

THE FAILURE OF THE RENOVATION OF CONSOLIDATED COASTAL TOURIST AREAS THROUGH THE REPLACEMENT TO THE OBSOLESCENCE ACCOMMODATION: THE EXPERIENCE OF THE CANARY ISLANDS

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The tourist destinations renovation rated with «mature», «bound», «stagnant», «saturated» or «final stage of growth» in the terminology of the life cycle theoretical model used has become a structural strategy any policy planning. It is an adjective indicating that these destinations are in the worst case in the pre-decline. For this reason, the renovation plans, programs and projects are proposed as essential to redefine, refocus, restructure, retrain and reposition such tourist destinations. This is the case of the Canary Islands (Spain), a major european tourist destinations of «sun and beach».

The present tourism spatial planning is inserted in the regional strategy of setting limits and growth rates of tourist accommodation («moratoria turística») started in 2001. The Tourism Management Guidelines, approved by Law 19/2003, defines a spatial model of tourism organized around three interrelated strategic lines: a) the sustainable transformation to the tourism model, b) the establishment of a quantitative restriction or moderation of accommodation offer; and c) the intervention on public and private space tourist areas saturated. The first and second axes are directed to the maintenance of territorial competitiveness in the tourism sector. The third axes seek the conversion of tourist space through the metamorphosis of their territorial organization models.

The tourism renovation building is not only a structural part in the medium and long term to the canary politics of tourist destinations restructuring and revitalization. It is also an alternative to quantitative limitation or moderation of the increase in tourist accommodation capacity. The Law 6 / 2009, on urgent measures in spatial planning to revitalize the sector and management of tourism, which partially amended Law 19/2003, has brought a new approach spatial planning of tourism for the five years 2008-2012. This law promoted the process of tourist accommodation renewing. For this one, it has promoted a set of measures and incentives for the renovation and improvement of the quality tourism and public space consolidated tourist areas.

Although this strategy priority the remodeling and replacement building on the same site, allows the complete demolition of the building and the urban-planning use transfer to a new built located at a site than the original non-consolidated tourist areas or less congested. This paper will focus on the potential of tourism renovation building for replacement operations at a site than the original. Some strengths of this type of tourism renovation building operations are as follows:

- As «overrun» urban operations
- As a «rejuvenating» strategy the tourist accommodation offer
- As urban-planning use transfer technique
- As a mechanism for classification and categorization of new non-programmed land for tourism use.
- The qualification technical of the tourist destinations
- As a solution to the problem of plot size for the edification replacement operations on the same site of the non-hotel and hotel establishments of less than four stars

Similarly, to the extent that until now had not taken a single replacement project, this paper to expose some of the most important reasons behind this significant failure. We have identified a range of reasons of an economic-financial and other related to tourism spatial planning instruments and private decisions. Perhaps the main weakness is that the tourism renovation building for law does not work, as are closer to the «tyranny of the technical and political decisions» to the set of joint decisions within the framework of governance and the constitutional right of free enterprise and the principle of equality. It is that the reforms needed to address the tourism model restructuring not only accepted; they must be internalized by the actors involved. To break this dynamic, it is necessary that while government to lead the tourism renovation process, establishing an organization system should encourage intergovernmental cooperation and between public and private sectors, players assume the role of this process.