

GEOGRAPHY IN SPAIN
(1970-1990)

PART TWO

Basic Lines of Research.

10. GEOGRAPHY OF TOURISM AND LEISURE, by *M. Valenzuela (Coord.)*,
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INTRODUCTION.

The geographical aspects of tourism and leisure were relegated for many years in Spanish Geography to local and regional monographs. In the 1970's, however, they achieved their own importance in research. Just in the 1980's geographical production in this field has so increased that it has required systematization (López Palomeque, 1983) and has given rise to exhaustive critical exegeses (Luis, 1988) and theoretical approaches (Sánchez, 1985). Despite this, geographical research on tourism and leisure has not yet reached similar production levels of other countries, neither does it have its own publishing channels.

A relevant role, in the abovementioned initiative, has been played by the Conferences of the Association of Spanish Geographers that have welcomed and even stimulated work in these subjects. This has resulted in several papers being presented at the meetings held in Barcelona (1983) and Madrid in 1989 (Vera Rebollo, 1990). Other national or regional meetings, as well as those promoted by the International Geographical Union, should also be mentioned. The Iberian Conferences of Geography and the Spanish-French Meetings held between 1980 and 1990 have likewise promoted and established the research of tourism and leisure.

THE TERRITORIAL SPHERES OF TOURISM AND LEISURE IN SPAIN

The coastal areas

The first approaches of Spanish geographers, in the 1970's, to the subject of seaside tourism were through the study of other activities or contexts (specially rural environments), or through regional studies where tourism is an innovative and conflictive element in the organisation of space and social environment. In this sense, tourism is considered as an alternative use of natural resources in contrast to traditional activities (fishing, agriculture, salt marsh exploitation, local crafts). The approach varies, from valuing tourism as a growth factor to the more critical opinions which identify this activity with an undermining of the cultural values of the areas in question (Priestey, 1983).

In the mid 1970's, specific contributions began to appear on the territorial transformations produced by tourism and the configuration process of the new situation imposed on the previous rural space (Gil Crespo, 1973; Arroyo Ilera, 1979; Querreda, 1979). This history and an underlying territorial specialisation in

tourism gave rise, in the 80's, to a definite line of study on the subject of the touristic coastline space, focussing on the analysis of the new territorial and urban reality caused by massive seaside tourism (Valenzuela, 1982 and 1985, Vera Rebollo, 1988a) and its conflicts with the other coastal activities, mainly agricultural (García Manrique, 1982 and 1985-86).

The first monographic studies on seaside areas appeared in the late eighties (Marchena, 1987; Vera, 1987; Penas Murias, 1987; López Olivares, 1988; Picornell, 1989), furthering this study line on tourism and territory and focussing on the competitive aspects in the use of land, specially the conflicts between agriculture and tourism (A.G.E., 1987, especially Salva). At the same time, the concept of tourism was widened to include the problems of territorial development and planning from the perspective of a more rational and balanced use of the territory. These ideas are outlined in the contributions of geographers in the White Papers on tourism of Baleares, Costa del Sol and Costa Blanca.

In the same way, there is rising interest in more specialised approaches related to the environmental impact of touristic development, such as protection of the shoreline or the use of water in relation to tourist consumption (Marchena, 1988b; Vera Rebollo, 1988b). The present image of subject diversification referring to seaside tourism is reflected in the papers presented at the 11th National Conference of Geography, which dealt with subjects such as the logic of land production and occupation, (Oliveras, Penas Murias and Anton Clave, 1989), the restructuring of congested areas, the rational use of territory and environmental impact (Picornell et al., 1989), together with solutions for diversifying the demand (Priestley, 1989).

The rural, natural and mountain areas.

During the 1970's several tourist activities in rural spaces experienced remarkable growth, due to the new preferences in demand, orientated more and more towards an appreciation of everything that is «natural», identified with the image of certain landscapes, and «rural» instead of urban, without forgetting the rising interest in the cultural heritage of the inland areas. Forecast for the 1990's confirm these trends. This new «tourism» signifies important consequences (territorial, economic and social) for the areas involved. Worth emphasizing are the prospects opened up by tourism as an instrument for developing depressed zones.

Spanish geographers have approached the study of tourism in rural spaces from different points of view, on different scales and on unlikely tourist and leisure options. All this makes it difficult to clearly define the research referring to rural, natural and mountain spaces. One can say, however, that there are already defined lines of research on subjects such as week-en holiday homes, hunting or ecological tourism. In one way or another, several local studies have already contributed to these and other subjects: Ortega Valcárcel (1973) on the mountains of Burgos, Daumas (1974) on the Pirineo Aragonés, Valenzuela (1977) on the Sierra de Guadarrama, Salvá (1978) on Mallorca Island, or Arque, García y Mateu (1982) on the Pirineo Catalán. In all of them, careful consideration is given to the transformations in the traditional structures caused by the introduction of tourism and leisure activities.

There have been more specialised contributions referring to different territorial areas. This is the case of López Palomeque's PhD dissertation (1982) on the production of leisure spaces in Cataluña and the Valle de Arán. One of the most recurrent subjects referring to rural and mountain environment has been that of the second homes. This has been considered on a general level (Chuvieco and Alcolea, 1983) or in mountain areas such as Gredos (del Canto, 1982), generally related to the Madrid demand. Specialised studies also reflect the increasing attention to hunting tourism, with privileged natural conditions in extensive areas of Montes de Toledo (Martínez Garrido, 1984), Cáceres (Alvarado, 1984), Mallorca (Brunet, 1980) or Córdoba's Sierra Morena sector (Valle Buenestado, 1977). A large number of the contributions to this field have been made or directed by López Ontiveros (1981, 1987), among others. Spa tourism is an incipient activity, although a thriving one within the country, and has been considered in research on cases from very varied regions such as Cantabria, Murcia, País Valenciano, etc. (Gil Luis and San Pedro, 1989; Obiols, 1988). The spa report, after a long period of decay (Miranda, 1984), are entering into a relatively prosperous age (Lisson and Lillo, 1984).

Unequal attention has been paid to other tourist activities. Ski reports, with their controversial changes to mountain areas, have been considered in studies referring to Sierra Nevada (Ariza, 1984), Cordillera Central (Torrego, 1984; Valenzuela, 1987), Sistema Ibérico (Arnaez, 1981) or to the Pirineos, where «white tourism» has been included in general studies. As far as tourism in a natural environment is concerned, this is a developing phenomenon, but not without its conflictive aspects (Valenzuela, 1984). In the 8th Conference of Spanish Geographers in Barcelona (1983) the relationship between nature and tourism was considered monographically (A.G.E., 1984, especially Ruíz Urrestarazu). Certain studies, in recent years, have focussed on agrotourism, a still relatively unknown option in Spain (Fourneau & Martín, 1984; Mulero, 1989).

The urban areas and the rural-urban fringe

The first references to urban leisure and tourism can be tracked down to the classical urban monographs. This is understandable if we consider their functional slant with its subsequent effect on economic activities, particularly the hotel business. This is the prevailing approach in the most representative urban dissertation of the 1960's, by Bosque Maurel. Granada, the subject of the thesis, was then already very popular with tourists and their geographical origin and temporal distribution are given special importance in the study (1962, pp. 167-78). On the level of urban systems it is worth citing the influence of its own regional and Madrid summer holiday-makers on the seaside urban system of Asturias (Murcia, 1981, p. 148-158) or the leisure activities in Huesca province, within the context of its urban network (Callizo, 1988, p. 254-256).

A qualitative improvement in the functional analysis of urban tourism appeared in the monography on the hotel business in Madrid by S. Gutierrez Ronco (1984). This study analyses the intensity and precedence of the tourist flow and the hotel supply in the period 1900-1980. The relationship between the hotel business and the Madrid urban network is also of interest to the author. An attempt at a global relationship between tourism and urban reality in all aspects has only achieved partial results (Escalona, 1981).

Urban materialisation of leisure and recreation practices has been more cultivated. Particular attention has been paid to public space as a centre for free time social activities (Muga, 1980; Bernad *et al.* 1983). Likewise, the flow generated by towns, as «source areas» of recreation demands, is also mainly channeled towards the rural-urban fringe. A local tourism since the 1960's has created an authentic recreative «hinterland» around Spanish towns (Valenzuela, 1989 b; González Urruela, 1985, pp 425-460). Its territorial projection may reach even regional dimensions (Valenzuela, 1976) with the well-known territorial and environmental effect. Preferential attention within this subject has been paid to the second homes in periurban areas, giving rise to several contributions with reference to the whole country (Ortega, 1975; del Canto, 1983; Valenzuela, 1988) and to particular towns such as Madrid (Valenzuela, 1975; del Canto, 1981), Valencia (Miranda, 1985), Sevilla (Fourneau, 1984) or Valladolid (González Urruela, 1985).

Wooded areas in periurban space appear as the destination of a massive and faithful urban demand for the development of passive leisure activities. The two most serious dangers are the elitist privatisation and the damage of the forestal mass (Gil and Gómez, 1983). Active leisure activities (nautical sports, fishing, etc.) take place both on the coast (Martín Ruiz, 1987) and inland (Valenzuela, 1989). The existence of environmental opportunities for the practice of special and elitist sports, such as golfing, hunting or skiing, contributes to shape, in some way, periurban spaces devoted to recreation. An example is the relationship between Madrid and its close range of mountains of Sierra de Guadarrama (Valenzuela 1977 & 1986; Torrego, 1984).

TOURISM AND REGIONAL DEVELOPMENT

The incipient character of the regional approaches to tourism is understandable considering the still insufficient interest that tourism generates among Spanish geographers (despite Spain being one of the leading tourist areas). The unequal development of tourism in the Spanish regions organized as Autonomous Communities is another factor. This situation has begun to change with the introduction of an advanced and complex specialisation of tourism as a regional economic alternative (Vera & Marchena, 1990). The approach to tourism and leisure from a regional perspective by Spanish geographers is threefold:

a.- A general vision of tourist activity in Spain which is compatible with its regionalisation in Autonomous Communities and in large tourist areas of the Iberian Peninsula and its islands. Within this approach there have been publications on the social, territorial and economic aspects of tourism, in the form of monographs or as a part of handbooks of Spanish Geography. The regional analysis of the basic variables in supply and demand has been handled in the studies of López Palomeque (1988), Miranda (1989) or Serrano (1984). In a proposed plan, the diagnosis of regional politics and territorial planning concerning tourism has been taken into consideration (Marchena, 1989).

b.- The introduction of the Autonomous Communities and their subsequent reinforcement in the interest for individual regions is promoting reflexion on tourism in the different regions. The importance of tourism in the regional structure normally determines its importance within the analysis, habitually

concerned with the identification and appraisal of the tourist impact and its effect on regional development (López Palomeque, 1983; Marchena, 1988b; Vera Galvan, 1988) or its impact on regional politics (Marchena, 1990).

c.- A perspective that approaches the incidence of tourism in the configuration and structure of a certain region. We find it in researchs such as the published doctoral thesis (Marchena, 1987) or in the unpublished ones (Vera Galvan, 1989; Picornell, 1989). It also appears in certain specific studies on regional tourist resources (Marchena, 1986), spatial changes (Salva, 1985), territorial strategies (Marchena, 1988c), spatial responsibilities between agriculture and tourism (Salva, 1987) or the analysis of comparative regional touristic scenarios (VV.AA., 1991). The regional or subregional research the so-called «specific tourism» (sports, hunting, spas, etc...) must be included, in which the difficult connection between tourism and territory is detected (Vera Rebollo, 1989).

CONCLUSIONS

The following conclusions can be drawn from the scientific studies of Spanish geographers on tourism and leisure:

- a.- A growing interest (both institutionally and on a personal level) since the 1970's, although still far removed from that of other countries.
- b.- The resulting scientific production, in the case of tourism, is divided between monographs referring to specialised areas and contributions to sectorial subjects.
- c.- Studies on leisure basically deal with urban areas and rural-urban fringe.
- d.- The final acceptance of tourism and leisure as a major subject of research for Spanish geographers would require its full incorporation in the university curricula and a specialised journal as channel for publication.

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