

TOURISM IN SPAIN, BEYOND THE SUN AND THE BEACH. RECENT EVOLUTION AND CHANGES IN THE DESTINIES OF LITTORAL TOWARDS A CULTURAL TOURISM

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The strategy of many tourist destinations of littoral in phase of stagnation of his life cycle (Butler, 1980) and as already Priestley (2007) confirmed, it is to propose complementary offers to the traditional product of the Sun and beach, orientated to satisfying the changes in the sector and the new motivations of a few tourists who transform the trip into a vital experience (Bonet, 2003; Williams and Buswell, 2003). One of the products that have acquired major relevancy in the last ten years is the cultural tourism, which to put in touristic value the patrimonial resources of a territory, they are tangible (as the museums) or intangibles (as the way of life) (Richards, 1996). These mature destinations must help in the reinvention and the resilience. The reinvention put in value the adjacent territories and the resilience of the territories helps to resist and to be reorganized as tourist - cultural spaces.

This article has as aim know the current situation and the perspectives of the cultural tourism in Spain, understood as a complementary tourism to the consolidation or reorganization, according to the cases, of the mature destinations of our littoral, providing them with meaning and experience. Thus, the hypothesis that is tried to demonstrate is that opposite to the consolidation of the tourism of the Sun and beach, the Spanish country also is positioned as an international destination of cultural tourism, which helps to destinations of littoral, traditionally orientated to the Sun and the beach. Later this work analyzes the impact of two cultural attractions near to big coastal zones. One of them is the Alhambra (in Granada), near the Costa del Sol. Other one is the Dalí's Theatre - museum in Figueres (Girona), near the Costa Brava.

I. METHODOLOGY

The statistical information has been obtained of the National Institute of Statistics of Spain (INE), Institut National of the Statistique et des Études Économiques of France (INSEE), the World Organization of Tourism (OMT) and the Institute of Tourist Studies of Spain (IET). Also there have consulted the results of a questionnaire (“I-Test Overall Results”) realized in 2009 by the International Federation of the Car (FIA) to 9.041 persons of 38 countries with the aim to know the principal factors in the choice of a tourist destination.

For the analysis of the Alhambra information has been obtained from the report named “Information of the tourist, educational and cultural activity in the monumental set of the Alhambra and Generalife. Year 2012”, including the results of a survey realized to 2,023 visitors of this monumental set. For the Theatre-museum Dalí, the information has been obtained of the “Memory 2012” and another survey effected in the same year to 2,165 visitors of the above mentioned museum.

II. CURRENT SITUATION OF THE TOURISM IN SPAIN

The tourism worldwide has grown progressively in the latter decades, coming to 1.087 million tourists in 2013, with an increase of 5 % on the previous year (Kester, 2014). These results are especially significant since the forecasts of the OMT in January, 2013 were estimating a growth of 3%-4%, for the next years, it hopes that it continues this increasing trend, with an increase of 4%-4.5% in 2014 and coming near to 1,800 million international tourists in 2030.

Traditionally the principal issuing markets of the international tourism have been the most advanced economies of Europe, America and Asia. Nevertheless, also the countries with emergent economies have experimented a high growth in the last years (OMT, 2014). In 2012, the Chinese tourists spent 102,000 million North American dollars in international trips, which it represents to multiply by eight the expense realized in 2000. The above mentioned increase owed to the increase of the available revenues of the Chinese population, the decrease of the restrictions to travel on the outside and the revaluation of his currency (OMT, 2014). Nevertheless Europe continues being the tourists’ principal issuing region of the world, since the income for international tourism reached 356,000 million Euros (43% of the world). It there influenced two sports events of great world resonance, the European championship of football of the UEFA (celebrated in Poland and Ukraine) and the Olympic Games of London. France is the first tourist country of the world according to the number of international tourists received (83 million in 2012, with an average stay of 6.9 days), with a constant progression in the last years (INSEE, 2014).

In case of Spain in 2013 there came 100.3 million visitors (2.24 % more that in the previous year), being 60.66 million tourists and 39.66 million trippers (FRONTUR, 2014). In addition, the residents in the own country realized 153 million internal displacements for motives of leisure and recreation. It indicates a few positive rates of year-on-year variation that were decelerated in 2007 and in the periods 2009-2010 and 2012-2013. The tourists’ maximum quantity was in 2008 with 97.7 million arrivals and 82 million displacements of internal tourism. The international received tourists are for the most part European, so that

between English, Germans and French there were assessed 55.5 % of the arrivals (FRONTUR, 2014). As for the destinations recipients, it predominated Catalonia (25.70 % of the arrivals), followed by the Balearic Islands (18.30 %), the Canary Isles (17.50 %), Andalusia (17.50 %), the Valencian Community (9.8 %) and the Community of Madrid (7 %). The average profile of the international tourists who come to Spain are people between 25 and 44 years of age, hired, with a professional occupation of medium level and with top studies, which it comes in pair for motives of leisure and recreation, by air, and that resides in hotels (IET, 2013). His degree of satisfaction with the realized visit is high (8.5/10) and with high loyalty to the destination (83.5 % repeats the trip and 62 % they think to return to do it in the next twelve months).

On the other hand, the results of the survey of the FIA indicate that the five more important factors in the choice of a tourist destination are: the existing safety in the destination, the climate, the quality of the housings, the natural resources and the meaning of the trip. Likewise, to evaluate the degree of satisfaction reached during the realized vacations, the factors that more are valued are: the natural resources of the destination, the climate, the meaning of the trip, the safety sensation, the tourist attractions, the food and the drink, the quality of the housing and the hospitality of the local population. These results and those of the survey of the IET coincide with that the aspects most valued for the satisfaction of the tourist with regard to the realized trip are the landscape, the culinary offer, the treatment and received attention, the use of languages and the safety of the environment.

III. THE CULTURAL TOURISM IN THE COASTAL SPANISH DESTINATIONS

The tourism of littoral is presented by a series of advantages according to some of the motivations of the tourists to choose this type of destination: a great experience in the management of this type of tourism; a climatology and a few natural favorable resources; the good quality of the beaches and of the tourist facilities; and the recognition of the tourist brand of Spain. Nevertheless, also he presents some weaknesses to bearing in mind very: high seasonal variation; great dependence of the British, German and French demand; strong environmental, demographic and urban development pressure.

Before this situation, the cultural and geographical diversity of the Spanish territory allows to design new tourist products, in occasions as complement to the traditional tourism of littoral and in others as an alternative product. According to TURESPAÑA (2012), 52% of the international tourists who visited our country in 2011 realized some cultural activity during his visit. The above mentioned number is 61.7% in case of the tourists who came principally for topics of leisure, playtime and vacations. For native land, the United Kingdom was the principal issuer of tourists who realized some cultural activities during his stay in Spain. For big groups of age, 43% of the tourists with ages between 25 and 44 years did cultural visits, followed by 30.4% of those who were from 45 to 64 years old. For autonomous community of destination, Catalonia was the principal (30.1%), followed by Balearics (15.5%) and Andalusia (15.1%).

Nevertheless the tourists not only consume the local culture as one more activity during his stay but also they realize the trip fundamentally for this motive. From 2006 the cultural trips have grown. This way, in 2011 came for this motive 9.4 millions of international tourists

(17% of the total of the received tourists) (TURESPAÑA, 2012). For native land, 20.2% of the tourists who realized the trip principally for cultural motives were French. They followed the proceeding ones from the United Kingdom (14.3%), Italy (13%), Germany (6.6%) and Holland (5.1 %). As for his profile, 58.3% was men and 41.7% women. They predominated those who were travelling in pair, in plane, for reasons of leisure, without tourist package and lodging in a hotel. For groups of age, the tourists between 25 and 44 years were that more cultural trips fulfilled (20%) followed by those of 15 to 24 years (19,1%) (TURESPAÑA, 2012).

The attractions most visited in 2012 were: Port Aventura, in Vilaseca (Tarragona), with 3.5 million visitors; the Temple of the Sacred Family, in Barcelona, with 3.2 million; and the Cathedral of Santiago de Compostela, with 3 million (IET, 2013). Nevertheless, in spite of his importance, these numbers are far much from the obtained ones in France, where there are big areas of tourist attraction (“anchor points”), between that stand out Dysneyland Paris (with 16 million visitors in 2012), the Museum of the Louvre (9.4 millions), the Palace of Versailles 7.3 millions) and the Tour Eiffel (6.3 millions) (INSEE, 2014).

Analyzing two of the tourist-cultural attractions most visited in Spain in the latter years, placed near the big tourist areas of our littoral, the Alhambra of Granada and the Theatre-museum Dalí in Figueres, we can observe that the Alhambra receives principally international tourists, so much to individual level as in group, whereas the Museum Dalí receives for the most part trippers, who happen the day and do not stay in the city.

Since one has seen in this work, the cultural tourism is growing in Spain, with a few consumers of profile relatively young, that spend more than the average than the tourists in general and that value the existing heritage in the destination, obtaining a high satisfaction with the visit, her prescribing and her repeating several times. For it, the development and promotion of cultural attractions of quality in the traditional destinations of the littoral, it is an opportunity in order that the above mentioned territories present a more attractive offer to the new motivations and demands of the tourists, complementary to the Sun and the beach.

IV. CONCLUSIONS

Cultural tourism is growing in Spain, with a few consumers relatively young, that spend more than the average than the tourists in general and that value the existing heritage in the destination, obtaining a high satisfaction with the visit. For it, the development and promotion of cultural attractions of quality in the traditional destinations of the littoral, he appears as an opportunity in order that the above mentioned territories present a more attractive offer to the new motivations and demands of the tourists, complementary to the Sun and the beach. Hereby the initial hypothesis has been verified, since Spain also is positioned as an important destination of cultural tourism, which helps the tourist diversification of the territories and the reorganization of the mature destinations traditionally orientated to the product the Sun and beach.

In this context, stands out the satisfaction obtained by the tourist with the consumption of cultural products, since the emotional component acquires extraordinary importance inside the realized experience. For it, the traditional destinations of littoral, if they want to differ from his competitors and to continue developing in the future, they must be capable of offer-

ing, across a series of complementary activities, an amalgam of emotions and experiences that they allow to the tourists not to enjoy only the Sun and the beach but also of being able to visit near spaces where the cultural element is relevant.

Besides the economic benefits, the development of this type of tourism supposes a positive effect on the destinations, since he contributes to the maintenance, preservation and protection of his cultural heritage, in many cases forgotten for not having great economic profitability or not to have explored it sufficiently, and helps to preserve the identity of the territory. In a scene where the tourism and the culture interact, being of benefit mutually, the collaboration and coordination is necessary between the different agents implied (public administrations, businessmen and local associations, local community), since this activity they will suppose a factor of regeneration and new equilibrium of the territory. The French model must use us as example to manage to offer to the tourist a few experiences and a few tourist-cultural products that are so much or, more attractions that the Sun and the beach.

