Tourist Atlas on Spanish “Costa del Sol”
Landscape, planning and architecture at the tourist metropolis reflections for intervention
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The full research project consists of three atlas:

- Atlas of Spanish “Costa del Sol”.
- Atlas of Mediterranean sun and beach coasts.
Why the Spanish Costa del Sol?

- One of the most important paradigms of sun-and-beach aged tourism in the world
- Intense and violent changes in recent years, with clear sings of exhaustion and obsolescence
- Specifically contemporary region (1950-2010) with complex & dynamic nature
- Urban & tourist laboratory
Traditional tools of analysis and planning cannot explain and express this complexity. The contemporary mapping (or Mapping) provides new mechanisms & analysis abilities to express complex and systemic realities. Mapping lets to articulate the different dimensions and pieces that make up the puzzle of touristic area.
Costa del Sol as New Babylon

- New Babylon is the idea of total globalization: the elimination of borders in economy, maximum accessibility, the global village...

  ...where the concept of live is an endless journey around de world

- New Babylon as Nomadic City is the beginning of a new concept of city, mobility and society:

  “the opposite of utilitarian society is ludic society (...) but it is clear that a ludic society can only be a classeless society”.
In this new world, the *homo ludens* develops all its creativity within a society of consumer and spectacle, and the mass-tourism is only a natural manifestation. There are three important aspects:

- The “event” and the theory and practical activity of “constructing and creating situations”
- The playful-city in opposition to utilitarian city
The term **mapping** refers to mapping contemporary action

- Traditionally, maps have been made by cartographers, geographers looking for objectivity and scientific rigor.

- Mapping is a proactive form of knowledge which is opened to global community because anyone can do mapping (GIS, Google Earth...)
Tourist mappings

Tourist tourist mapping is the “travel guide”. All the geography books are maps of events: monuments, great landscapes, good restaurants, cultural festivities...
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Territory>Costa del Sol

- The first theme is a physic approach to urban and geographic reality
- 140 km coastline length & 1,4 million people in summer
The Costa del Sol, movement is time, not displacement.

Territory > time & mobility cartography

From space-map to time-map

It develops the ability to transform and invert the physical and spatial reality of the territory when transportation and communication are improved.
The tourist city expands around the world in terms of possibilities of air transport.

Low cost companies have opened a new level of transportation and geography for the tourist city.
landscape> Perception-test along 340 Highway
The Costa del Sol is a non-functional city. It is colonized by the second residence, and its principal morphological pattern is the low-density with private pool.
The continuous growth has transformed the initial conception of sun-and-beach into sun-and-water tourism.

Landscape > Explosion of coastal landscape

- The continuous growth has transformed the initial conception of sun-and-beach into sun-and-water tourism.
A new residential habitat has colonized the territory. Currently, there are more miles of border-pool than coastline beach.
This recreational city is half natural structure and half land use.
Landscape > Paid-paradises
The hosted system is one of the key issues in the construction of tourist environments. The combination of permanent residence and temporary stay weaves a complex web of residential components.
This term expresses the level of difficult access to the beach from main roads.
A treatment of this information will allow the development of conceptual maps of spatial interaction,

And extraction of trend lines that anticipate the emergence of new modes and residential mobility,
Islands of enclosed communities without social relationship with local or other communities
Conclusions

- The Atlas reveals a fragmented and disjointed social community, the resort town residence is an archipelago of housing developments and hotel rooms
Conclusions

- As a New Babylon, urban design has characteristics of a labyrinthine space
The Spanish Costa del Sol Atlas reveals:

- The phenomenon of coastal area sprawls
- The strong transformation and privatization of landscape
- The rich and complex social mosaics without hybridization

And confirms we need new cartographies to express the complexity of tourist areas
THANK YOU

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