

Torremolinos, analysis of hotel and urban change in a mature seaside destination



Fernando Almeida
Rafael Cortés
Marian Peláez
Antonia Balbuena

University of Málaga, Spain

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UNIVERSIDAD
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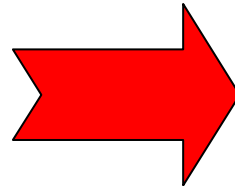
DEPARTAMENTO DE GEOGRAFÍA

OBJETIVES

Study of the implementation of the hotels and their relationship to urban system

Analysis of changes in land use in Torremolinos (1957-2007)

Identification of hotel groups (clusters)



hotel distribution model in the destination

METHODOLOGY

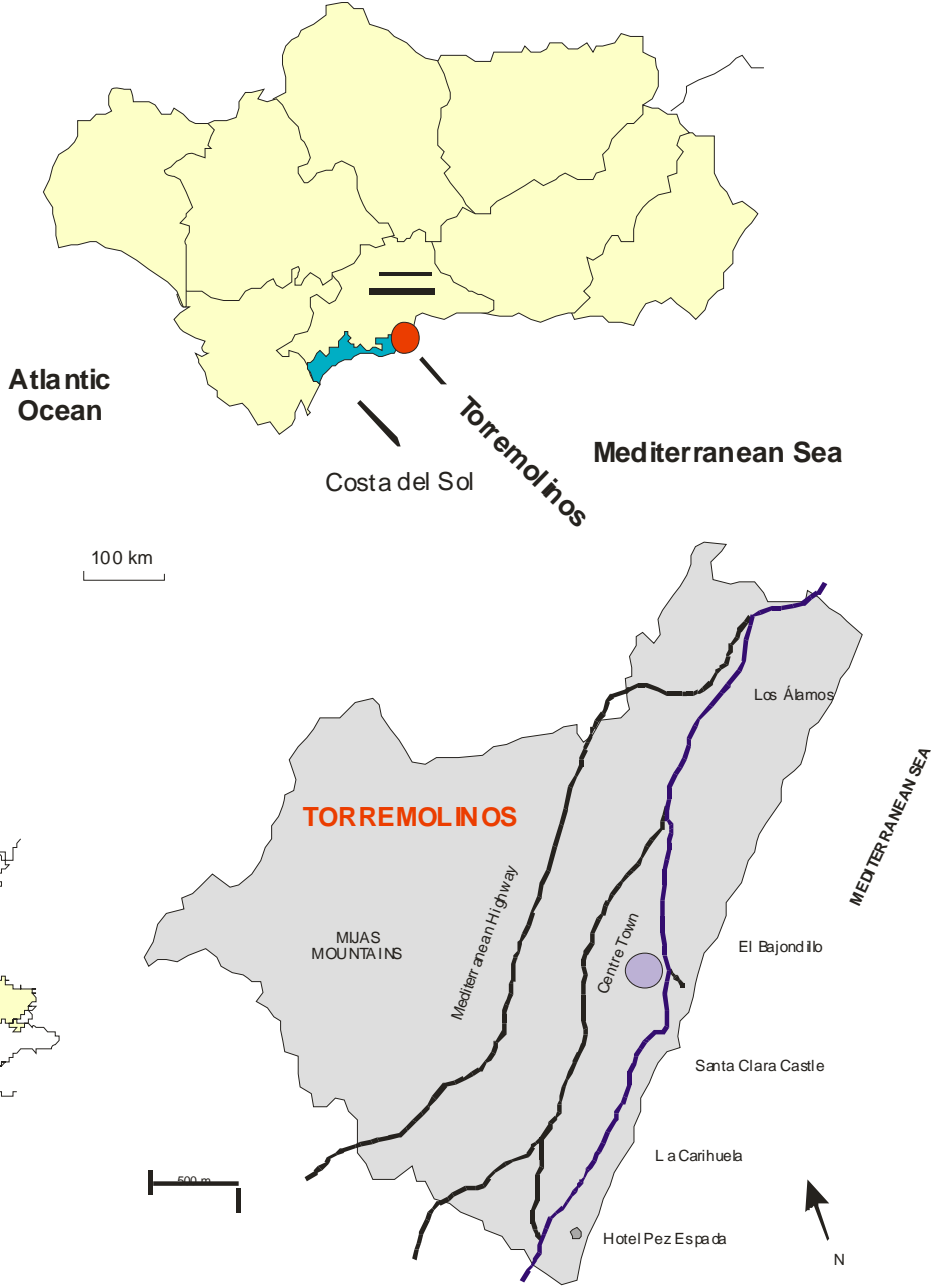
We generated evolutionary urban growth mapping and geolocation of the hotel supply. Data base.

Analysis of aerial photographs (1957, 1977, 1999 and 2007) (land use, Corine Land Cover) and digitalisation of the areas occupied by hotels and facilities. ArcGIS Programme

Statistical analysis. Cluster analysis. SPSS.v.19.

LOCALIZATION

Andalusia



Torremolinos characteristics

- A. Mature destination**
- B. Important hotel supply (17,563 beds places) and 15.000 beds in other type of tourism accommodation**
- C. Importance of non-formal offer (54 351 bed places)**
- D. Hotel occupancy rates similar to Spanish mature destinations (73,8 % in 2013)**
- E. Progressive increase in hotel quality**

Torremolinos characteristics

Introduction

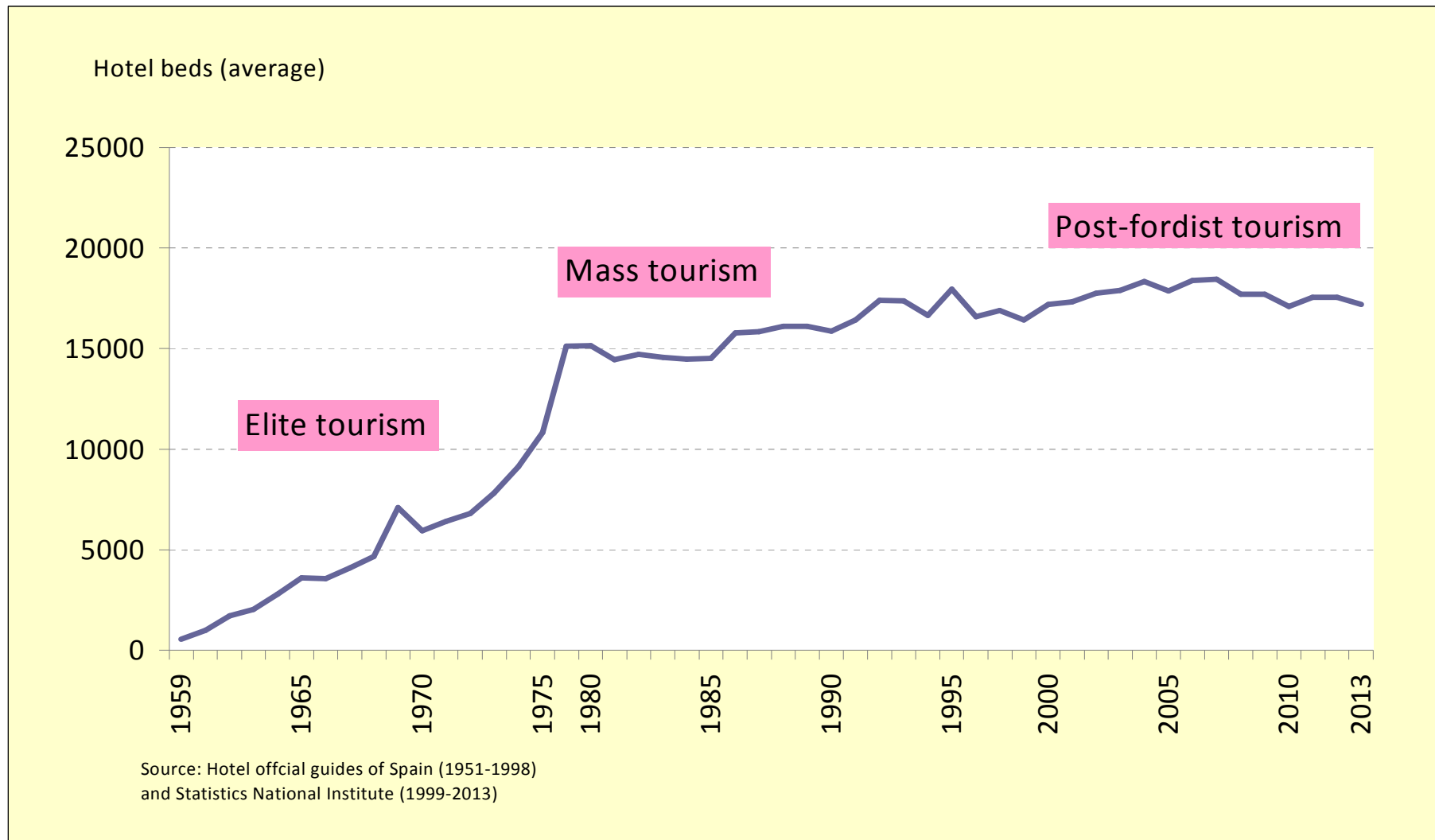
The city of Torremolinos was one of the pioneering spaces in the implementation of mass tourism of sun and beach on the Costa del Sol, Spain. The town of Torremolinos in 2014 had a population of 67,353 inhabitants, an area of 19.8 km². The city is located in the province of Malaga in the Costa del Sol.

The objectives of this study are approaching the study of the implementation of the hotels in Torremolinos and its integration into the urban system of the municipality. The changes in land use are analyzed during the fifty years of the study. We aim to characterize the urban-regional model generated by the hotel implantation as singular element Torremolinos growth

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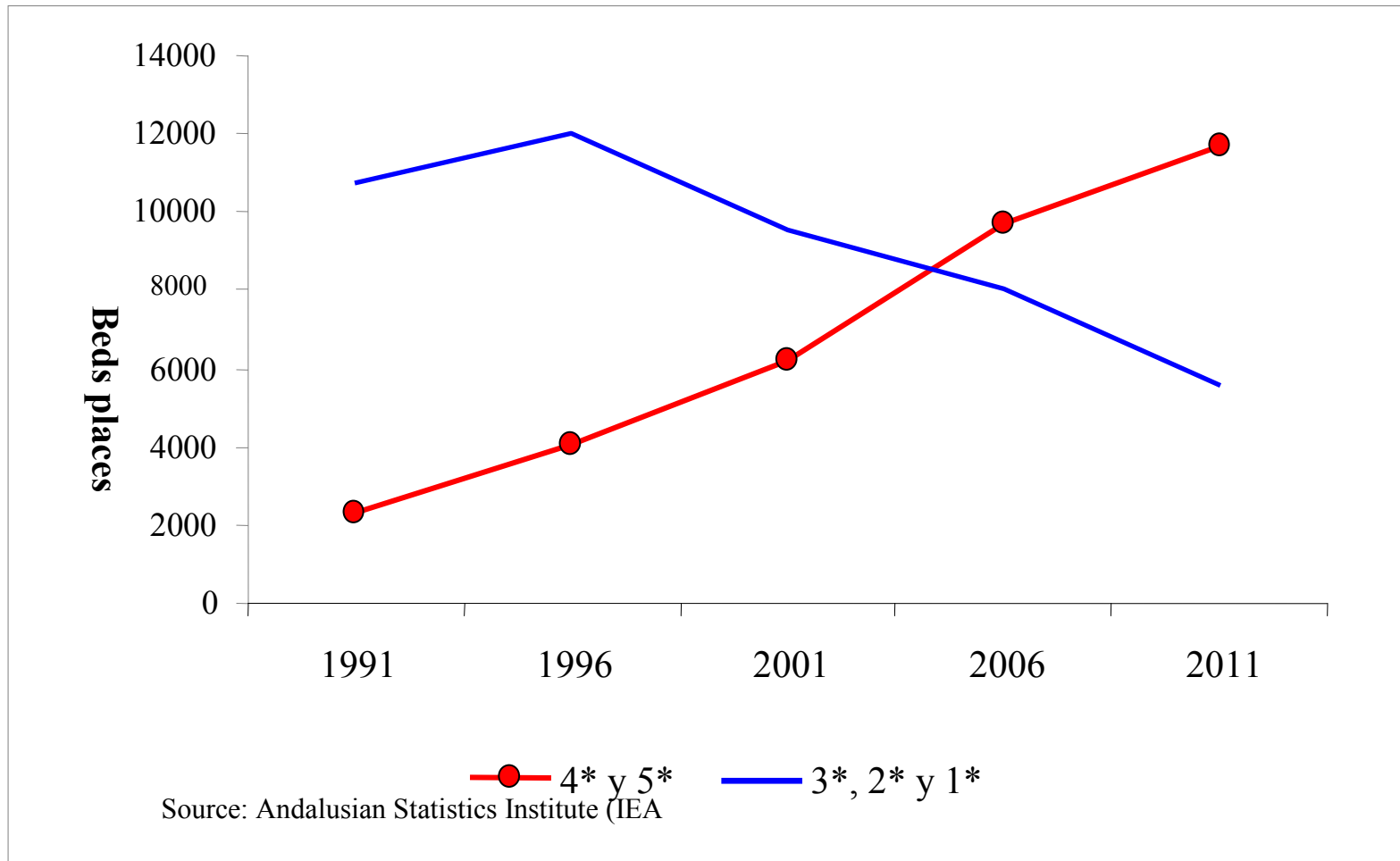
ANALYSIS

Evolution of hotel supply of Torremolinos

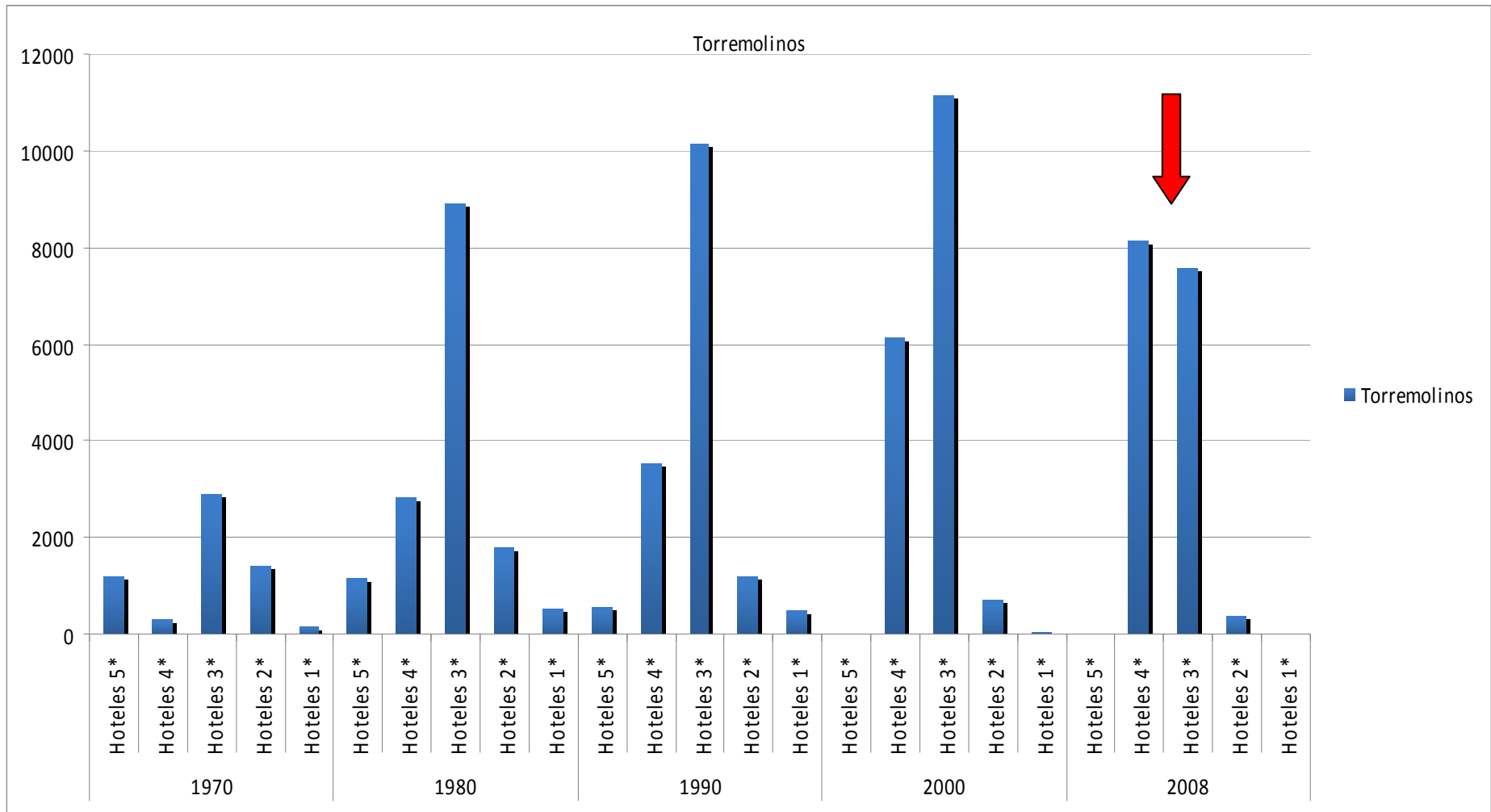


Evolution of hotel supply of Torremolinos

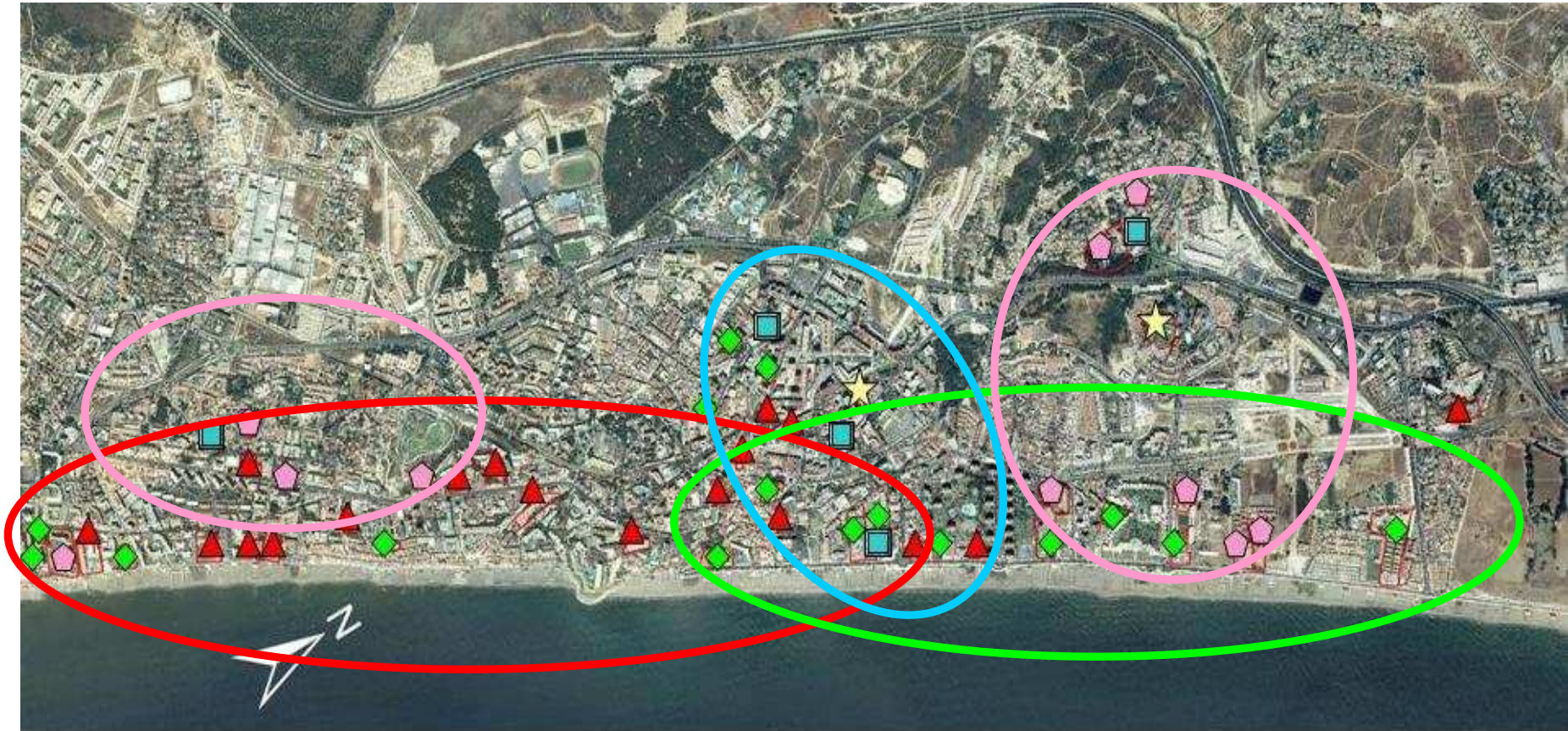
Hotel supply by categories 1991-2011



Evolution of hotel categories of Torremolinos



Localization of hotels by year



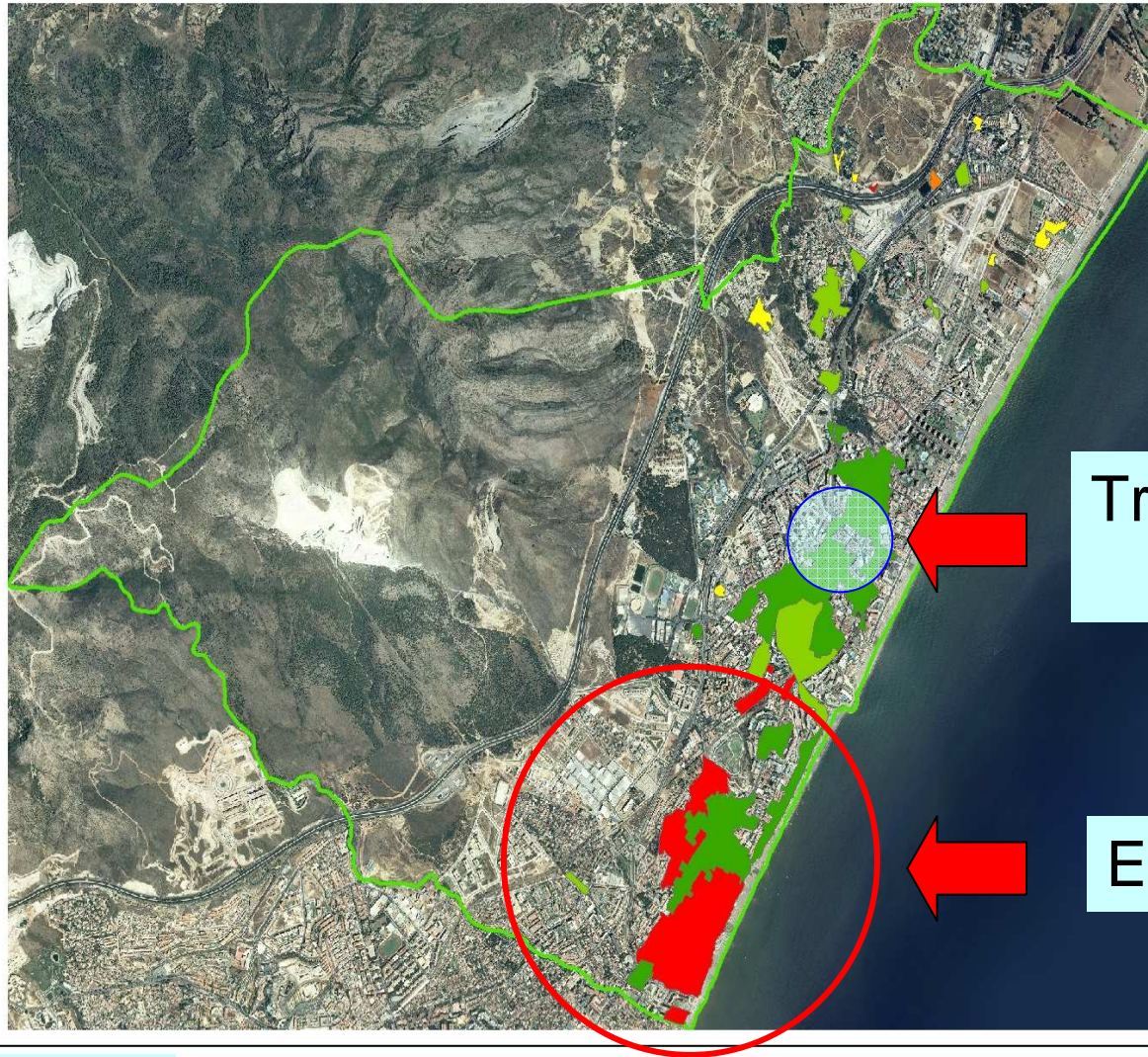
Source: Hotel registration and own elaboration

500 m.

Hotels by years of opening



Land use changes in Torremolinos (1957)



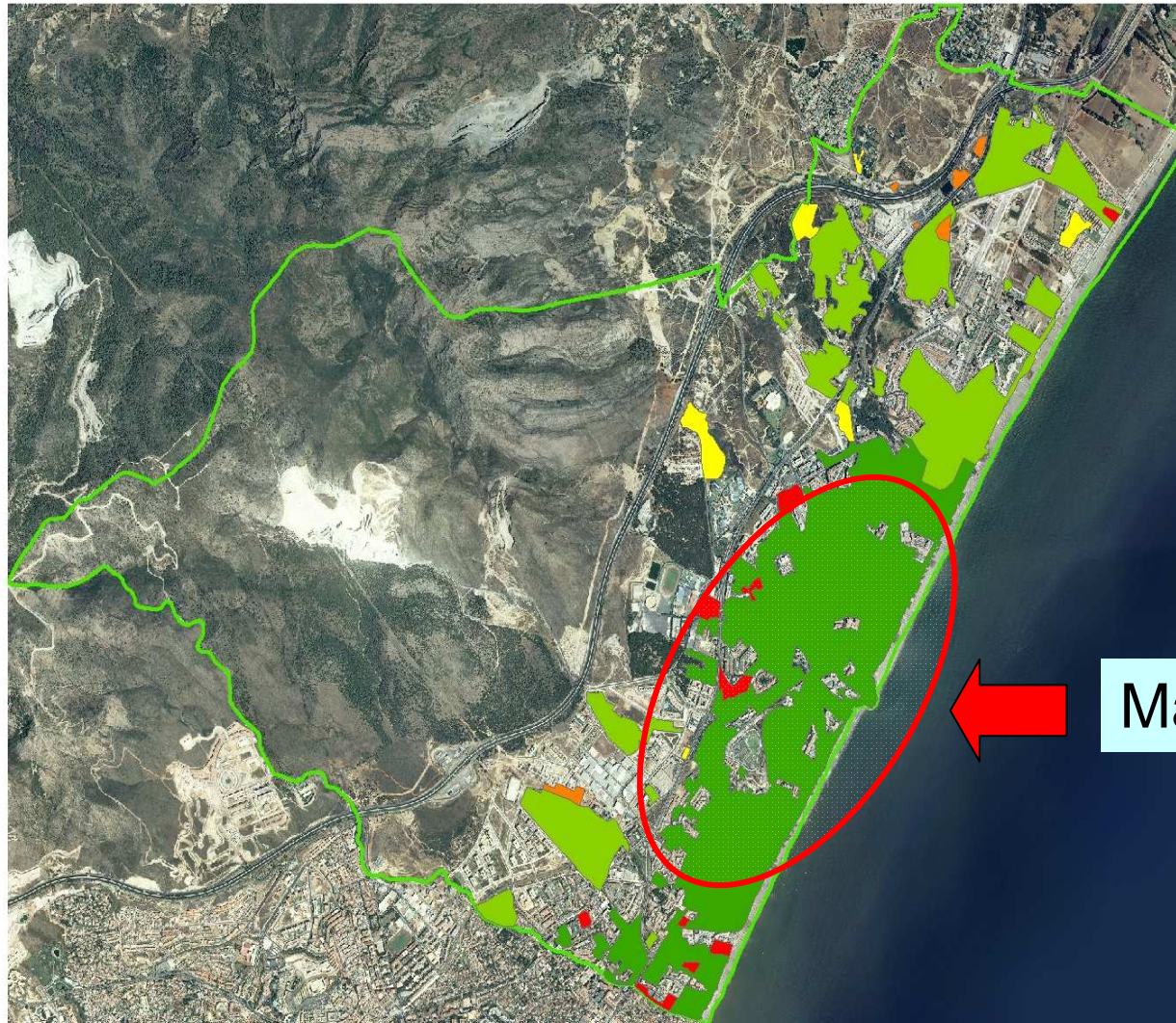
Tradicional
village

Elite Tourism

Source: Geographies
of the crisis (R+D+i)
(CSO2012-30840)

ARTIFICIAL SURFACES					
111	CONTINUOUS URBAN	117	COUNTRY AREAS	155	AREA IN TRANSFORMATION
115	HOUSING AREAS	121	INDUSTRIAL OR COMMERCIAL UNITS		

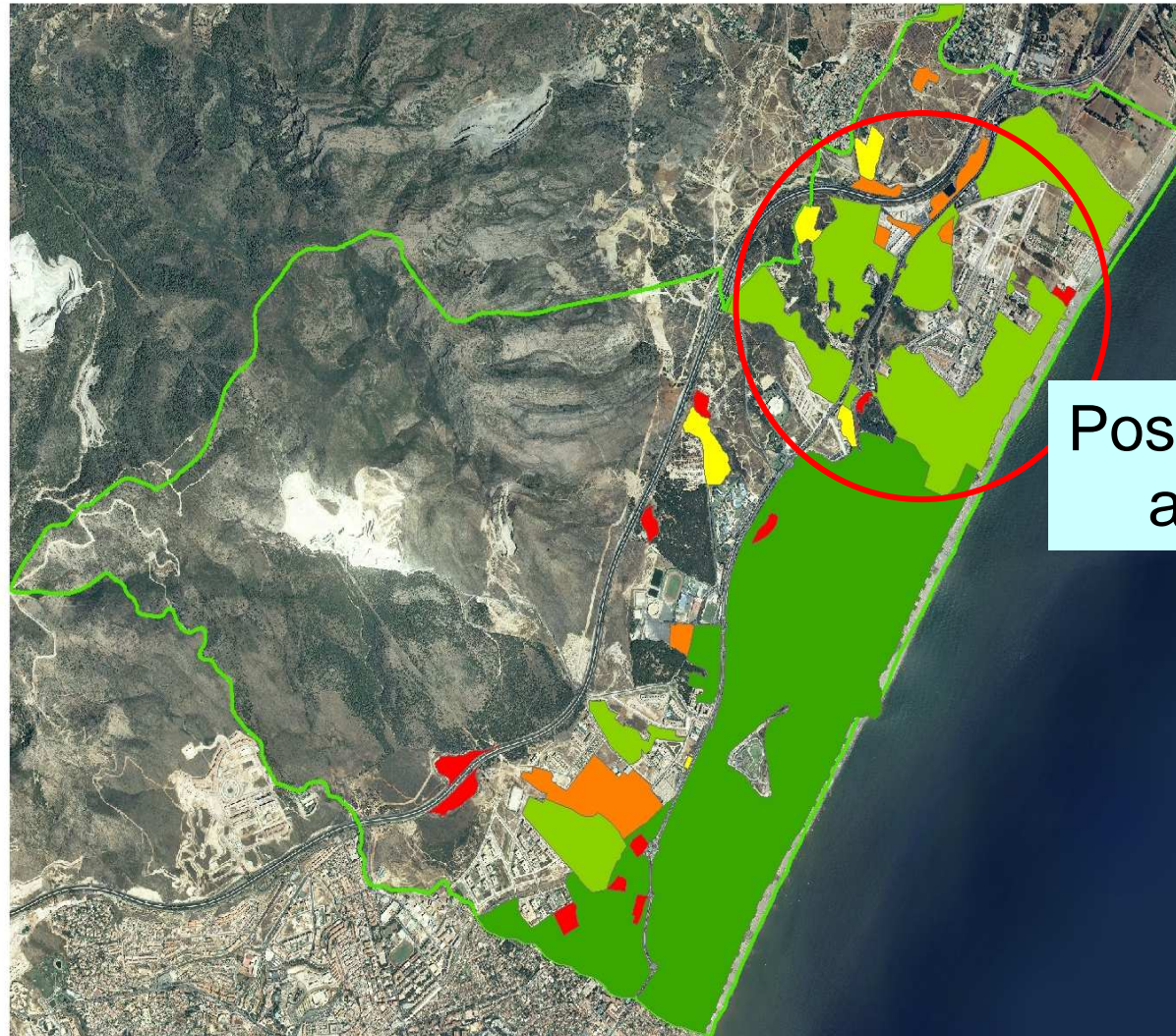
Land use changes in Torremolinos (1977)



Source: Geographies of the crisis (R+D+i) (CSO2012-30840)






ARTIFICIAL SURFACES					
111,	CONTINUOUS URBAN	117	COUNTRY AREAS	155,	AREA IN TRANSFORMATION
115,	HOUSING AREAS	121	INDUSTRIAL OR COMMERCIAL UNITS		

Land use changes in Torremolinos (1999)

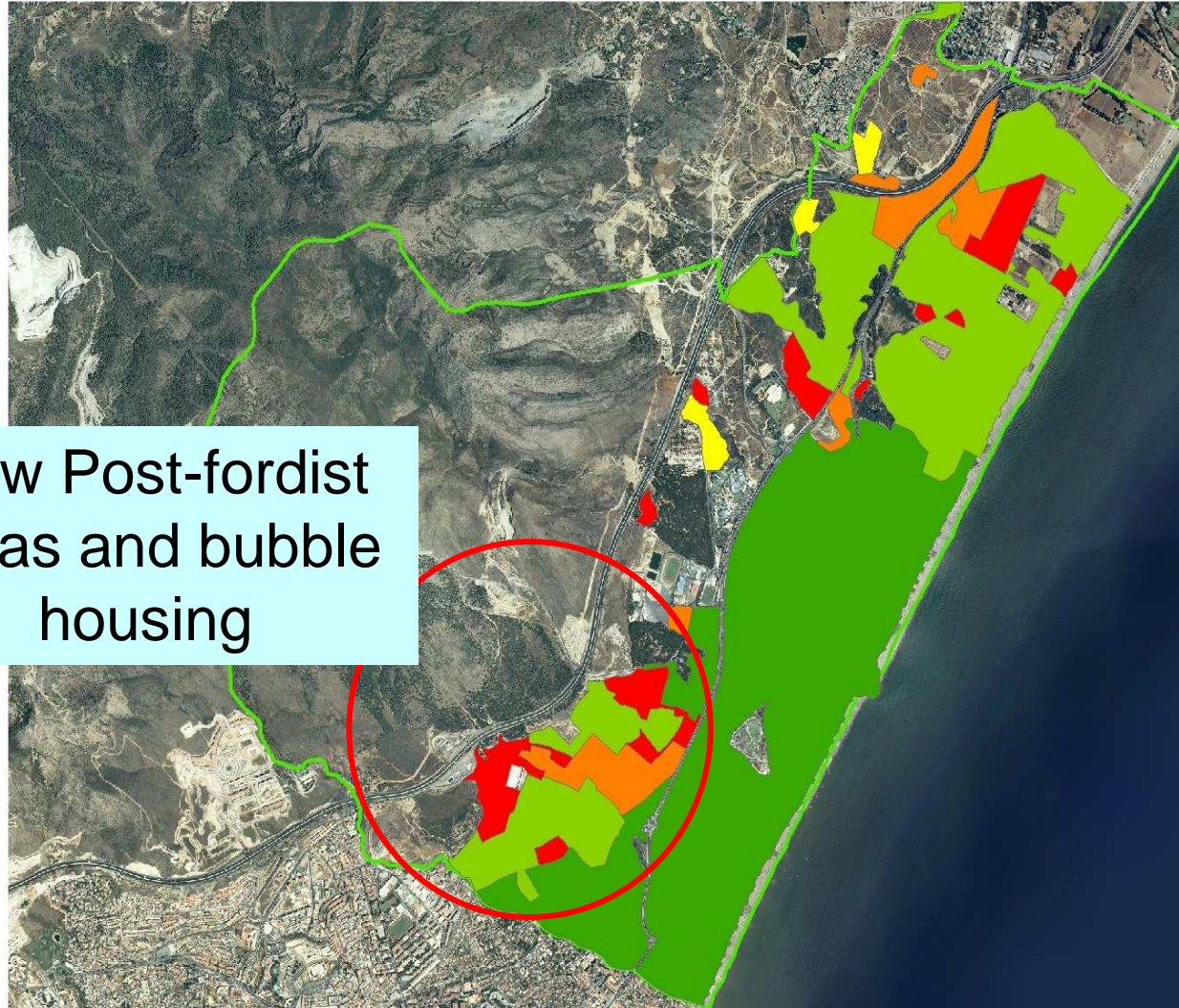


Post-fordist
areas

Source: Geographies
of the crisis (R+D+i)
(CSO2012-30840)

ARTIFICIAL SURFACES								
	111,	CONTINUOUS URBAN		117,	COUNTRY AREAS		155,	AREA IN TRANSFORMATION
	115,	HOUSING AREAS		121,	INDUSTRIAL OR COMMERCIAL UNITS			






Land use changes in Torremolinos (2007)



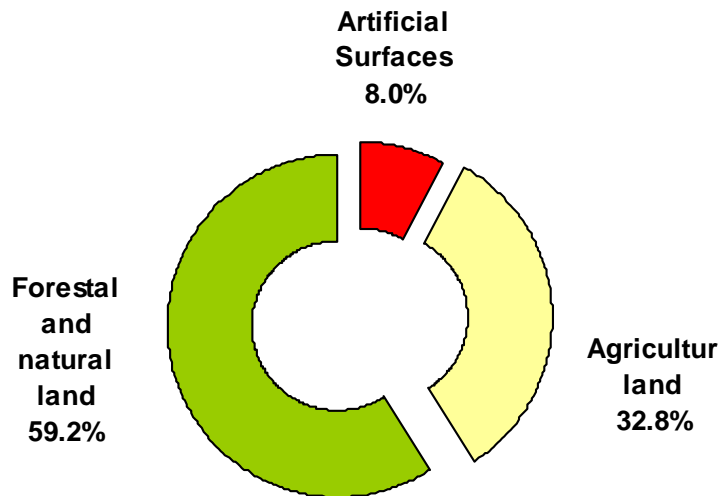
New Post-fordist
areas and bubble
housing

Source: Geographies
of the crisis (R+D+i)
(CSO2012-30840)

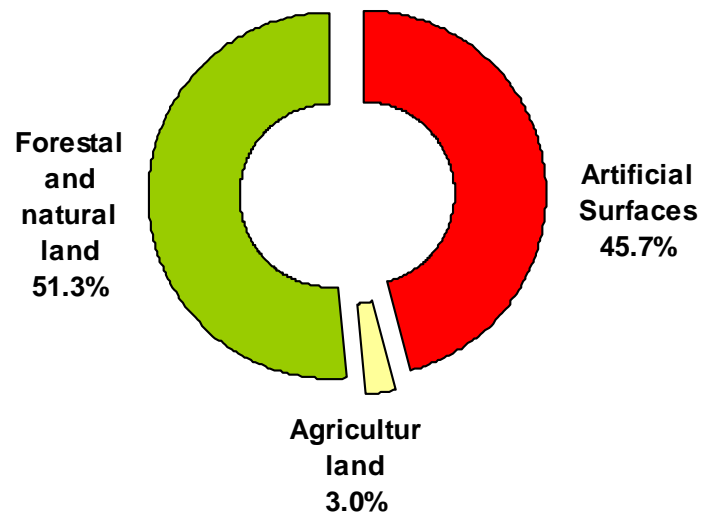
ARTIFICIAL SURFACES

	111, CONTINUOUS URBAN		117, COUNTRY AREAS		155, AREA IN TRANSFORMATION
	115, HOUSING AREAS		121, INDUSTRIAL OR COMMERCIAL UNITS		

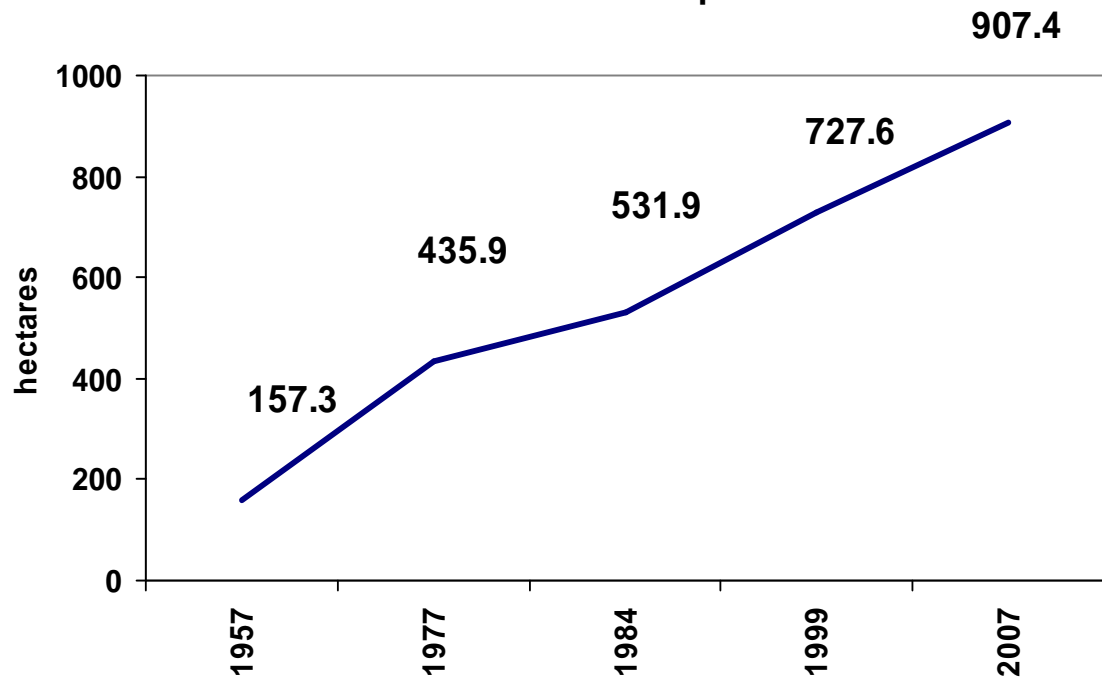
Land uses in Torremolinos (1957)



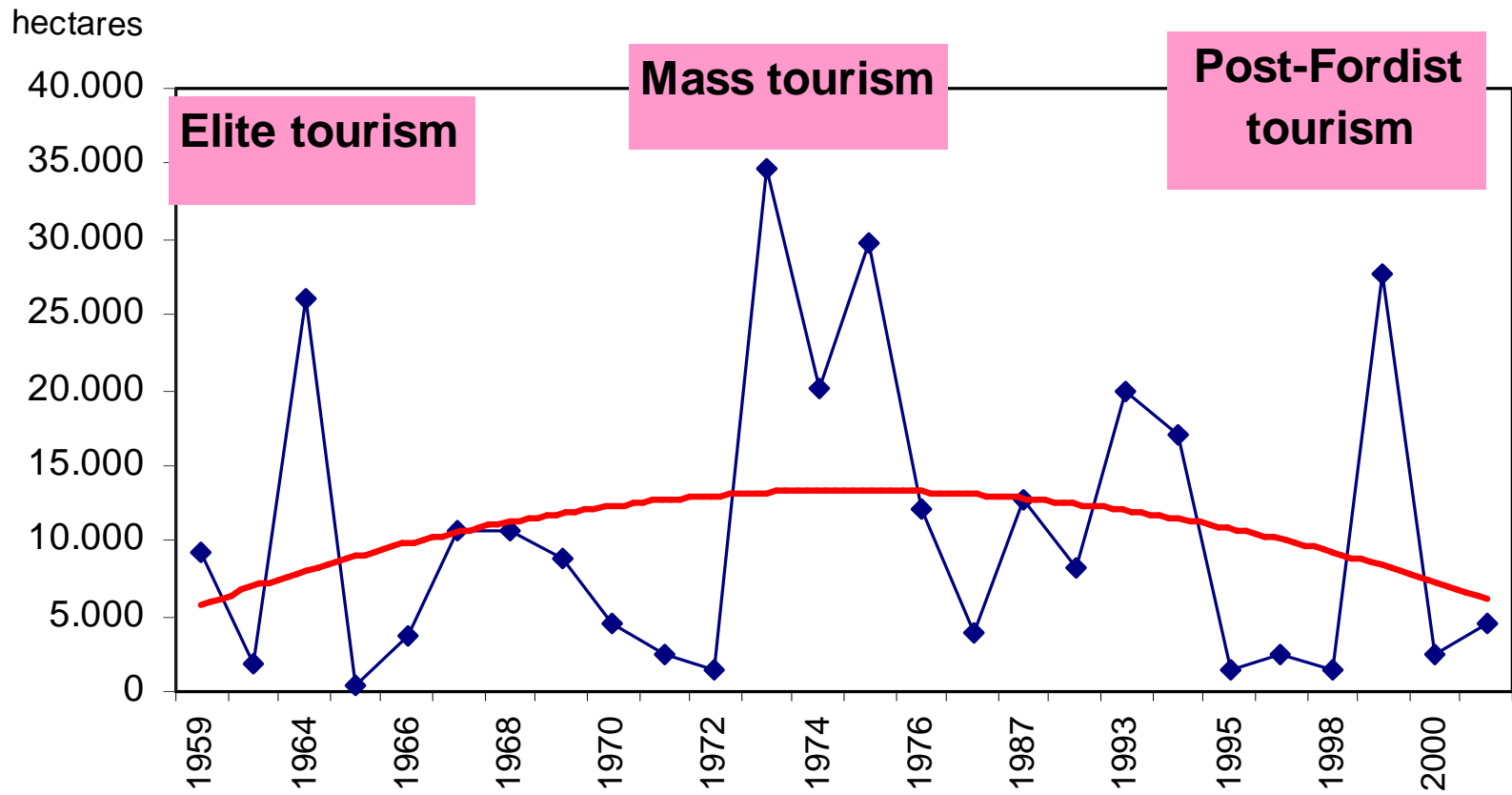
Land uses in Torremolinos (2007)



Evolution of artificial superface



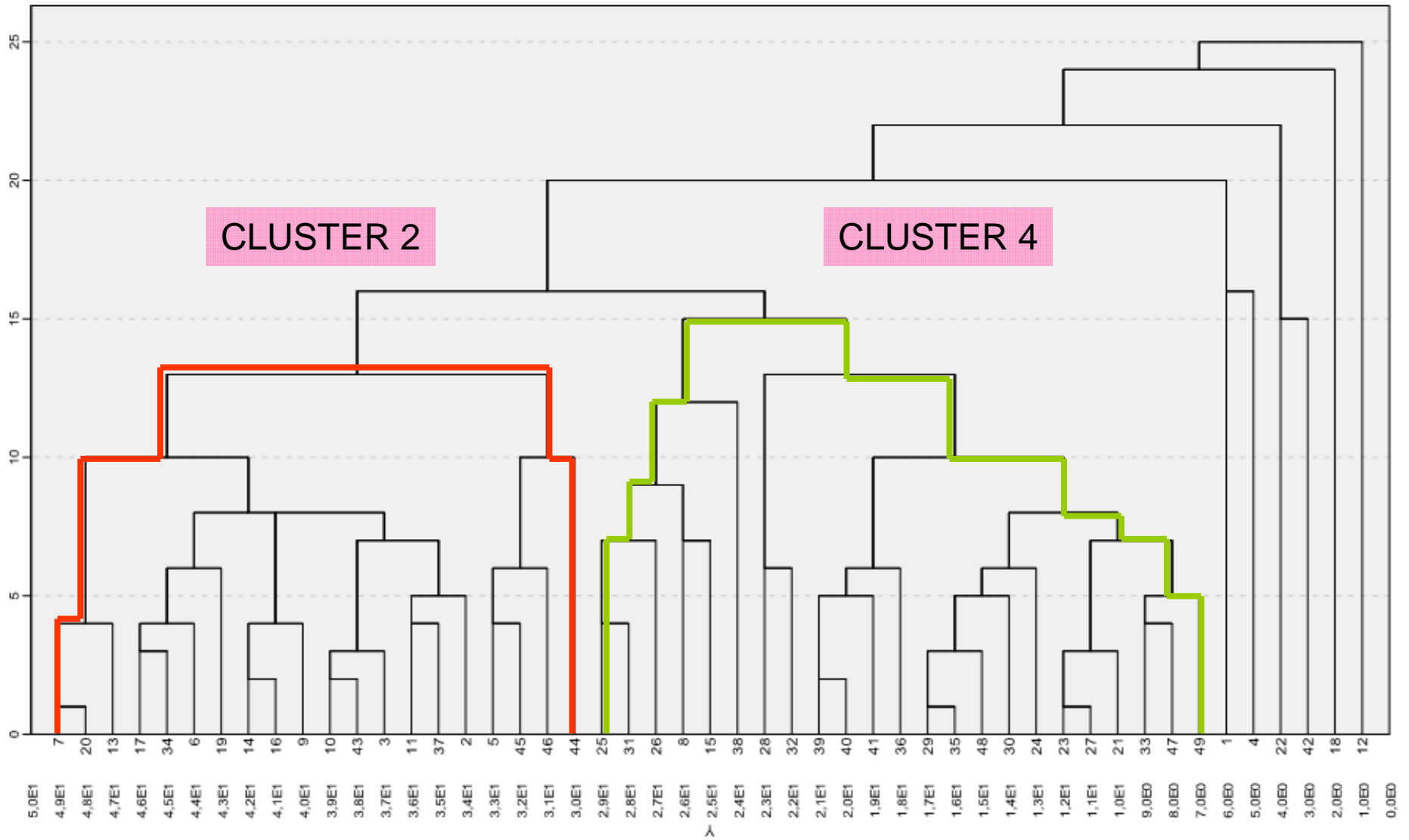
Extension of the plot of hotels per year. Torremolinos



Source: Own elaboration

Dendrogram using average linkage (between group)

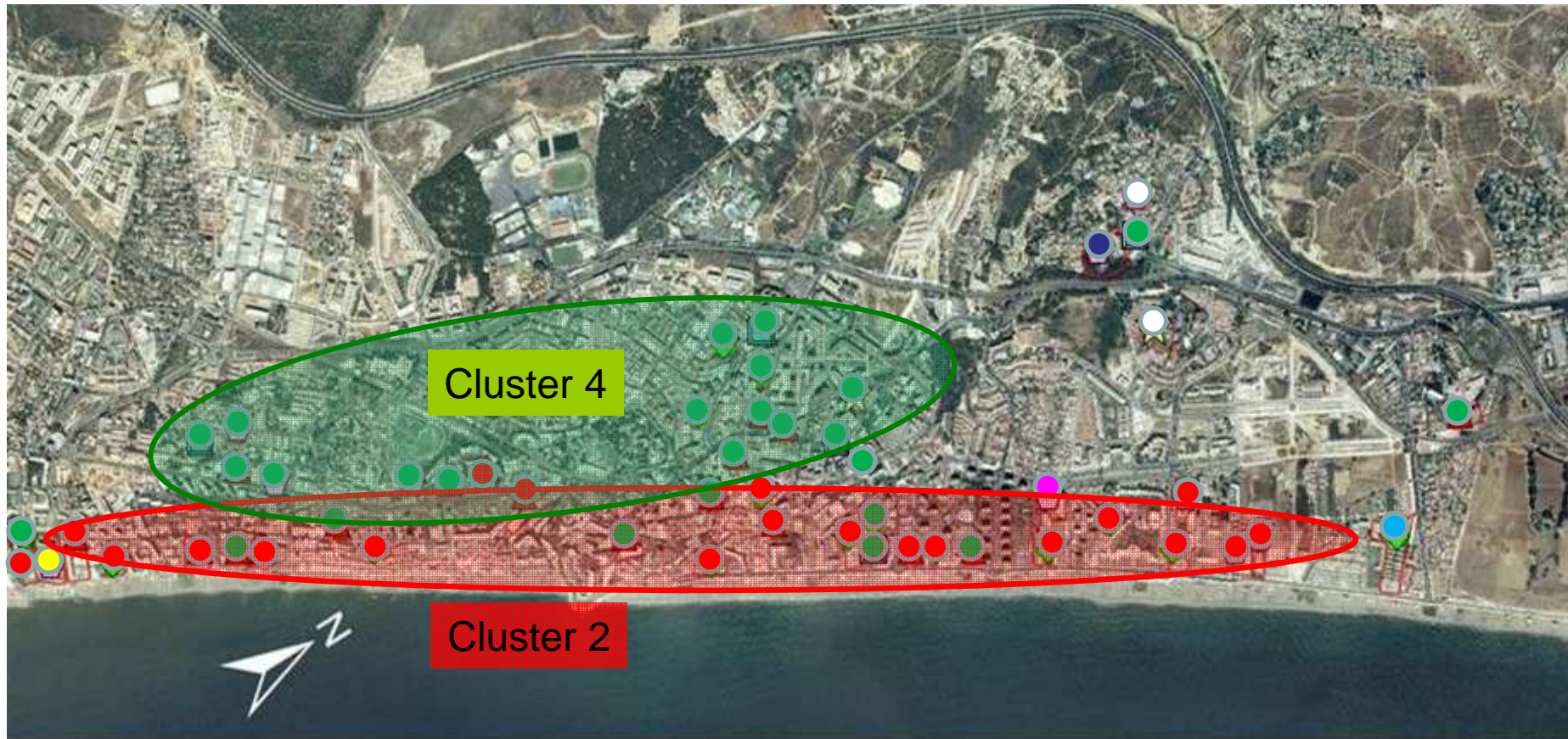
Combination of distance clusters rescaled



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RESULTS

Hotel Clusters of Torremolinos



Source: Geographies of the crisis
(R+D+i) (CSO2012-30840)

500 m.

- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4
- Cluster 5
- Cluster 6
- Cluster 7

Hotel Clusters of Torremolinos

	Categories (stars)	Area (sq.m)	Bed places	Distance beach	Price (€) (Double room)	Hotel age (years)	Hotel Number
Cluster 2 1 st Beach Line	Most of them 4*	6,890.8	552.3	156.5	164.1	39.4	20
Cluster 4 2 nd Beach Line	Most of them 3 and 2*	2,162.2	237.0	414.1	104.8	38.2	23
Mini-Clusters (1,3,5,6 and 7)	Wide range	16,325.8	668.4	509.5	133.7	27.9	6
Average/ Total	3.5*	6,046.6	436.6	348.6	140.8	39.1	49

RESULTS

A. Torremolinos hotels have acted as factors of urban growth

B. Hotels have followed a localization strategies. They have moved from the center of the destination to the beachfront and from there to the 2nd and 3rd beach line.

C. Hotels have increased the plot size to reduce operating costs, increase the supply of beds and adapt to increasing size of aircraft. It is a strategy focus the mass tourism.

D. Cluster analysis identified two main groups of hotels:

Group 2: 1st line beach, 4*, higher prices, large plot, big hotels (average 300 rooms) and belong to large hotel chains

Group 4: 2nd beach, 3-2*, lower price, an average 120 rooms, less plot, less large hotel chains and wide range of services.

CONCLUSIONS

- A. Strong urban development process: 45.7% municipality is build (2007).**

- B. Hotels are urban pieces that create city as old factories or shopping malls. Second tourism house is an urban compactor.**

- C. Hotels competitiveness is linked to improving these environments not only improve prices or promotion. Hotel competitiveness depends on the situation of the destination.**