 3. Methodology

#### 3.2. Cartographic delimitation of the urban space of the destination using GIS tools

- Map with selection of the 20 final destinations



A world map showing 20 final destinations marked with black dots. The dots are distributed across North America, South America, Europe, Africa, Asia, and Australia.

11

### 3. Methodology

#### 3.2. Cartographic delimitation of the urban space of the destination using GIS tools

Criteria

- Distance between developed areas:
  - Compact destinations (less than 1.5 km).
  - Spatially fragmented destinations (more than de 1.5 km but less than 10 km).
- Exclusion of large areas with industrial uses in the fringe of the destination

12

## 3. Methodology

### 3.2. Cartographic delimitation of the urban space of the destination using GIS tools

#### Problems

The cartographic handicaps found during the process were:

- High range in scale analysis: from 1:5.000.000 Miami (EEUU) to 1:1.000.000 Varadero (Cuba)
- Heterogeneity in spatial resolution: different size of pixel at same high
- Diversity in administrative boundaries and between them:
  - a) Emirate / Municipality
  - b) Salou municipality (Spain) 15,1 km<sup>2</sup> / Solidaridad municipality (México) 2.27804 km<sup>2</sup>
- Diversity in imagery: antiquity (from 2006 to 2011), high of digitalization (from 2 to 4 km) and Google Earth provider
- Difficulty finding free and reliable reference maps (even in different scales)
- A lot of time spent with the digitization process on Google Earth and analyzing with ArcGIS.

13

## 3. Methodology

### 3.3. Statistical analysis of the tourism activity measured by collecting the available supply data

#### Sources

Statistical official institutes of each country, mainly:

- National and Regional Statistic Institutes and Offices,
- Census Bureaus,
- Department of Business and Professional Regulation (USA),
- Tourist Observatories, Tourism Ministries and Tourism offices

#### Types of variables

- Population and Housing Data → from the censuses information (exists for all the countries and usually comes from governmental reliable sources)
- Tourist Accommodation Data → easiest tourism data to find at the destination level. Allows, in combination with the number of non principal housing units, to estimate the tourism dimension of every destination.

14

### 3. Methodology

#### 3.3. Statistical analysis of the tourism activity measured by collecting the available supply data

##### Time and Space

- Temporal focus → the most ancient and recent data available. If there was available data between those years, a regular selection was also made (every 10 years for instance).
- Spatial focus → data gathered at local level as well as at subregional and regional level to compare “local areas” with the subregion and region they belong to.

##### Problems

- Difficulties in the availability of the information (period, scale and defined variables)
- Difficulties to identify administrative divisions of each country and to correlate administrative areas with tourism destinations
- Heterogeneity of accommodation typologies categories in each destination
- Different measure units of the tourist supply data (establishments/rooms/bed spaces).

**15**

### 4. Results

#### 4.1. Spatial delimitation of destination.

#### 4.2. Descriptive measures.

	Developed area (km <sup>2</sup> )								
	Total of the urbanized zone	Residential area		Non residential area				Total	%
		Total	%	Industrial	Port	Airport	Total		
Sábia - Vila Rica - Curitiba	95,60	39,24	30,02	2,07	0,12	-	2,19	6,10	
Rio de Janeiro - Ilha de Itaipua	93,55	74,32	79,77	15,73	0,42	2,37	19,17	20,5	

	Coastline (km)							
	Developed coastline			Non developed coastline			Total beach coastline	Total non beach coastline
	With beach	Without beach	Total	With beach	Without beach	Total		
Sábia - Vila Rica - Curitiba	84,64	15,74	17,00	-	-	-	84,64	6,72
Rio de Janeiro - Ilha de Itaipua	56,71	2,32	74,03	-	-	-	56,71	1,32

	Urban occupation of the coast (km <sup>2</sup> )					
	Total surface within 500 m from the coastline	Developed area within 500 m from the coastline	Residential area		Non residential area	
			Area	%	Area	%
Sábia - Vila Rica - Curitiba	18,20	11,41	11,25	61,81	1,16	0,87
Rio de Janeiro - Ilha de Itaipua	26,86	17,79	17,08	64,79	0,7	2,68

Compactation index	
Sábia - Vila Rica - Curitiba	0,09
Rio de Janeiro - Ilha de Itaipua	0,16

**16**



## 4. Results (descriptive measures)

### Functional Specialization

Destinations	Functional Specialization Indicators			Specialization (SHR-LFR)	Tourist Function (TFR)
	SHR	LFR	TFR		
Salou-Vila-seca-Cambrils (Central Costa Daurada)	349,03	104,09	453,41	Residential	Highest
<b>Benidorm- Xàbia- Vila Jolosa (North Costa Blanca)</b>	<b>198,67</b>	<b>68,83</b>	<b>266,41</b>	<b>Residential</b>	<b>High</b>
Rimini- Ravenna-Gabicce Mare	50,77	72,4	123,17	Residential & Hotel	High
<b>Mar del Plata</b>	<b>62,8</b>	<b>10,08</b>	<b>62,88</b>	<b>Residential</b>	<b>Medium</b>
<b>Gold Coast- Northern Rivers Tropical NSW</b>	<b>16,94</b>	<b>14,07</b>	<b>31,01</b>	<b>Residential &amp; Hotel</b>	<b>Medium</b>
<b>San Diego</b>	<b>8,81</b>	<b>4,21</b>	<b>13,02</b>	<b>Residential &amp; Hotel</b>	<b>Low</b>

SHFR: Second Homes Function Rate; LFR: Lodging Function Rate; TFR: Tourist Function Rate

17

## 5. Further Analysis

- **Analytical Indicators (in progress):**
  - **Density.** Used to measure the intensity of urban-tourism development process on destinations.
  - **Land occupancy.** Used to measure the impact of tourism urbanization on the natural coastal environment.
  - **Linearity.** Used to measure the relationships between tourism and coastal development.
  - **Concentration.** Used to measure the urban and tourist concentration in the main tourism resort of each destination total area.
  - **Productivity.** Used to measure the relationship between tourism capacity and the surface of the basic resource (beaches)

### Some indicator examples

- ✓ Gross Tourism Density (tourist units/km<sup>2</sup> total urban land use)
- ✓ Net Tourism Density (tourist units/ Km<sup>2</sup> total residential, tourism and commercial land uses)
- ✓ Tourism Beach Pressure (tourist units/Total urban beach surface)
- ✓ Gross Tourism Productivity (tourist units/ 500m from coast)

18

## 5. Further Analysis

- **Complementary approaches (in progress):**
  - Build a multi-scale morphological inventory of urban developments in mass coastal destinations.
  - Analyze surface trends in the urban density of mass coastal destinations.
  - Identify location trends of tourism accommodation establishments.
  - Study the location of other economic functions and innovation activities in mass coastal destinations.
  - Analyze the evolution of the tourism districts.
  - Study specific matters such as policy and governance and demographic and social issues.
  - Develop a typology of mass coastal tourism considering the set of complex indicators.
  - Build a multi-scale morphological inventory of urban developments in mass coastal destinations.

19

## 6. Concluding remarks

The geographical spread and generalisation of mass coastal destinations allow linking mass coastal tourism to the creation of urban space. Nevertheless...

... **there is a gap between the urban and regional importance of mass tourism destinations and the concepts, tools and data that researchers, planners and other stakeholders have to understand and analyze.**

20

## 6. Concluding remarks

This paper addressed the challenge of building a system of indicators on different scales adapted to the needs of interpretation of the mass coastal tourism destinations as urban places with a specific nature. This enables...

**... to perform comparative analysis under homogeneous theoretical, epistemological and methodological assumptions on the urban reality of coastal mass tourism destinations.**

21

## 6. Concluding remarks

**This paper focuses on the following achievements:**

- Selection and spatial delimitation of 20 worldwide leading coastal tourism destinations.
- Design of a methodology of analysis based on the cartographic measurement of the urban space of each destination using GIS tools and the statistical analysis of the tourist activity measured using available supply data.
- Development of an urban and tourism database for the analysis and interpretation of coastal mass tourism destinations.

22

## 6. Concluding remarks

Further analysis are planned in order to:

- **Develop a set of complex indicators about urban development in mass coastal tourism destinations.**
- **Build a new typology of tourist destinations considering their urban nature.**
- **Study and understand the role of mass coastal tourism as urban and economic engine.**

23

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24

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