

**TERRITORIAL IMPACT OF GOLF COURSES AND ASSOCIATE OPERATIONS IN  
THE VALENCIAN COMMUNITY AND MURCIA REGION (SPAIN):**

**“GOLF CLUSTERS”**



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# 1. INTRODUCTION AND AIM OF THE RESEARCH

## ● TWO FUNDAMENTAL REASONS:



**APPEARANCE OF NUMEROUS OPERATIONS INCLUDING GOLF COURSES IN THE VALENCIAN COMMUNITY AND MURCIA REGION.**

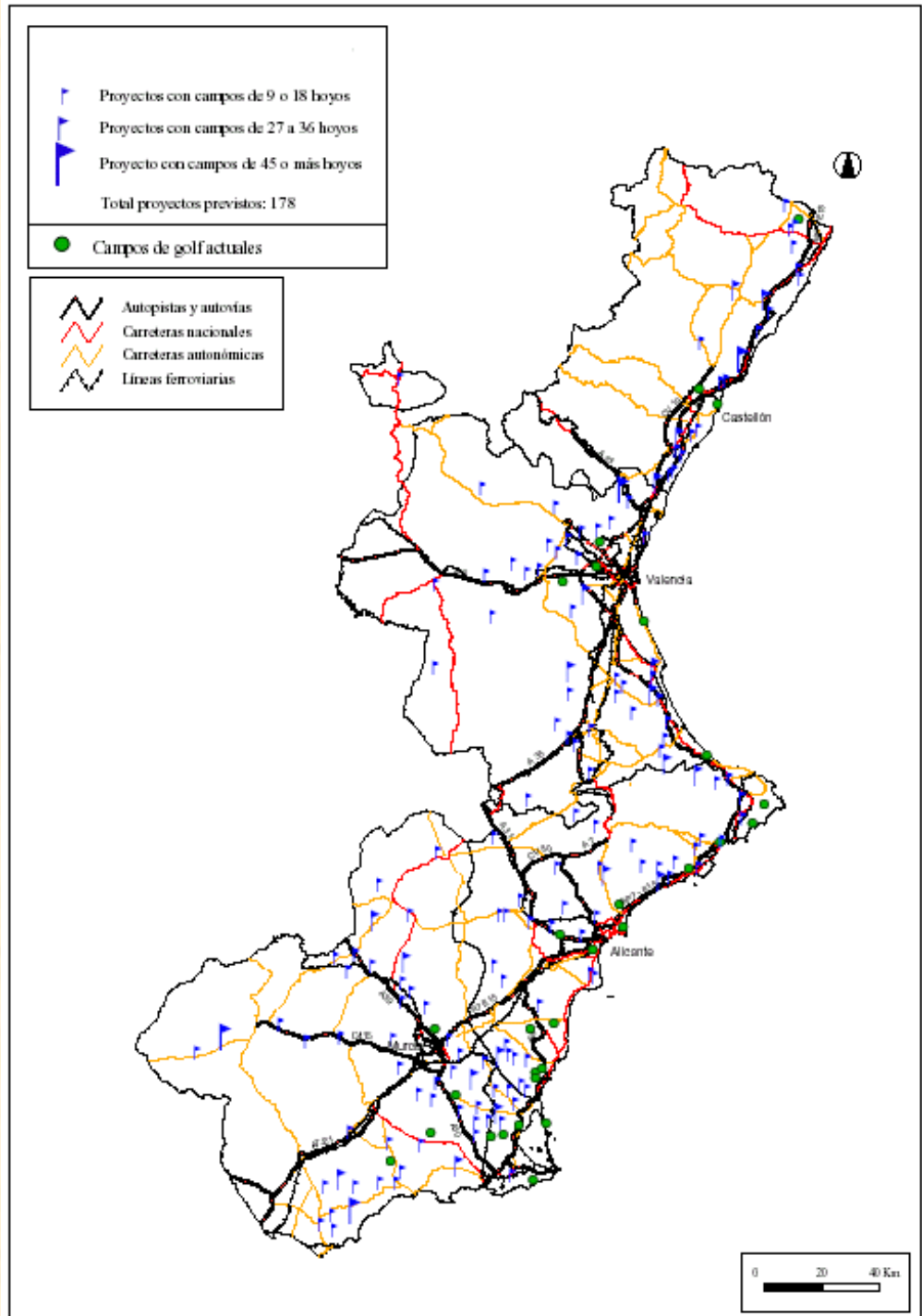


**EFFECT OF THESE OPERATIONS ON THE TERRITORY, THE ENVIRONMENT, THE SOCIETY AND THE ECONOMY.**

**APPEARANCE OF  
NUMEROUS  
OPERATIONS IN THE  
VALENCIAN  
COMMUNITY AND  
MURCIA REGION:  
ABOUT 180**

**INCREASE IN MUNICIPAL  
POPULATION: NEARLY 800.000  
HOMES AND 1.500.000 PEOPLE ON  
A TERRITORY WITH SLIGHTLY  
OVER SIX MILLION  
INHABITANTS**

Source: Own research



**BUT, IS THE  
IMPACT OF ALL  
THE GOLF**

**COURSES SIMILAR?**

## **2. GOLF COURSES TYPOLOGIES**



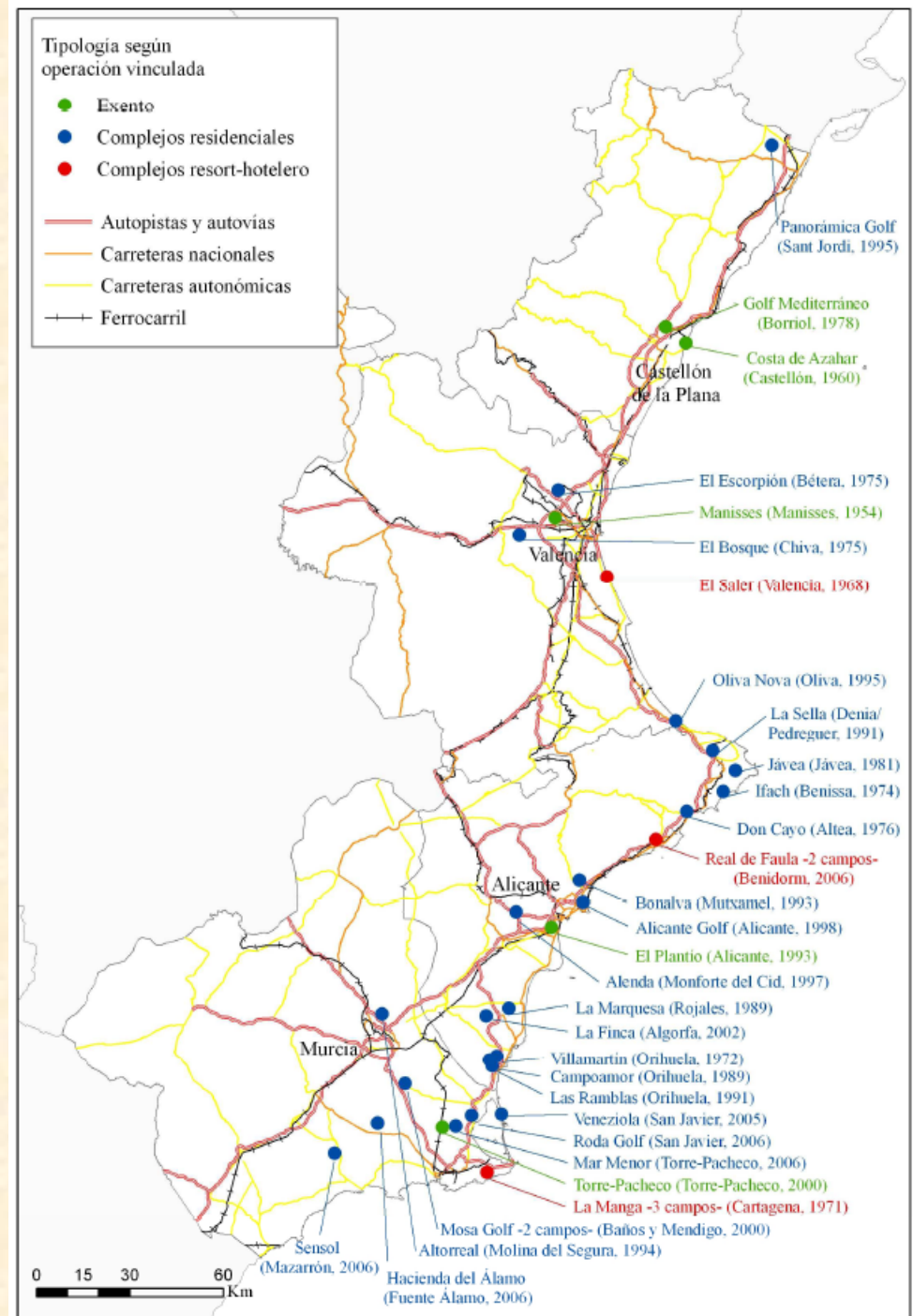
# ACCORDING TO MORPHOLOGY

**EXEMPTS: BUILDING-FEE**

**LINKED TO HOUSES: NEARLY 4.000 HOUSES BY OPERATION AND A RESIDENTIAL GROSS DENSITY OF 20 HOUSES PER HECTARE**

**LINKED TO HOTEL RESORTS**

Source: Own research



# EXEMPTS: “EL PLANTÍO” (ALICANTE)





# LINKED TO HOUSES: “SENSOL” (MAZARRÓN, MURCIA)



# LINKED TO HOTEL RESORTS: “REAL DE FAULA” (BENIDORM, ALICANTE)



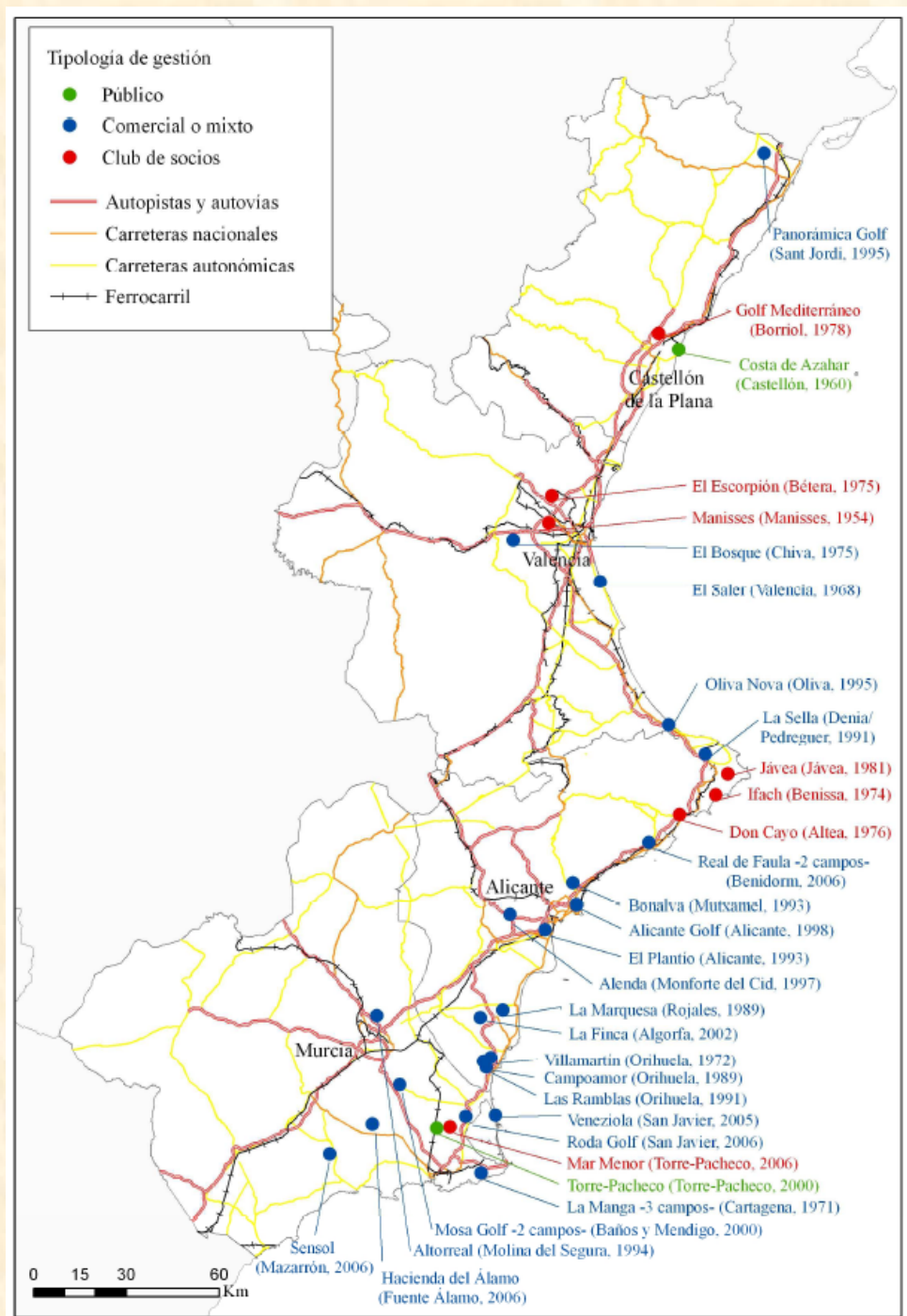


# ACCORDING TO MANAGEMENT

**PUBLIC (PUBLIC OWNERSHIP, NON-PROFIT): PLAY PRICES ARE AFFORDABLE.**

**BUSINESS (PRIVATE OWNERSHIP): FREE-ACCESS TO PLAY PAYING.**

**MEMBERS (PRIVATE OWNERSHIP): YOU MUST BE A MEMBER TO PLAY (RIGHT OF ADMISSION RESERVED BY THE GOLF CLUB).**



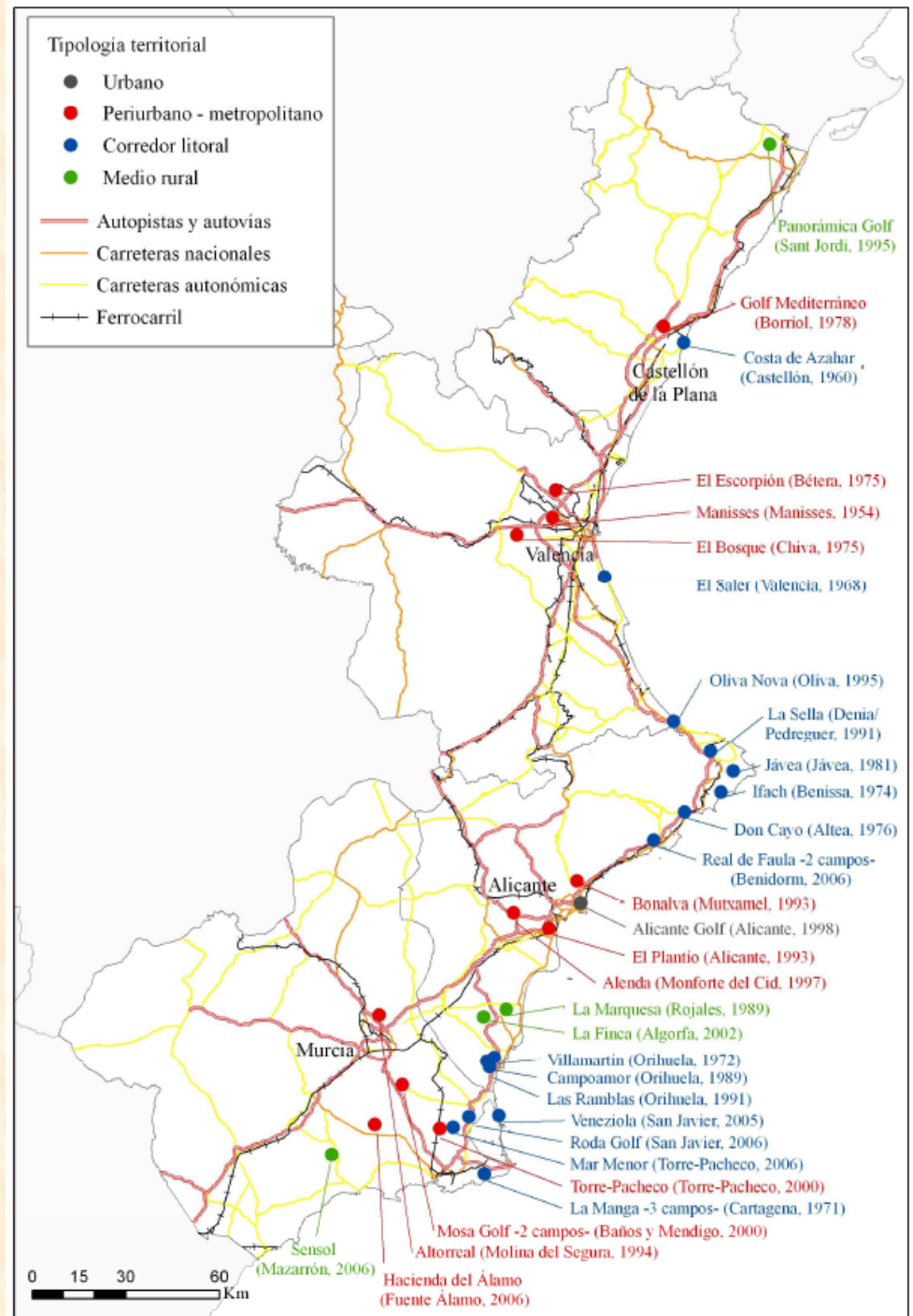
# ACCORDING TO LOCATION

**URBAN: WITHIN THE EXISTING URBAN WEAVE.**

**PERIURBAN-METROPOLITAN.**

**LITORAL REGION CORRIDOR: ALONG THE COAST.**

**RURAL ENVIRONMENT: AWAY FROM THE MAIN CENTRES OF POPULATION.**





**3. NEW STRATEGIES TO LOCATE GOLF COURSES,  
CAUSES AND MODELS**

**● IN THE EVOLUTION OF THE SITE AND TYPOLOGIES OF GOLF COURSES TWO GENERATIONS CAN BE DISTINGUISHED:**



**FIRST GENERATION: FROM THE MIDDLE OF THE XXth CENTURY TO THE END OF THE XXth-CENTURY.**



**SECOND GENERATION: SINCE THE BEGINNING OF THE XXIst CENTURY.**

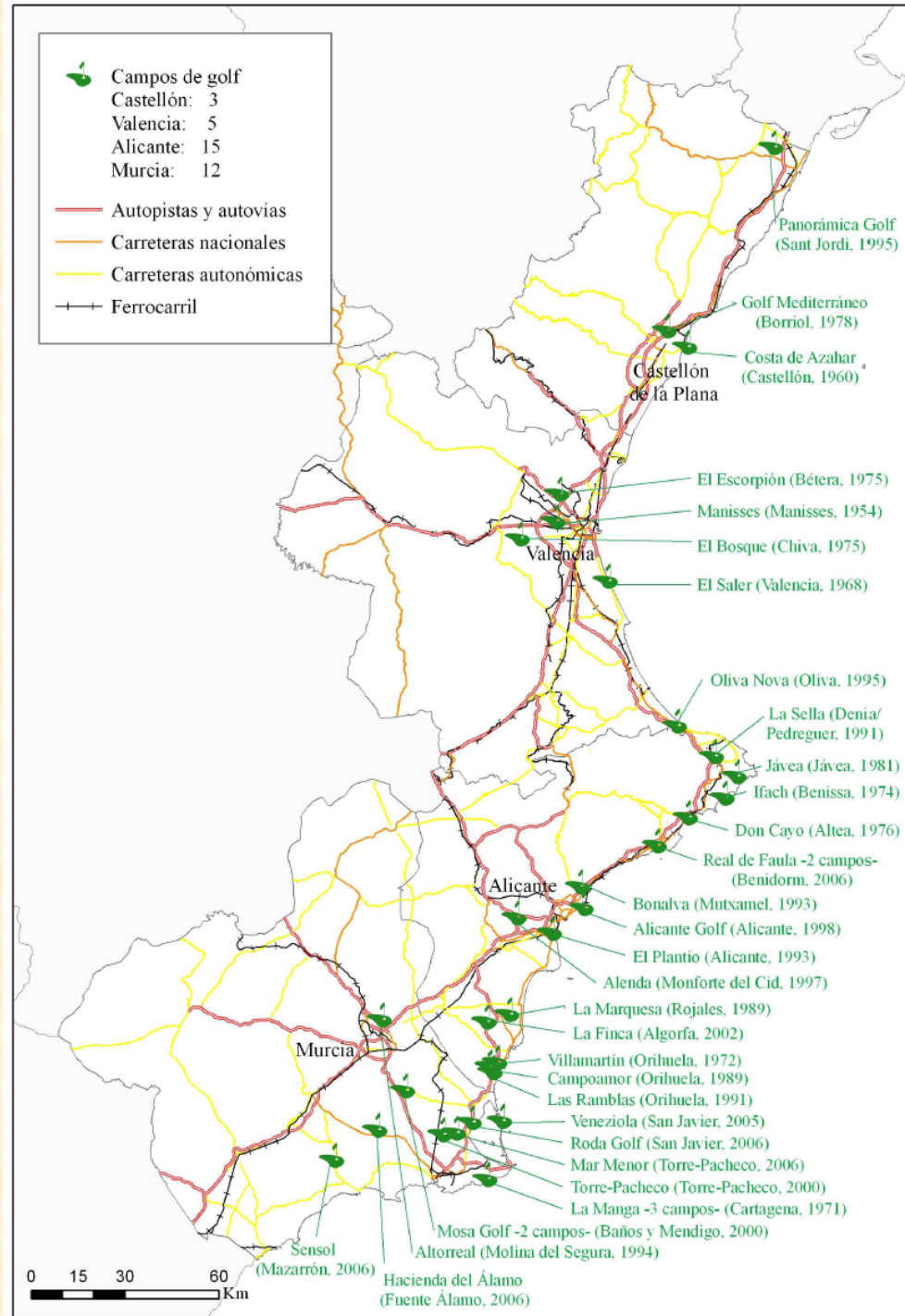
# FIRST GENERATION:

IT IS THE RESULT OF THE INTRODUCTION OF GOLF AS A SPORT AND AS A COMPLEMENTARY OFFER FOR THE TOURISM.

LOCATED ALONG THE COAST AND IN THE VICINITY OF THE MAIN METROPOLITAN AREAS, AND FOLLOWING THE LOCATION MODEL OF AREA OF INFLUENCE (ISOCHRONAL).

MOSTLY WITH PRIVATE MANAGEMENT, ALTHOUGH SOME ARE PUBLIC, LINKED TO HOUSES AND ALSO TO HOTELS.

Source: Own research



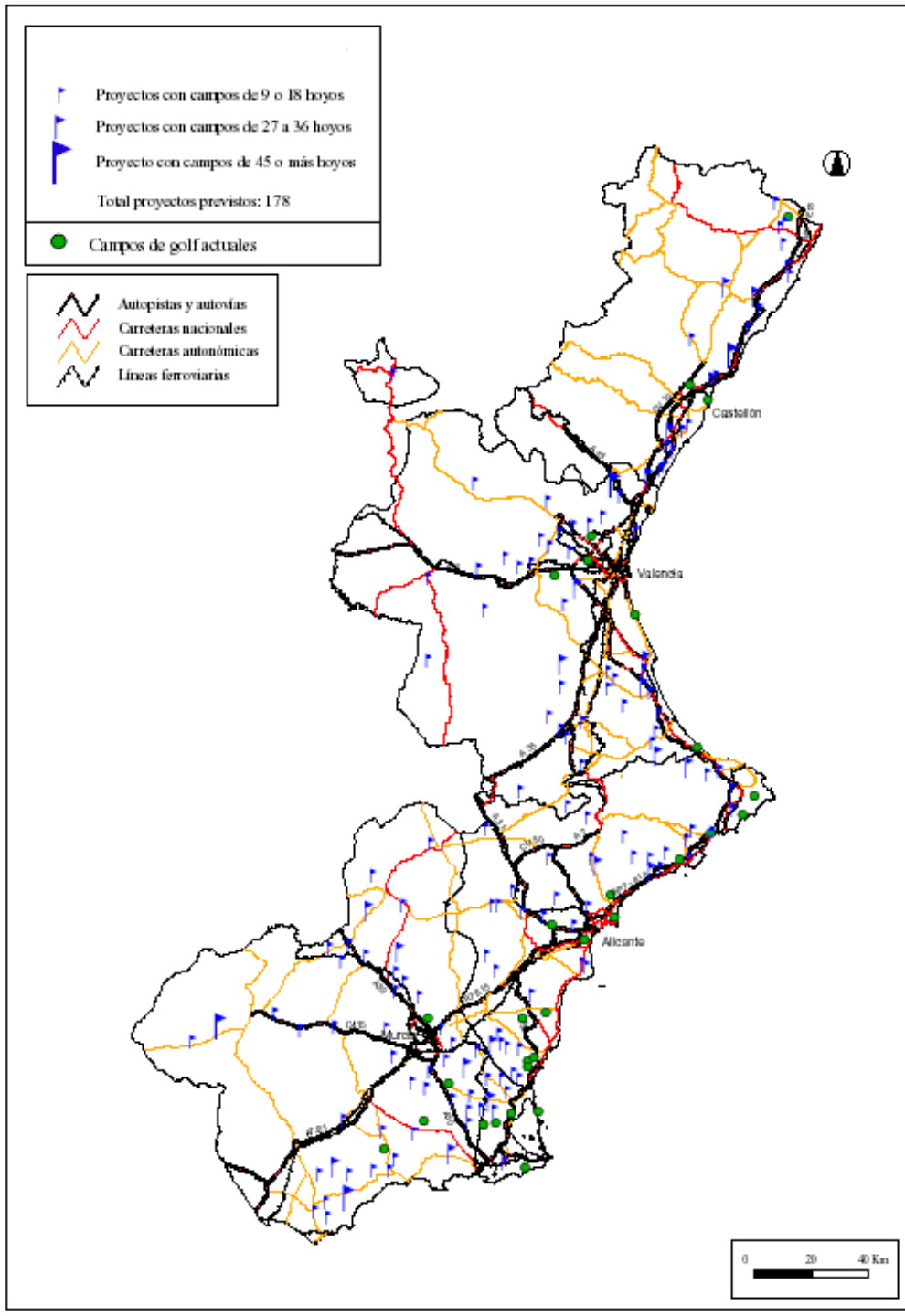
# SECOND GENERATION:

**TYOLOGICAL HOMOGENEITY:  
BUSINESS AND LINKED TO  
HOUSES GOLF COURSES**

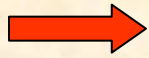
**LOCATED ALL OVER THE  
TERRITORY FOLLOWING THE  
MAIN ROAD LINKS**

**BUT, WHY?**

Source: Own research







**1. ACCESSIBILITY TO AIRPORTS: THANKS TO THE GROWTH OF LOW COST AIRLINES WE COULD HYPOTHESIZE THE EMERGENCY OF A NEW PERIPHERY AT EUROPEAN LEVEL WHERE CAR AND MOTORWAY ARE REPLACED BY AIRPLANE AND AIRPORT IN A NEW DIMENSION OF THE CENTRE-PERIPHERY RELATIONS.**



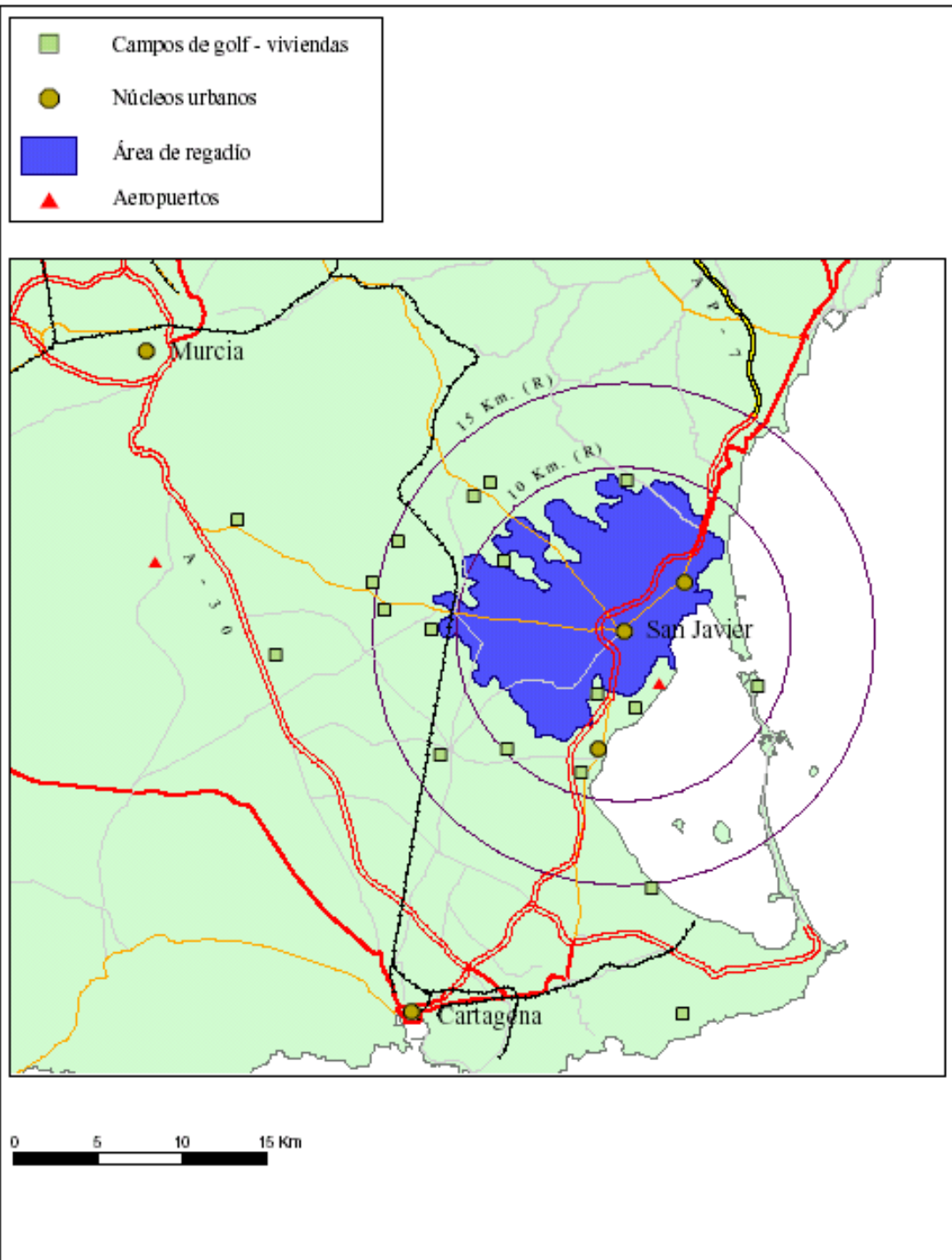
**2. LAND PROFITABILITY: PROFITS BY HECTARE FROM GOLF COURSES ARE MUCH HIGHER THAN THOSE FROM THE TRADITIONAL FORMS OF CULTIVATION PREDOMINANT IN THE ENVIRONMENT, APART FROM PROTECTED GARDEN CULTIVATION (GREENHOUSES) AND ORNAMENTAL FLOWERS AND PLANTS.**

<b><u>LAND USE</u></b>	<b><u>PROFIT (€/Ha)</u></b>
GOLF COURSES	30.000
FLOWERS	120.000
GREENHOUSES	30.000
TRADITIONAL CROPS (POTATOES, ORANGES, LEMONS, PEACHES, GRAPES)	1.000-5.000

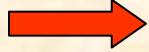


***LOCATION OF GOLF COURSES SURROUNDING AREAS OF PROTECTED GARDEN CULTIVATIONS***

**LOCATION OF GOLF COURSES SURROUNDING AREAS OF GARDEN CULTIVATIONS UNDER PLASTIC (GREENHOUSES). (FIELD OF CARTAGENA, MURCIA REGION)**



Source: Own research



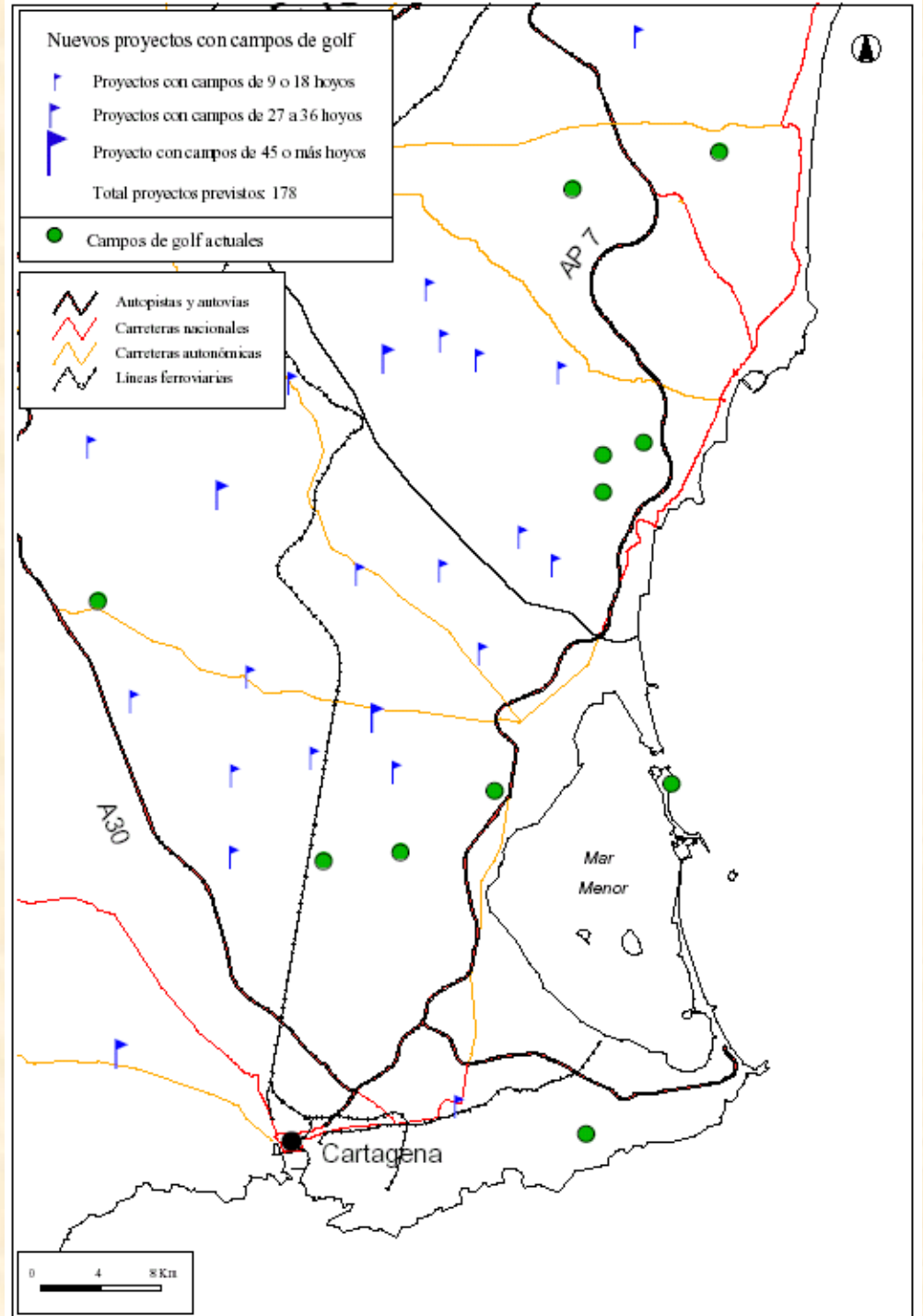
### **3. CLOSENESS TO OTHER GOLF COURSES:**

**IN COMPARISON TO THE MODEL OF LOCATION BASED ON AREAS OF INFLUENCE, A “GOLF CLUSTER” IS PROPOSED, THUS THE PLAYER PREFERS TO PLAY IN SEVERAL GOLF COURSES LOCATED CLOSE TO EACH OTHER.**

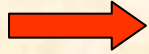
**THIS MODEL STARTED IN USA WITH THE “TRENT JONES GOLF TRAIL” WITH TWELVE GOLF COURSES IN THE 80’S, BUT UNLIKE THE SPANISH “CLUSTERS” LINKED TO HOUSES, THE AMERICAN ONES ARE LINKED TO HOTELS.**



# “GOLF CLUSTER” MODEL



Source: Own research



#### **4. SEARCH FOR PROFITABILITY IN THE REAL ESTATE BUSINESS:**

**THE ALMOST COMPLETE SATURATION OF THE BEACHFRONT CAUSES PRIVATE AGENTS TO SEARCH FOR ESTRATEGIES THAT KEEP THE PROFIT MARGIN PROVIDED BY THE LOCATIONS ALONG THE COASTLINE.**

**WE CAN STATE THAT THERE IS AN INCREASE IN THE VALUE OF THE PLOTS (BETWEEN 10-100%) AND HOUSES (5-50%) AS THEY ARE CLOSER TO THE “GREEN”.**

**THIS RESIDENTIAL DEVELOPMENT MODEL  
HAS BECOME KNOWN AS**

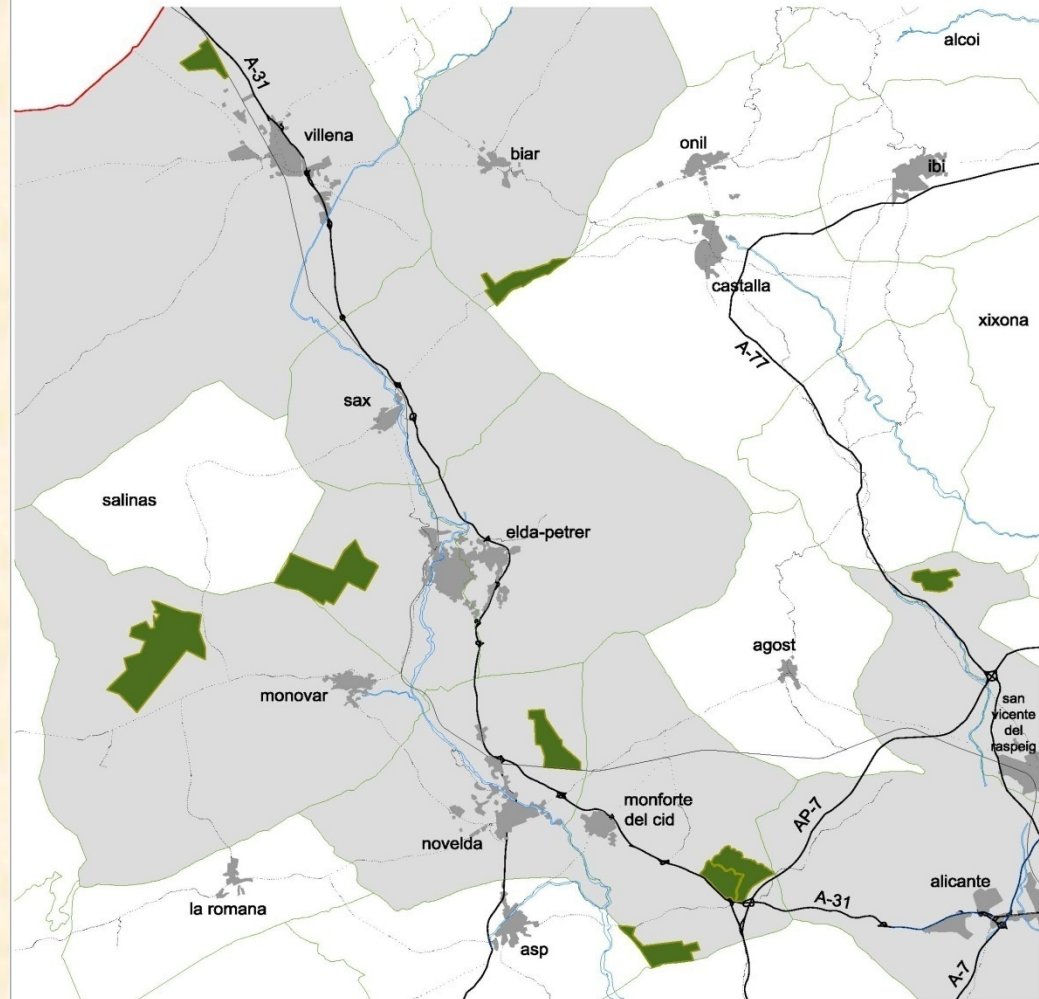
**“DIFFUSE RESIDENTIAL ARCHIPELAGO”**

**BIG RESIDENTIAL SPACES ISOLATED WITH  
AN AREA BETWEEN 180 AND 280 HECTARES,  
INCLUDING THE GOLF COURSE, WHICH  
NORMALLY HAS 18 HOLES AND AN AREA OF  
50 HECTARES, WITH A CAPACITY FOR 2.500-  
3.500 HOUSES AND RESIDENTIAL DENSITIES  
AROUND 15-20 HOUSES PER HECTARE.**

**LOCATION OF THE NEW GOLF RESIDENTIAL COMPLEX OPERATIONS PROPOSED IN THE AREA OF ALICANTE AND VINALOPO VALLEY.**

**THE TOTAL NUMBER OF HOUSES IN THE COMPLEX IS AROUND 30.000 WITH A CAPACITY FOR 60.000 INHABITANTS ON TOTAL POPULATION ABOUT 150.000.**

Source: Own research





## **4. IMPACT ON TOURIST ACTIVITY**

# CONSEQUENCES ON TOURIST MARKETS

## PROFILE OF PLAYERS WHO DO NOT STAY IN THE COMPLEX (ESPECIALLY THOSE ON HOLIDAYS -LESS THAN THREE MONTHS-):

 FOR A THIRD OF THOSE POLLED HAVING A HOUSE IN THE COMPLEX WAS A FUNDAMENTAL REASON TO COME.

 THE WEATHER IS FUNDAMENTAL OR IMPORTANT FOR MORE THAN 85%.

 ACCESSIBILITY IS FUNDAMENTAL OR IMPORTANT FOR TWO THIRDS.

 THE NUMBER OR VARIETY OF GOLF COURSES IS FUNDAMENTAL OR IMPORTANT FOR 60%.

# CONSEQUENCES ON TOURIST MARKETS



**FOR 60% OF THE PLAYERS THE MAIN REASON FOR THEM BEING HERE IS PLAYING GOLF.**



**FOR 20% OF THOSE POLLED, THE PREFERRED MONTHS TO TRAVEL ARE APRIL AND MAY, FOLLOWED BY MARCH, SEPTEMBER AND OCTOBER WITH 10%. IT MIGHT BE STATED, THEREFORE, THAT GOLF AS A SPORT REDUCES SEASONALITY OF THE TOURIST DEMAND.**



**REGARDING MOBILITY OF ACCOMMODATION: 33% STAY IN THEIR OWN HOUSE, 22% IN THE HOUSE OF A RELATIVE, 17% RENT A HOUSE AND 16% STAY MAINLY IN 4 AND 5 STAR HOTELS.**

# CONSEQUENCES ON TOURIST MARKETS

REGARDING IMPACT ON THE ECONOMY AND EMPLOYMENT:

 **ECONOMIC ACTIVITY: EACH HOTEL BED GENERATES AN ECONOMIC ACTIVITY AROUND FIVE TIMES HIGHER (10.000 €PER YEAR) THAN A RESIDENTIAL BED.**

 **GENERATION OF EMPLOYMENT: A HOTEL BED GENERATES AROUND FOUR TIMES MORE EMPLOYMENT (AN EMPLOYMENT EVERY SIX BEDS) THAN A RESIDENTIAL BED.**

## **5. CONCLUSIONS AND ACTION RECOMMENDATIONS**



## ***IN SHORT:***




**THE EXPECTED OPERATIONS IN THE VALENCIAN COMMUNITY AND MURCIA REGION (RESIDENTIAL-GOLF) ARE ABOUT 180, WITH A POTENTIAL CAPACITY FOR MORE THAN 1.5 MILLION INHABITANTS.**



**THE LOCATION OF THE GOLF COURSES DEPENDS MOSTLY ON LAND PROFITABILITY CRITERIA; WE HAVE NOTICED THE APPEARANCE OF A RELATION CENTRE-PERIPHERY AT EUROPEAN LEVEL AND THE CONFIGURATION OF “GOLF CLUSTERS”.**

***A GOLF COURSE MIGHT BE APPROPRIATE TO REVITALIZE SOME MUNICIPALITIES WITH DEPOPULATION PROBLEMS OR TO INCREASE, IN GENERAL, THE SPORTS OR LEISURE OFFER OF A PLACE IF THE FOLLOWING IS GUARANTEED:***



**THE INSERTION OF A NON-SEGREGATED COURSE IN THE CITY CORE THAT GUARANTEES ITS PEDESTRIAN ACCESSIBILITY AND THE POSSIBILITY OF CONNECTION BY PUBLIC TRANSPORT MEANS.**



**IT MUST NOT MAKE IT DIFFICULT OR MAKE A BARRIER IN THE SPATIAL AND FORMAL ARTICULATION OF THE URBAN WEAVE AND ITS GROWING EXPECTATIONS.**



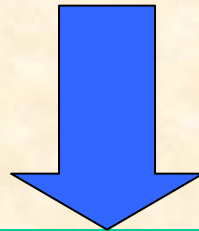
**SITING THAT DOES NOT DESTROY QUALITY AGRICULTURAL LAND, ALTHOUGH IT IS NOT BEING EXPLOITED.**

# GOOD PRACTICE EXAMPLE: GOLF COURSE WITH AN ARTICULATION-RELATION WITH THE REST OF DE URBAN WEAVE



Source: Advertising of the developer of the operation

**WHAT ABOUT PRIVATE  
MANAGED COURSES  
(BUSINESS) WITHOUT  
HOTEL RESORTS?**



**WE SHOULD NOT FORGET THEY GENERATE MORE  
WEALTH AND EMPLOYMENT!**



## ***BUSINESS GOLF COURSES WITH OR WITHOUT HOTEL RESORTS:***

**→ THE GOLF CLUSTER MODEL LINKED TO HOTEL RESORT PROPERLY CONECTED BY PUBLIC TRANSPORT AND WELL INTEGRATED IN THE ENVIRONMENT MIGHT BE POSITIVE.**

**→ IN ANY CASE, A DETAILED ANALYSIS OF THE ENVIRONMENTAL CAPACITIES OF THE AREA/REGION AND NATIONAL AND INTERNATIONAL PLAYERS' DEMAND SHOULD BE CARRIED OUT, THEREFORE, IT WOULD BE FEASIBLE IN VERY SPECIFIC LOCATIONS.**

