

Local Community

Spanish scale





Co-Evolve4BG

Analysis of Threats and Enabling Factors for Sustainable Tourism at Pilot Scale

Local community
Spanish scale



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OVERVIEW

The present document was produced in the framework of **Co-Evolve4BG** project “*Co-evolution of coastal human activities & Med natural systems for sustainable tourism & Blue Growth in the Mediterranean*” in relation to Threats and Enabling Factors for maritime and coastal tourism development on a national scale” Co-funded by ENI CBC Med Programme (Grant Agreement A_B.4.4_0075).

This document constitutes the **Deliverable 3.1.4.67** (Local community–Spanish scale) of the **Activity 3.1.4** (Threats and enabling factors at National scale: Overview) under the **Output 3.1** (Integrated analysis of Threats and Enabling Factors for sustainable tourism at MED scale) of the project.

REVIEW

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Abstract

This deliverable will provide an overview of the interaction between community and local (regional) tourism. It will highlight the role of tourism in local development, at the level of a municipality or a region (cultural, economic, social development, *etc.*). This report will explore, among other things, the positive and negative effects of tourism on the local community.

I. Overview of tourism in Spain

With 12% of the Spanish national GDP, tourism is one of the most important sectors of the Spanish economy. It represents, among other things, an important source of foreign currency entry for the country. Thus, the tourist activity has a knock-on effect in the sectors of transport, communication, crafts, commerce and construction.

The peculiar situation of Spain, together with the diversity of the relief and climate, gives rise to the existence of exceptional ecosystems, framed in four regions: Alpine, Atlantic, Mediterranean and Macaronesian, the latter in the Canary Islands.

Spain is a remarkably coastal country. Its Mediterranean coast comprises a total of 1,491 km (discounting the Andalusian coast that belongs to the Atlantic). A third of the population lives on the coastal strip and, in the summer season, welcomes four out of every five tourists who come to our country (Table 1). This demographic pressure is at the origin of the threats suffered by many of the natural ecosystems that characterize our coasts. The process of degradation has been favored by urban development with little respect for the landscape and nature and, even, by infrastructures policy subordinate to this type of development. In addition, other impacts are to be noted due to contamination, the uncontrolled dumping of waste or the destruction of coastal dunes.

Table 1. Demographic data of Mediterranean provinces (Instituto Nacional Estadística (España). Cifras de población: Explotación del Padrón municipal a 1 de enero de 2019)

	Murcia	Alicante	Valencia	Castellón	Tarragona	Barcelona	Girona	Baleares
Population (hab)	1,511,251	1,879,888	2,547,986	571,601	132,299	5,664,579	757,497	1,171,543
Surface (km²)	11,311	5,816	10,806	6,631	6,302	7,728	5,909	4,991
Density (hab/km²)	133.61	323.23	235.79	86.20	20.99	732.99	128.19	234.73
Coastlength (km)	274	244	135	139	278	161	260	1428

I.1. Tourism: space and territory

Tourism, like any activity, is situated in a space with social, cultural and identity connotations.

Cultural and identity connotations; in other words, use socially constructed territory.

It should be noted that landmarks and subsequent tourism products are the result of tourists' evaluation of heritage, the tourist's appreciation of heritage, the reality and the history of a community in a particular territory. It is for this reason that a territory has an active role in the tourist activity, transforming it and, at the same time, allowing it to transform itself, and meanwhile, allowing itself to be transformed by it (Moscoso, 2013).

In this case, territory can be understood as a permanent link between material and symbolic space. Material space refers to physical space. Physical space refers to where human activity takes place, while symbolic space refers to the values that society values, generating the appropriation of that territory (Bertoncello, 2002).

As a summary, the following graph aims at showing the difference between the concepts of tourist space and territory. Sousa (2005) argues that the territory refers not only to a purely physical space, but also to a social space composed of different purely physical spaces, that support interdependent relations: symbolic, social, infrastructural, human, environmental, patrimonial, patrimonial and social, infrastructural, human, financial and institutional. In other words, it is a socially constructed physical space (Fig. 1).

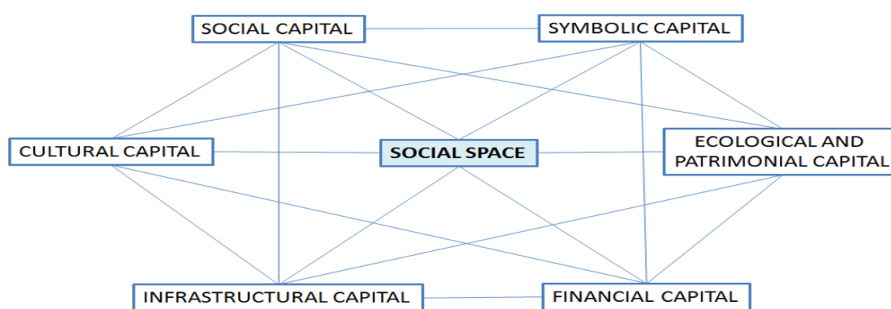


Figure 1. Social space and capital-fields that form it (Sousa (2005))

Tourism activity creates, recreates and appropriates territory at the same time that it is reconfigured by the symbolic content of the places in which it takes place.

A tourist destination can also be influenced by two sectors - socio-economic and geographical. The first depends on the tourism product itself, such as marketing or communication. The geographical one can be related to the infrastructure and what the area offers.

To these two above-mentioned sectors, another one can be added. The third corresponds to the tourist's imagined destination. This is the tourist's perception of the destination to which he/she is traveling to.

I.2. Actors of the tourism system

In the field of tourism, there are three actors who have great potential to influence and shape the territory: the local community and the public sector, the private sector and tourists. The latter are not part of the territory configured as a destination, but the power of symbolic appropriation they exercise in this space is significant. As there is a multiplicity of actors inside or outside the territory, conflicts arise in the management of activities. A conflict is understood as a clash of interests and logics of action between actors.

The impact of an area on tourism was explained in the previous section. The local community is not an undifferentiated mass, but it consists of people belonging to different economic classes, clans or groups.

Different economic classes, clans or family groups, ethnic groups, both sexes and different specificities. In order to gain the support of local communities, it is not enough to make them aware of the issues.

Informal interactions between residents and tourists play an important role in tourists' positive or negative experiences, i.e. whether they feel welcomed, safe and comfortable. Local landowners also play an important role in the ecological health of the area, especially in buffer zones of protected areas, near beaches, estuaries, etc. And of course, the coastal communities themselves will be greatly affected by tourism. As tourism becomes more important in the area, their homes, villages, families and lives will change. For the interaction between tourists and residents to be mutually beneficial and for sustainable tourism to be successful, it is important to understand the benefits and threats of tourism to community.

I.2.1. Travel agency

A travel agency is a company like any other where the criterion of profitability and profit prevails over any other: if a conventional industry transforms goods and services into an attractive product for the market, the travel agency would be the company that markets and/or mixes various ingredients to create a product with properties different from those that originally had only one of the components of the trip.

It is understood that a travel agency is an establishment run by professionals who are legally constituted and previously authorized by the administration to organize and sell travel and other tourist services (Jiménez Abad, 2006).

Agencies are following a downward trend in clients in the last 10 years (Fig. 2). This may be due to the facilities that communication and information provide so that travelers can organize their trips without having to pay the intermediary (agencies). There are many blogs, web pages and books to organize the trip according to your favorable taste.

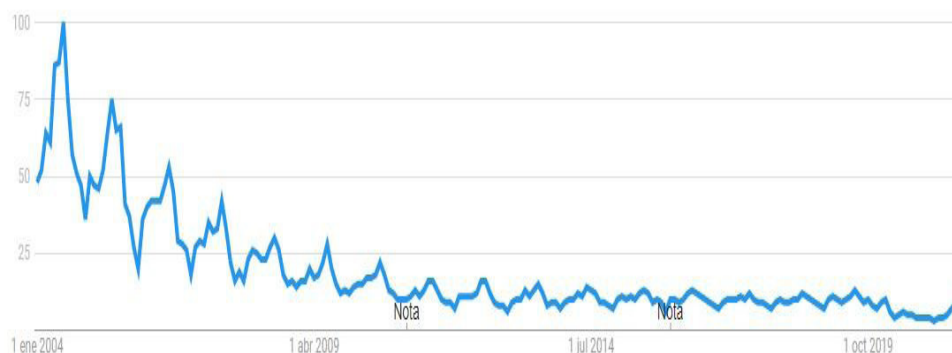


Figure 2. Google search trend for travel agencies (Google Trends)

1.2.2. Health tourism

According to the Organization for Development Cooperation (OECD) in its study *Medical Tourism: Treatments, Markets and Health System Implications: A scoping review*, Medical tourism is the term used to describe the practice of traveling to a destination other than the place of residence to obtain medical treatments, at the same time that the destination is visited and more traditional activities of a typical tourist are carried out.

What can be seen, this restrictive definition refers to the so-called medical tourism, as part of health tourism.

A health tourist refers to someone who travels in search of a health club or spa service to reduce stress, thermal treatments or more complex procedures in a hospital: stress removal, thermal treatments or more complex procedures in a hospital. From this perspective, health tourism involves the conscious promotion that traveling to a certain health benefits due to a particular climate, natural resources or the health services provided there (Goodrich, 1994).

In relation to strategies and public policies, the National Integral Tourism Plan (2012-2015), includes the health product as a usable resource within the territory that can contribute to the promotion and improvement of tourism in Spain, especially international tourism. Health tourism can contribute to the transformation of tourism in Spain, especially for mature destinations.

The aging of the baby boom generation in Spain's main outbound markets, coupled with the need for health services, high cost and good complementary offer, that Spain has for the patient's recovery, makes it an opportunity. This is an opportunity to take advantage of and promote, as it has a certain potential (Lizarralde, 2013).

II. Influence of tourism on the Spanish economy

Tourism and its development in Spain are considered as one of the most important sectors from an economic and social point of view (Fig. 3). Without this development, it could be concluded that the transformation the country has undergone would not have occurred (FigueroaPalomo, 2014).

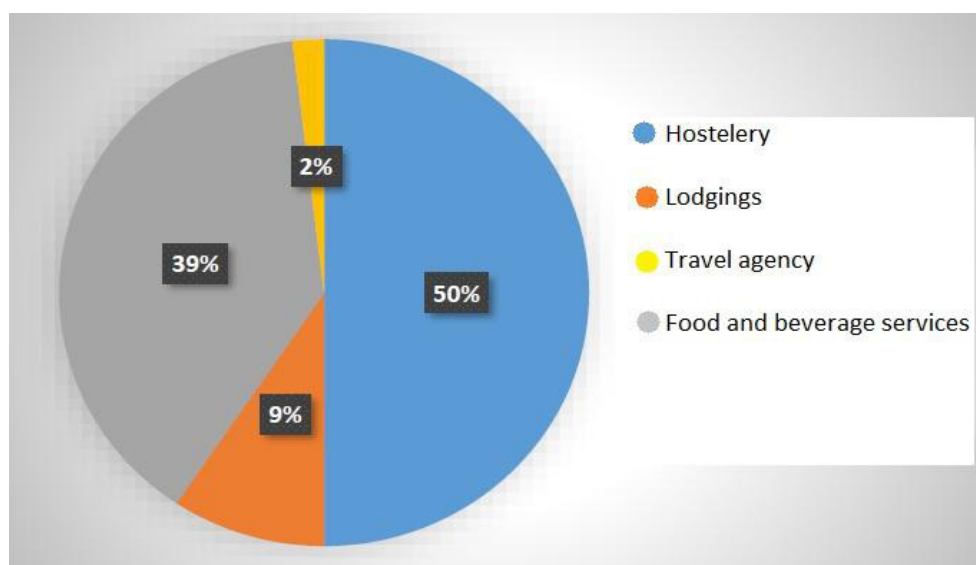


Figure 3. Members of social security in tourist activity in 2019 (Cerezo-Medina (2020))

According to the data from the National Institute of Statistics (INE), in 2008 the weight of tourist activity in Spain represented 12.7% of GDP. Regarding the creation of employment, according to the Labor Force Survey (EPA), in 2019 those employed in the tourism sector accounted for 13.5% of total employment, which according to data from the Ministry of Employment and Social Security is about 2.5 million affiliates registered for employment in activities related to tourism (Vázquez Méndez, 2014).

III. Sustainability and effects of tourism

The territory, that is, the destination with all its resources and attractions, is the claim that motivates the trip, and the product that the tourist consumes. It is therefore subject to pressure that can transform you.

If the territory deteriorates, it is the destination, the product and therefore the attractiveness factors, which can lead to a drop in inbound tourism. The solution is to put in place land planning and management processes, which aim to maintain the attractiveness of the destination through regular development.

For development to be sustainable, it is necessary to consider its impact on three interrelated aspects of the area, such as the environment, the local society environment, local society and the economic system. The main effects of tourism affect the area of tourism agents (companies, institutions, tourists and residents) and there can be both negative and positive effects in the short, medium and long term.

The positive effects of tourism have traditionally included economics, such as obtaining wealth or foreign currency from abroad, which helps dress the balance of payments, contributes to GDP, creates jobs or redistributes income. But tourism can also generate negative economic effects such as opportunity costs, inflation and loss of profits when tourism facilities are in the hands of external capital or economic distortions between sectors. To assess the effects, the economics of tourism has evolved over time various tools such as the Tourism Satellite Account (summary statistics consist of a set of tables of supply, demand and relationship tables based on national accounts and with different parameters of economic tourism in a country or region on a reference date); Input-output tables that quantify the direct and indirect effects of tourism in the production of a country or region; Social accounting matrices, which are based on the input-output tables but also serve to estimate the effects of wages, disposable income and employment effects; Other tools Cost-benefit analysis and computable general equilibrium (CGE) models (Cerezo-Medina, 2020).

Cultural effects will also vary according to the evolution or degree of maturity of the tourist destination.

IV. Selection of parameters in Co-Evolve4BG

IV.1. GIS database

Geographic Information System (GIS) is applied to computer systems aimed at managing spatial data that visually allow us to analyze, manage and interpret geographic data. The methodology of this study consisted of searching and processing shapefile layers, and their subsequent analysis GIS. Shapefile layers have been downloaded from official national statistical platforms (Ministry of Ecological Transition and Demographic Challenge, MITECO, 2021) and from European platforms such as the European Marine Observation and Data Network (EMODnet, 2021).

The Spatial Reference System has the ETRS89 datum with UTM projection in the 30 North zone, with EPSG code: 25830. In addition, they are based on official statistical platforms or rigorous studies, which guarantee the soundness of the information expressed. The GIS results were expressed by NUTS administrative boundaries from the EU (EUROSTAT <https://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/ks-gq-20-092>, 2021). The NUTS classification subdivides the economic territory of the EU Member States into territorial units (regions; Fig. 4).

The classification is made up of three hierarchical levels: each Member State and the UK are divided into NUTS 1 regions, which in turn are subdivided into NUTS 2 regions and then further divided into NUTS 3 regions. Each of these regions is allocated a specific code and name. Since several different regions within Europe have the same name, a distinction has been made by adding to each of these the abbreviation for the country concerned.

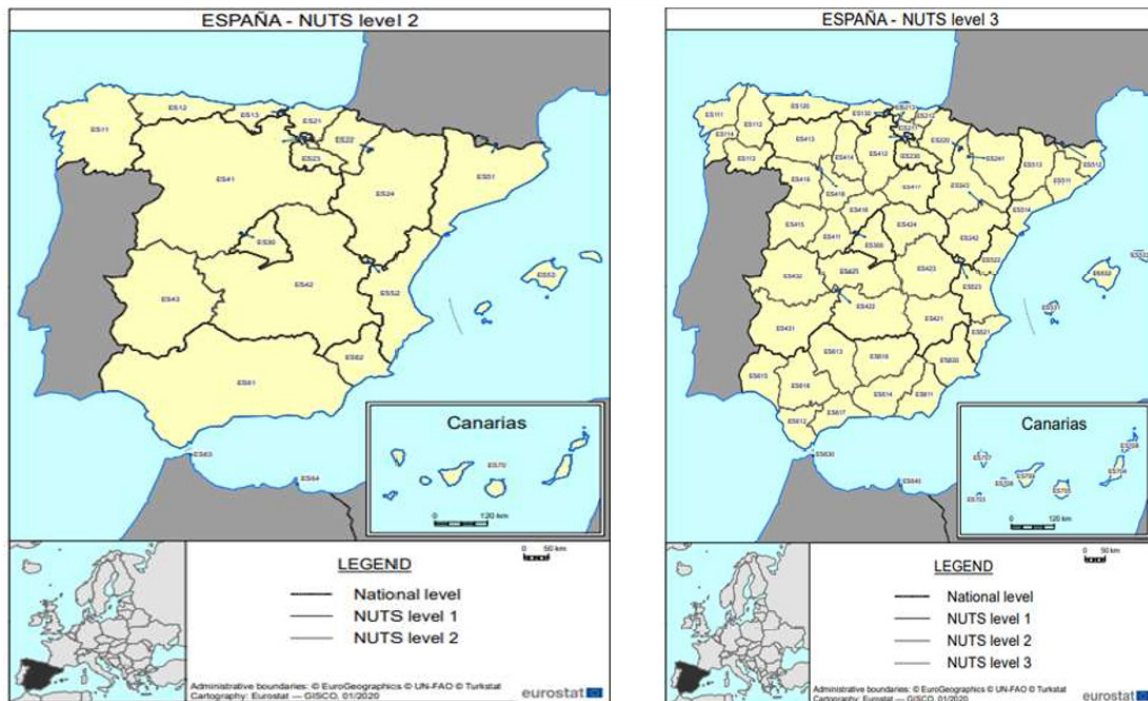


Figure 4. Spain (España): NUTS level 2 and 3 (EUROSTAT (2021))

IV.2. Data Records

The developed Spanish Mediterranean coastal database described in this report is available through the fig share repository of results. We have included a csv file with all the information at Nuts 3 level into the repository. The database will be updated and expanded as new and improved data become available.

The database presented here has been created using several public available datasets, which are thoroughly documented and described in reports or scientific articles. Thus, these datasets have undergone rigorous quality controls and/or validation. In addition, for those parameters where consistent information for the studied area were not available, new datasets were generated.

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