METHODOLOGICAL PROPOSAL FOR TERRITORIAL CHARACTERIZATION OF TOURISM LOCALLY

Rafael Merinero-Rodríguez
Centro de Sociología y Políticas Locales.Universidad Pablo de Olavide, de Sevilla
rmerrod@upo.es
Juan Ignacio Pulido-Fernández
Laboratorio de Análisis e Innovación Turística (LAInnTUR). Departamento de Economía. Universidad de Jaén
jipulido@ujaen.es
Clemente Navarro-Yáñez
Centro de Sociología y Políticas Locales. Universidad Pablo de Olavide, de Sevilla
cnavyan@upo.es

Since the end of the last century, there has been a change observed in the development model for tourist activity, defined as the *New Age of Tourism.* Within this new framework, a series of transformations are modifying processes of planning and management, as well as strategies of promotion and commercialisation, increasingly shaping the competitive position of any destination. These transformations entail a change in perspective that turns territory into the main focus of attention. In the classic model of tourism, territory takes on the role of a mere container for actions promoted by companies (generally far removed from the territory itself), aimed at assembling all the elements of their tourist products at the point of destination. In the new model of tourism, however, territory takes on a key active role in terms of articulating processes of tourism development, assuming that it must be framed by broader approaches related with instrumentation at the heart of so-called local development.

This change in the model of tourism has an important impact on the type of tourism policy formulated by different levels of government, and in the case of Spain, particularly by regional governments, which are the main public agents of tourist development within the current framework of powers and competences in this sphere. These adaptations in the area of regional public action in tourism also require major changes to be made not only in the content of policies, but also in the basic strategic orientations they imply, in terms of the importance acquired by territory in this new scenario, which impels them to promote processes of multi-level governance in which local governments are present, and to incorporate local-territorial resources at a municipal level as a fundamental component in any tourist action developed.

These issues are gradually being incorporated into the political agenda of Spanish regional governments. Initially, when powers and competences were transferred from the

State to the individual Self-Governing Regions, the regional political agenda for tourism focused particularly on creating fundamental structures and administrative processes aimed at regulating tourist activity and promotion. In recent years, major changes have been seen in the characteristics of regional tourism policies, heading in the direction indicated above, in which the «territorialisation effect» that characterises the new model of tourism can be seen.

The aim of this research is to generate a model of analysis for the so-called regional tourism system, applying it to the specific case of Andalusia. The article focuses on describing the methodological process of operationalisation for this analytical model and its application in terms of identifying the characteristics of the region's tourist system through the territorial areas specified in the General Plan for Sustainable Tourism in Andalusia. The work carried out develops an inventory model for tourism resources at a local level, reviewing the major documentary and statistical resources available about such resources within the region of Andalusia. Using dual factor analysis (principal components), firstly, the tourism resources are segmented and the different typologies or categories are identified. The typologies are validated through an analysis of correlations. Once the different types of tourist resources in Andalusia have been identified, by means of cluster analysis, Andalusian municipalities are then classified according to the type(s) of resources in which they specialise, and a general characterisation of each of the clusters obtained is provided.

Applying the analytical model to the case of Andalusia has identified three different types of tourist resources at a territorial level. The first factor (which explains 32.036% of the total variance) is strongly correlated with indicators of potentiality linked to tourist resources characteristic of urban nuclei: the practice of so-called conventional sports; cultural activities; activities related with business tourism, and, to a lesser extent, shopping tourism (which, although it presents a saturation that is not particularly high in relation to the first factor, is the highest and most positive, since correlation with the other factors is very low and negative). This factor is labelled **Type of tourist resources_URBAN**. The second factor explains 14.301% of the total variance, and presents a high correlation with the practice of unusual sports; activities in spas; the practice of water sports in marinas and leisure ports; and, finally, to a lesser extent, recreational and leisure activities. This factor is labelled **Type of tourist resources_COAST** since these resources are fundamentally found in relation to coastal areas. With an explanatory capacity of 13.595% of the total variance, we find indicators of potentiality that are strongly correlated with activities linked to the natural environment: protected spaces and their facilities available for public use. This third factor has been termed **Type of tourist resources_NATURE**.

On the basis of this typology of tourist resources, cluster analysis is performed on these resources at a municipal level, yielding six differentiated clusters of municipalities.

Cluster 1, encompassing 15 cases with a weighting of around 2% of the total, is made up of coastal municipalities with very similar patterns of behaviour in terms of tourist activity: strong implementation of tourist resources, accounting for the main source of economic development in the territory. The weighting of the factor ST_COAST is very high, and the impact of the ST_NATURE and ST_CULTURE factors is fairly low.

Cluster 2 encompasses 217 cases, just over 28% of the total. Observing the average distance between the components and the centre, for the three factors, it is clear that the 'nature'

factor presents a higher weighting, even when it is fairly low. In general, these are municipalities with fewer than 10,000 inhabitants, without coastline, and where the municipal area covers at least one natural protected space, although over half of them are affected by two or more such spaces. However, close to 90% of these municipalities do not have any museums or festivities deemed to be of tourist interest, and over 30% do not have a single protected building.

Cluster 3 is made up of just one municipality, Marbella, with a very similar pattern to that of Cluster 1 in terms of the types of tourist resources present (high weighting of resources related with coastal tourism and almost complete lack of the culture and nature components, but with a much higher weighting of coastal resources). This is an extreme case, without comparison in Andalusia, of a coastal tourist town.

Cluster 4 encompasses 4 cases (0.52% of the total): Cordoba, Granada, Malaga, and Seville. These are the four Andalusian province capitals with the greatest historical and cultural heritage, as reflected by the weighing of the ST_CULTURE segment of tourist resources in the table of distances from the centres of the final clusters (Table 13).

Cluster 5 comprises 6 municipalities (0.78% of the total) with over 100,000 inhabitants, with the exception of La Línea de la Concepción. They include three of Andalusia's province capitals, with the rest displaying an important weighting of economic development in the region. Regarding the weighting of the different types of tourist resources, the ST_CULTURE factor is found to the greatest degree, albeit with a fairly discreet mean value. The coast and nature typologies, although they have positive means, are scarcely represented.

Finally, **Cluster 6** is the most numerous. It is made up of 527 municipalities, of which 80% have fewer than 10,000 inhabitants, without coastline and without a significant presence of tourist resources of any kind, cultural, coastal, or related with nature.

Territory acquires a unique function in the new model of tourist development, which means it needs to be observed and analysed from a broader and more diverse perspective. Therefore, new models of analysis must be developed that are capable of understanding all the key elements with a view to articulating proposals for their new functionality, providing a foundation to articulate strategies of tourist development in which the local-territorial factor is the basic component.

This is precisely what allows the methodology proposed in this article to be applied as a model of analysis to the reality of tourism in a certain Self-Governing Region at a municipal level, identifying the characteristics of the tourist offer presented by municipalities in relation to their fundamental components, establishing different levels of pertinent territorial intervention.

The application of the analytical model to the Self-Governing Region of Andalusia, which is particularly complex in terms of the number and variety of municipal realities it encompasses, has verified the functionality of this model, identifying six differentiated territorial spheres as a characterisation of the regional tourism system in Andalusia.

This distinction facilitates an ad hoc formulation of Andalusian tourist policy, which could be guided towards strengthening capacities and tackling the specific deficits of each cluster, moving beyond the era of the generalist tourist policy that ends up generating tremendous inefficiency in the management of increasingly scarce resources dedicated to the planning and management of tourism by public administration.

The results obtained show that the methodology proposed is suitable for identifying types of tourist resources, in order to subsequently segment the clusters that make up a regional tourism system. It is, therefore, a methodology that can be replicated for the analysis of any territory, which hugely facilitates the application of specific tourist policies, representing a tremendous advance, especially in these current times, since the majority of experts agree that there is a growing segmentation of the tourist market that favours the consolidation of so-called specific tourisms. These require a much more specialist level of response from the supply side; hence policies developed in response to this demand must also be specialised.