The mirage of residential tourism A mistaken concept, form arguments
1. About Tourism and Residence

- **TRAVEL**
  - TOURIST
    - Seek for experiences
    - **UNIQUE ATTRACTORS**

- **TOURISM**
- **RESIDENTIAL**
  - **HOLIDAYMAKER**
    - Breakdown of routines
    - **AFFORDABLE ATTRACTORS**

  - **RETIRED RESIDENT**
    - Redefinition of everyday life
    - **ADVANTAGES OVER ITS ORIGIN**

**THE MIRAGE OF RESIDENTIAL TOURISM**

1. About Tourism and Residence
2. A Model for Long-Term Tourism
3. From Exception to Comfort: A Non-Touristic Territory

6th Conference of the International Forum on Urbanism (IFoU) TOURBANISM Barcelona, January 2012. PEPE BRU
1. About Tourism and Residence

TOURISM
The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
World Tourism Organization Ottawa Conference 1991

RESIDENTIAL TOURISM
Economic activity focused on the construction, promotion and sale of property that conform the extra-hotel sector, used by its owners as a holiday accommodation or residence, either permanently or semi-permanently, away from their usual residence.
Tomás MAZON y Antonio ALEDO: "Turismo residencial y cambio social", 2005
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**Sociological approach:** *Residential tourism is a fact because “residential tourists” behave differently from host society members.*

**DO THEY BEHAVE LIKE TOURISTS?**
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**Sociological approach:** Residential tourism is a fact because “residential tourists” behave differently from host society members.

**Economical approach:** Residential tourism is a fact because there is a supply consumed: touristic housing.

**IS THAT HOUSING TOURISTIC?**

"It is the meaning and use given to a house, and not its location or the uniqueness of the construction, what defines it as potentially touristic. In this sense, it is worth saying that, objectively, all private houses can be considered touristic, even if only their users can give them this role”

*J.CALLEJO et al.: “Transformaciones de la demanda turística española”, 2004*
RESIDENTIAL TOURISM

Physical approach: Sun & Beach residential tourism could be considered a touristic reality if the form that it builds is specific for the development of a lifestyle based on nature and leisure time enjoyment.
1. About Tourism and Residence
The Mehari Concept

“Even though an object may be objectively uncomfortable for a standard use, it may serve better than others for a touristic use, as long as it allows its users to enjoy a different lifestyle.”
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2. A Model for Long-Term Tourism:
Case study. Costa Blanca
2. A Model for Long-Term Tourism

A. CITN MANGA DEL MAR MENOR
   San Javier / Cartagena
   A. Bonet Castellana. 1961-75

B. CITN DEHESA DE CAMPOAMOR
   Orihuela
   A. Orts Orts. 1963-73

C. CITN LA ZENIA
   Orihuela
   L. Rodríguez. 1968

D. CITN SANTA POLA DEL ESTE
   Santa Pola
   A. Orts Orts. 1965

E. PP URBANOVA
   Alicante
   J.A. García Solera. 1969

F. PG PLAYA DE SAN JUAN
   Alicante
   J. Guardiola Gaya. 1959

G. PP LA CALA
   Villajoyosa
   J.A. García Solera. 1974

H. PP LA MANZANERA
   Calpe
   R. Bofill Leví. 1966-85

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2. A Model for Long-Term Tourism:

**HOUSE** Accommodation unit adapted to lodge the tourist during their extended holiday period

**Existenzminimum**
Walter Gropius
1929

**Tourismusminimum**
Antonio Bonet Castellana
1963. Apartamentos Malaret

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HOUSE Accommodation unit adapted to lodge the tourist during their extended holiday period

Ricardo Bofill
1968. La Muralla Roja

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Accommodation unit adapted to lodge the tourist during their extended holiday period

Hotel Don Pancho
Maralic
Raspeig
Vistahermosa
2. A Model for Long-Term Tourism:

BUILDING Sum of housing units and open spaces that form the tourist’s residential complex

ANTONIO BONET CASTELLANA
La Ricarda. 1959
La Manga. 1961

RICARDO BOFILL
La Manzanera. 1966
2. A Model for Long-Term Tourism:

BUILDING Sum of housing units and open spaces that form the tourist’s residential complex
2. A Model for Long-Term Tourism:

CITY Place built gathering all the functions needed for leisure periods
2. A Model for Long-Term Tourism:

PLACE built gathering all the functions needed for leisure periods

- Villages
- Hotels
- Civic centres
2. A Model for Long-Term Tourism:

CITY Place built gathering all the functions needed for leisure periods

THE MIRAGE OF RESIDENTIAL TOURISM
2. A Model for Long-Term Tourism:

Unique place that offers exceptional conditions beyond the tourist everyday life.
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Unique place that offers exceptional conditions beyond the tourist everyday life.

- Sport facilities
- Landscape integration
- Seafront
2. A Model for Long-Term Tourism:

Unique place that offers exceptional conditions beyond the tourist everyday life.
2. A Model for Long-Term Tourism: Four Elements

**HOUSE**
Specific for temporary use

**BUILDING**
Displayed to enjoy landscape and open air activities

**CITY**
Containing a variety of equipments for entertainment

**ENVIRONMENT**
Inherent values reinforced by its use
3. From Exception to Comfort: A Non-Touristic Territory

Evolution of the model

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Evolution of the model

**HOUSE**

**BUILDING**

**CITY**

**ENVIRONMENT**

PLAYA DE SAN JUAN. “Torre La Chicharra” 1965

GUARDAMAR. “Guardamar Hills” 2010
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