the Influence of urban factors in Destination Selection of Senior Tourists for second home in Costa Brava: Developing a model of Assisted residence

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There are evidences that tourism has a direct role in population increase in some touristic areas so that two types of residence appear as immigration and Second home tourism. (Hall, 2008)

**Tourism**  
Second home Tourism

Short and mid-term tourists in the long term, may be encouraged to choose the place as “Second Home” and may be interested to rent or buy a second home for short to long-term stay and they called “Second home tourists” or “residential tourists”.

In other decision, they may move 'permanently' and be categorized as migrants. Therefore, their bundle of economic, social, intellectual and cultural capital will contribute to the original destination.

The question is: Why a tourist chooses a destination as “second home”?

In more focused area: Which is the weight of “urban Quality” in the site attraction?
“Second Home Tourism” is known as a phenomenon in:

- **Real estate market** because of its high growth and complications in policy and other social affects
- **Tourism industry** when tourists make a decision to stay more in a destination.

**Second Home:**

In France, in 1962, the INSEE (Institut National de la Statistique et des Etudes Economiques), defined it as:

“the house whose users occupy them for short periods during the year, including: the vacation home and furnished apartments for tourist purposes, camping areas, excluding hotels.”

- **Spanish (INE) definition**: … “it does not constitute habitual residence of any family”.

The concept of “residential tourism” has been used since the late 1970s to describe a **Development model** based on the production of urban land for the construction of real estate property in touristic areas.
Aging Europe

- the ratio of retirees to workers in Europe will double to 0.54 by 2050

Study on Senior residence models may conclude to develop a model for future residential projects especially in coastal areas where there is a high potential in residential tourism demand.

- International Retirement Migration

A growing number of Seniors are involved in Second home Tourism
Introduction

Tourism

Satisfaction

Destination Selection

Urban Factors???
Land use, urban design: pedestrians, landscape, etc.

Aging Europe

International Retirement Migration

Second Home Tourism

Senior Housing forms

Second Home For Senior Tourists
OBJECTIVES
Main objectives:

1- to assess the importance of the quality of city in decision of senior international Tourists for “having a second home” (which mostly are Europeans)

2- to evaluate the possibility of promoting a model of assisted residence for senior foreigners

Hypothesis

Due the methodology used in this thesis is inductive, the Hypothesis will be constructed as the research develops. As a preliminary hypothesis, it is stated that “urban quality factors are one of the most important aspects on the second home migration decision for seniors in the study area”.
LITERATURE REVIEW
“Second home phenomenon” and “Residential Tourism”:

- **Higher social heterogeneity and residential segregation** (Dominguez et al., 2011)
- **Gentrification** brings changes in leisure and retail activities (Solana, 2010; Curry et al., 2001; Dirksmeier, 2008; Findlay et al., 2000)
- **Higher prices in purchasing power, may lead to a new social homogeneity.** (Murdoch, 1998; Phillips, 1993; Smith and Phillips, 2001; Smith, 2002).

  Effect of Residential tourism on local market (Ghose, 2004; Walker & Fortmann, 2003)

- Non-dynamic accommodation / seasonally a **minimum multiplier effect on local economies** + **negative effects for local employment.** (Mazon, 2006)

International Retirement Migration (IRM)

- In recent decades by increasing the portion of retired people, a especial market demand inside the residential tourism market, has been created.
- Cribier in 1979-1980 mainly focused on *internal mobility within France* initiated research into international retirement migration (IRM) in Europe.
- **Warnes, King and Williams** (Williams et al. 1997; King et al. 1998; Warnes et al, 1999) extended this initial idea with that of international retirement migration in the direction of southern Europe from northern and Western Europe.

A series of case studies has been carried out on this subject, permit the conclusion to be drawn that:

- **“IRM in Europe will continue to increase in significance in the future.”** (O’Reilly 1995, 2000; Vera-Rebollo 1997; Rodriguez et al., 2001)

- It is case of importance to focus on housing models like assisted homes, currently are undertaken around the world:

  "Senior housing” in United States, **Les Jardins des Arcades** in France, **Vivienda Asistida** in Spain, etc.
METHODOLOGY
Methodology

**Theoretical Section**
- Definitions of Second home tourism and migrants
- Demographic study on aging & residential tourism
- International Retirement Migration
- Senior housing forms

**Empirical Section**
- Choosing the Case Study
- Exploration of Attractive Urban Factors
- Interviews (foreign second home owners, related professions, etc.)
- Survey questionnaire between senior tourist
- Assisted residence
- Qualitative factors
- Listing other effectives
- Regression analysis between weight of different factors and tourist satisfaction

**Prospective Section**
- To develop a framework for promoting assisted living for senior tourists
- Generating a model of residence

**Investment body of assisted residence**
- Study on its marketing process

**Published papers & Books**
- Academic research & programs
- Reports, News & Presses
- Related websites
Probable Case Study: **Costa Brava, Girona**

Censuses proved a constant increase of residential tourism in coastal areas of Alicante and Girona.

- In Girona, Fraguell made an analysis in **geographic distribution of second home in the area**, and studied **socio-demographic factors** and **typology** of second homes based on a survey in three local zones and the second home demand by focusing in national tourism market was evaluated through the survey. (Fraguell, 1994)

The trend of residential tourism will be focused in retired foreigners in this research which it depends on an international phenomenon of migration.

- Based on the survey Satisfaction level of tourists in Costa Brava was 8.2 out of 10 (Generalitat de Catalunya, 2011)
Based on the census, the most foreign residents living in Costa Brava are from: **France, Germany & UK**

French people distribution in coastal areas of Girona (INE, 2011)

German citizens distribution in coastal areas of Girona (INE, 2011)
Work Plan

Analysis of attractive urban factors in tourist’s decision for second home

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  • Chapter 1. Residence for retirement
    1.1 socio-demographic changes and its residential necessities
    1.2 Retirement
    1.3 Models of housing for retired people
  • Chapter 2. Second home Tourism and International Retirement Migration
    2.1 Tourism Image and Destination Selection
    2.2 Second Home Tourism
    2.3 International Retirement Migration
    2.4 Urban Quality and Tourism
  • Chapter 3. Presentation of Girona and coastal areas
  • Chapter 4. Tourism and International retirement migration in Girona
  • Chapter 5. Analyzing urban factor in destination selection for second home
  • Chapter 6. Analysis of marketing process and investment agencies of second homes in Girona
  • Chapter 7. Generating a framework for promotion of a sustainable residence for retired tourists

Theory

| Months | 1 | 0 | 1 | 1 | 15 | 1 | 8 | 2 | 4 | 27 | 8 | 2 | 9 | 3 | 3 | 3 | 6 |
|--------|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|---|---|---|

Empirical

Prospective
the Influence of urban factors in Tourist decision for second home

References

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- Lopez, Julian. (2003), la residencia secundaria en España estudio territorial de su uso y tenencia, PhD thesis, Department of geography, University Autonoma of Barcelona
Thank you for your attention