DIVERSITY, FLEXIBILITY AND IDENTITY

Mechanisms for recycling Mature Tourist Destinations
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THE DIFFERENT TYPOLOGIES OF ACCOMMODATION

THE ELITE TOURISM

THE MASS TOURISM

THE TOURIST-RESIDENTIAL DISPERSION


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HYPOTHESIS

DEVELOPMENT

CONCLUSIONS

BIEL HORRACH – PHD IN URBANISM, DEPARTMENT OF URBANISM AND REGIONAL PLANNING UPC -BARCELONA

TOURBANISM - JANUARY - 2011
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THE CHANGES IN ACCESSIBILITY

THE ELITE TOURISM before 1950'

THE MASS TOURISM 1950' – 1980'

THE TOURIST-RESIDENTIAL DISPERSION 1980’ – 2010'

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THE DIVERSIFICATION OF THE TOURIST RESOURCES

THE ELITE TOURISM

before 1950'


THE MASS TOURISM

1950’ – 1980’

THE TOURIST-RESIDENTIAL DISPERSION

1980’ – 2010’

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- 3.640KM² and 862.397 inhabitants
- 9.6 MILLIONS OF TOURISTS
- THE LARGEST NUMBER OF TOURIST BEDS OF THE STATE: 285.065 BEDS.
- THE TENTH EUROPEAN AIRPORT IN AUGUST
- MORE THAN 22 MILLIONS OF PASSENGERS IN 2008.
- ONE OF THE FIRST SUN AND SEA TOURISM WORLD DESTINATIONS

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Source: The author from INE (2010) and Statistical compendium (2005) SECTUR.
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it is not worth to have a five-star hotel, if.....

the surroundings are in decline
The Market Viability of European Mass Tourist Destinations. A Post-Stagnation Life-cycle Analysis

Tim Knowles1* and Simon Curtis2

ABSTRACT
First generation European mass tourist resorts, defined as those that developed in the north of the continent up to and including the first half of this century, have shown a variety of responses to impending decline within the post-stagnation phase of their life-cycles, much as predicted in the tourist area life-cycle (TALC) model. There have been winners and losers, as some destinations have diversified their local economies and others have accepted gradual contraction, whereas a select few have maintained a competitive edge through product investment and reorientation to new markets.

For the second generation of European mass tourist resorts, those high density tourist areas that emerged in the Mediterranean in the 1960s, the evolutionary life-cycle has, to date, been of a much shorter duration. The period from exploration to stagnation has lasted a mere 30 years, sometimes less. The nature of these resorts, whereby rapid development has created a tourism legacy, most cases to the inherent structural weaknesses of these resorts. Their legacy is one of overdevelopment and environmental scarring, they rely too heavily on price as a marketing tool in an increasingly quality conscious market, and the powers of promotion and distribution remain largely in the hands of northern European mass consolidators (tour operators), with little commercial incentive for customer loyalty.

This paper thus predicts a pessimistic post-stagnation scenario for most second generation Mediterranean mass market resorts.

Keywords: mass tourism; life-cycle; resorts; planning; rejuvenation.
the potentials of these areas provide.......
the potentials of these areas are........

... necessary to come up with new urban-regional planning principles
the potentials of these areas require……

...a transverse approach between elements which form the tourist activity:

<table>
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<th>Resource</th>
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LANDSCAPE

RECOGNITION OF THE LOCAL LANDSCAPE VALUES

DEFINITION OF THE REGIONAL MODEL THROUGH THE LANDSCAPE PATTERNS

TRANSFORMATION

RESTORATION

RE-PLANNING

STRENGTHENING
TRANS-SCALAR READING: FROM THE TOURIST FACILITIES TO THE RE-PLANNING OF THE WHOLE DESTINATION.

-Rethinking tourist settlements from its potential of diversity

-Strategies for regional tourist systems regeneration

-The restructuring of regional tourist systems based on local landscape
1. Suburban holiday settlements

2. Tourist grid systems

3. Tourist garden cities

4. Autonomous centres
1. Suburban holiday settlements

2. Tourist grid systems

3. Tourist garden cities

4. Autonomous centres

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STRATEGIES FOR REGIONAL TOURIST SYSTEMS REGENERATION
CREATION OF TOURISM
Until the 60’s
CONSOLIDATION OF THE DESTINATION
80s-90s
MATURING PROCESS OF THE DESTINATION
90s-2010
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THE LACK OF SPATIAL STRUCTURE BETWEEN SETTLEMENTS

STRATEGIES FOR REGIONAL TOURIST SYSTEMS REGENERATION
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Streem in the Llobregat Valley. Source: MAP (2009)

Streem in the Llobregat Valley. Source: MAP (2009)

Harnes: Park of flood of treatment tertiary

To recuperate the landscape and enhance its identity.
(Soller Valley. EMU 2010)
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THE RESTRUCTURING OF REGIONAL TOURIST SYSTEMS BASED ON LOCAL LANDSCAPE

the recovery of the beach dune system
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THE RESTRUCTURING OF REGIONAL TOURIST SYSTEMS BASED ON LOCAL LANDSCAPE
- Redirect the perception of massification

- Articulation of urbaniy values with large regional open spaces

- The connection of resources through a new tourist mobility
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