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

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**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

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
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

Source: Andalusian Statistics Institute (IEA)
Evolution of hotel categories of Torremolinos

![Graph showing the evolution of hotel categories in Torremolinos from 1970 to 2008. The x-axis represents the years, with specific categories of hotels shown on the y-axis. The graph indicates a significant increase in the number of 5-star hotels between 2000 and 2008.]
Localization of hotels by year

Source: Hotel registration and own elaboration

Hotels by years of opening
- ▲ 1969-1969
- ▲ 1970-1979
- ▲ 1980-1989
- ▲ 1990-2000
- ▲ 2001-2010
Land use changes in Torremolinos (1957)

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

Tradicional village

Elite Tourism

ARTIFICIAL SURFACES

111 CONTINUOUS URBAN HOUSING AREAS
117 COUNTRY AREAS
121 INDUSTRIAL OR COMMERCIAL UNITS
155 AREA IN TRANSFORMATION
Land use changes in Torremolinos (1977)

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

Mass Tourism
Land use changes in Torremolinos (1999)

Source: Geographies of the crisis (R+D+i) (CSO2012-30840)
### Land use changes in Torremolinos (2007)

**AREA IN TRANSFORMATION**

<table>
<thead>
<tr>
<th>COUNTRY AREAS</th>
<th>INDUSTRIAL OR COMMERCIAL UNITS</th>
</tr>
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<td><strong>AREA IN TRANSFORMATION</strong></td>
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New Post-fordist areas and bubble housing

Source: Geographies of the crisis (R+D+i) (CSO2012-30840)
The evolution of artificial surfaces in Torremolinos is illustrated over a period of 50 years. Initially, in 1957, artificial surfaces accounted for 8.0% of the land use, primarily agricultural land (32.8%) and forestal and natural land (59.2%). By 2007, the percentage of artificial surfaces had significantly increased to 45.7%, with forestal and natural land decreasing to 51.3% and agricultural land to 3.0%.

The graph visually represents the increase in artificial surfaces from 157.3 hectares in 1957 to 727.6 hectares in 2007, highlighting the rapid urbanization trend in this period.
Extension of the plot of hotels per year. Torremolinos

Source: Own elaboration
Dendogram using average linkage (between group)
Combination of distance clusters rescaled

CLUSTER 2

CLUSTER 4
Results
## Hotel Clusters of Torremolinos

<table>
<thead>
<tr>
<th>Cluster 2 1st Beach Line</th>
<th>Categories (stars)</th>
<th>Area (sq.m)</th>
<th>Bed places</th>
<th>Distance beach</th>
<th>Price (€) (Double room)</th>
<th>Hotel age (years)</th>
<th>Hotel Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most of them 4*</td>
<td>6,890.8</td>
<td>552.3</td>
<td>156.5</td>
<td>164.1</td>
<td>39.4</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

| Cluster 4 2nd 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 |
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.