

SPATIAL ANALYSIS OF TOURIST ACTIVITIES AND SERVICES IN THE HISTORIC CITY: THE CASES OF MALAGA AND PLYMOUTH

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Abstract

The main objective of the research is to analyse the geographical distribution of tourist attractions and services in the historic city in order to understand the tourist system spatially and functionally. Two medium size port cities have been selected as study cases: Plymouth (UK) and Malaga (Spain). The methodology consisted firstly of field work to identify the location of different elements of both tourist systems, secondly elements were classified into groups, thirdly information was uploaded using an open-source tool called Meipi, which allowed to disseminate information and to make comments in real time. Finally, information was presented in maps, divided into mobility, built heritage, sightseeing, leisure attractions, water-related activities and events, arts and culture, historic references, accommodation, eating and drinking, shopping, and tourist information and services. Conclusions show which areas are consolidated or in progress in terms of tourist use and which of them could be adapted to tourist activities.

Keywords: *Urban tourism, cultural tourism, heritage, coastal cities, tourist-historic city.*

1. INTRODUCTION: THE GROWING PHENOMENON OF URBAN TOURISM

Urban tourism is a growing phenomenon worldwide. In Europe, it represents 33.8% of all kinds of tourism (Eurostat, 2016) and it has become a priority in European tourist policy since the first Tourism Action Plan (European Commission, 1999). There are many reasons for the steady growth of urban tourism in Europe. The first one is the increasing role of leisure in people's life. The greatest demand is for activities that can be fulfilled in a day trip and since most of people live in cities, urban systems themselves were turned into destinations for leisure activities (Burtenshaw, Bateman and Ashworth, 1991). Harvey (1989), Richards (2005) and Urry (1990) support the idea that the shift from modernity to postmodernity relates to the blur of distinction among culture, economy and tourism. Pine and Gilmore (1999) explain this transition as the change from an economy based on the production of goods and services to other one rooted in the production of experiences. Willey (1998) points out the substitution of the division of work and leisure by other society dominated by information and communication, where the exchange of symbols play a key

role. In this context, the city is not anymore seen only as a place of production or power, but also as a place of play and leisure (Urry, 1990). This way, cities are transformed into places for consumption where the urban environment itself becomes a commodity to be sold to individual consumers and investors (Meethan, 1996). This vision might imply that all places become potential tourist destinations.

Thanks to its adaptability, urban tourism is seen as the solution to many problems, such as deindustrialisation and decay of coastal resorts. In this context, culture is achieving a growing interest as a tourist attraction (Mínguez, 2012; Drazic et. al., 2014; Paul, 2013). In addition, urban tourism is less seasonal than other segments, although it presents strong differences between working days, weekends and bank holidays. In particular, the growing interest of city centres as tourist destinations is a response to urban decay caused by the loss of traditional urban activities. Moreover, there have been changes in the way of travelling that make cities more competitive than other destinations. In particular, long holidays have given way to short holidays spread over the year (Andalusian Ministry of Tourism and Commerce, 2012). Cities are especially interested in short term holidays because they are mainly taken in weekends, thus serving as a complement to business trips which tend to be on weekdays (Law, 1996).

Urban tourism is related to the visit to cities, covering a wide range of motivations such as culture, events, conferences, services of different kinds, business, shopping, health, among others. Excetur (2013) considers the following segments in urban tourism: culture, leisure, shopping, visiting friends and relatives, major events, gastronomy, learning languages, cruise tourism and sun and beach.

One of the difficulties to define urban tourism is the ambiguous distinction between visitors and locals, since both groups stay in the same places and use the same services. According to Ashworth and Page (2011) and Maitland (2010), the residents' behaviour in their free time is quite similar to the one of tourists, sharing shops, restaurants, leisure attractions, activities and means of transport. As a result, sometimes it is not useful to identify tourists from the classical point of view of distance and time, instead it would be more useful to think of diverse groups of users with different needs and behaviours, which are reflected in their different purchasing power and urban preferences. As a result, tourists often carry out activities that traditionally involve local people (Ataberk, 2014), although their original motivation was another, while residents often behave like tourists in their free time. The World Tourism Organization and the European Commission (2005) state that the most popular activity developed by urban tourists is visiting attractions such as monuments and museums, followed by sightseeing, eating and drinking, and shopping.

Focusing on the profile of urban tourists, Law (1996) considers the following classification in relation to motivation and length of stay: business activities, conferences and exhibitions, short term holidays, short trips, visiting family and relatives, attendees to festivals and visitors using the city as a gate of a tourist region. On the other hand, Jansen-Verbeke and Lievois (1999) consider that main motivations of urban tourists are culture, shopping, sightseeing, events, leisure and sports. Apart from them, other secondary elements are crucial in the success of an urban tourism destination, such as accommodation, commercial offer, gastronomy, nightlife, events and transportation (Ota, 2014). The urban landscape needs to be of great quality as well, which includes built heritage, views, urban design and architecture (SECTUR, 2009).

2. SPATIAL CONCENTRATION OF TOURIST ACTIVITIES AND SERVICES

Urban tourists tend to concentrate in a small area of the city. In European cities the area visited by tourists is usually only a part of the historic centre, called the tourist-historic city (Ashworth and Tunbridge, 2000). The main elements of this area are the monuments, museums and other attractions, which conform nodes surrounded by the historic atmosphere that tourists expect. Visitors walk along the streets that connect the nodes and are perceived as “historic”. In these streets there are other secondary attractions that have not an appeal by themselves and whose main interest is their location between nodes. The spatial concentration of tourists is caused by city's features and by visitors' characteristics (García Hernández, 2003). The city's features are orography, urban fabric, existence of physical or psychological barriers and the presence of milestones. Focusing on visitors, their behaviour is affected by their motivations, previous knowledge of the destination, expectations and previous experiences.

Concentration of tourists has also a practical interest. It makes possible to exceed a minimum threshold to make profitable those businesses dependent on tourism, such as hotels, shops and restaurants. In addition, concentration of attractions makes it possible to walk from one point of interest to another, reducing the need of car parking and public transportation. The short stay of tourists is also a reason for the concentration of tourist activities in a very limited space. In many cases people only spend a few hours in a city and in some occasions the city belongs to a route or is ancillary to other destination or attraction that is the main reason for visiting the region. Since many tourists only visit cities quickly, in some occasions the commercial and gastronomic offer achieve a more prominent role than accommodation or tourist attractions themselves (Ayala Castro, 2007).

The concentration of tourist activities and services makes it possible to clearly distinguish a highly monofunctional tourist area around the most relevant monuments or museums. This area is surrounded by a buffer zone where tourist activities are mixed with other urban activities. The third area covers the rest of the city, where the tourist activity has not been developed (Jansen-Verbeke, 1998).

The tourist-historic city refers to an area that became redundant in many cases due to its difficult access and restrictions to mobility. Thus, accessibility is fundamental when studying functionality of these areas. Van den Berg, Van der Borg and Van der Meer (1995) differentiate between external and internal accessibility. External accessibility covers all the means of transport that allow tourists arrive to the city. Internal accessibility refers to the means of transport that permit the movement of tourists inside the city.

The study of tourist activities and services in the city has the difficulty of trying to separate tourist activities from those that are not, taking into account that tourists not only use services addressed to them. A restrictive selection would exclude from example the great majority of shops, restaurants and means of transport, which are essential for tourists but where residents represent the greatest part of users and clients (Lievoy, 2007).

3. THE TOURIST SYSTEM

In order to analyse the concentration of tourist activities and services it is common to refer to the tourist system, which has been addressed by authors such as Burtenshaw, Bateman and Ashworth (1991), De la Calle Vaquero (2006), García Hernández (2003), Law (1996), Romero Moragas (2001), and Van den Berg, Van der Borg and Van der Meer (1995). Resources are divided into primary and ancillary. Primary resources attract tourists to the city and they include museums, monuments, urban landscape, the weather, attractions of all kind,

gastronomy, events, conferences, exhibitions, etc. Ancillary resources add appeal and offer complementary services such as shops, restaurants, hotels, means of transport, cleaning services, signage, etc. Nevertheless, there is not a clear limit between primary and ancillary resources, which are closely related to the diversity of motivations.

The main objective of the research is to analyse the geographical distribution of tourist attractions and services in the historic city of two selected cities: Plymouth (UK) and Malaga (Spain), both of them are medium size port cities that have made an effort in recent years to regenerate their city centres and waterfronts in order to attract a larger amount of tourists and make this activity central in their economy.

In order to analyse the characteristics of the tourism system in both cities we have taken as a starting point the studies conducted by Vera, López Palomeque, Marchena and Antón Clavé, EURICUR, Jansen-Verbeke, Troitiño Vinuesa and Troitiño Torralba, and De la Calle Vaquero. The latter states that, in the operational level, the systemic approach is a fruitful perspective in the analysis of relations between tourism and historic cities since this phenomenon is characterized by complexity and change: the complexity of the city as product, destination and tourist space, and the dynamics of change inherent to the urban and tourist phenomena (De la Calle Vaquero, 2006).

Vera, López Palomeque, Marchena and Antón Clavé (1997) recognise four basic elements in the tourist system: visitors, actors, transportation systems and tourist destination. Visitors are people who decide to travel to a destination based on a motivation and a socio-demographic profile. Public and private actors influence the design of tourism products, which has traditionally been limited to hotels, restaurants and travel services. Transportation systems connect origin and destination and move tourists inside the city. The tourist destination consists of the attractions, local society, complementary activities, infrastructure and equipment.

To EURICUR (Russo and Van der Borg, 2002) the concept of tourist system relates to the set of factors that determine the appeal of a city, distinguishing between primary and complementary products, accessibility and the destination's image. Primary products are the attractions that trigger the arrival of most visitors, in historic cities they are normally heritage and culture. Complementary products consist of hotels, restaurants, shops, exhibition centres, conference centres and any kind of tourist services. These factors strengthen or weaken the appeal of the city and visitors' perception. Accessibility is divided into external and internal. External accessibility refers to connectivity of the city with potential markets of visitors, it affects directly the cost of travel. Internal accessibility reflects the movement within the city, it affects the quality of stay. Finally, the image of a city is determined largely by its level of overall development, for this reason all the measures taken by local governments to improve urban quality affect the image of the city and its tourist appeal.

Jansen-Verbeke (2001) applies the concept of tourist system to the relationship between the city centre, visitors and actors promoting tourist activities. In relation to the city centre, the author makes a classification into primary, secondary and conditional elements. Primary elements are monuments, museums, theatres, exhibition centres, events, the characteristics of the environment and urban morphology, lifestyle and traditions. Complementary elements are responsible to meet the tourists' demands, mainly accommodation, shopping, and eating and drinking facilities. Conditional elements refer to services mainly used by tourists, such as specific means of transport or information offices. Regarding visitors, the author considers the following features: motivations, number of people, distribution of time and sociodemographic characteristics. Finally, local actors adapt and improve tourist products through the construction of a tourist image and its dissemination.

Meanwhile, Troitiño Vinuesa and Troitiño Torralba (2009) analysed the distribution of accommodation, shopping, and eating and drinking facilities in the historic city of Toledo. Accommodation is classified according to category in 4, 3, 2 and 1 stars hotels on one side, and 2 and 1 star pensions on the other side. Eating and drinking facilities are divided into restaurants, cafes and mixed. Shopping includes crafts, traditional food and souvenirs.

De la Calle Vaquero (2006) took into account the following elements for the study of the tourist system in Spain's World Heritage cities: accommodation, shopping, eating and drinking facilities, and transportation. Accommodation is classified according to its location in the city centre, the periphery, in historic buildings or in the vicinity of transport stations. Regarding shopping, the author highlights the sale of handicrafts and tourist souvenirs. Eating and drinking facilities is divided into restaurants on one side and bars, pubs, cafes and the like on the other. Finally, means of transport are divided into conventional means used sometimes by tourists and means of transport frequented almost exclusively by these users.

4. METHODOLOGY

Based on the approaches mentioned above, a work process was performed to reflect the distribution of tourist activities and services in the historic centres of Plymouth and Malaga. These cities have been chosen because both of them are medium-sized in their own context, peripheral in relation to metropolises, coastal cities with a relevant protected heritage and both of them have made an effort in recent years to increase their number of visitors focusing on urban tourism, especially taking into account cultural assets. The work phases were as follows:

First phase. A first classification of elements was made in accommodation, shopping, eating and drinking, urban scene, image and visitors. The study area in both cities covers the historic city, defined as the neighbourhoods protected by heritage-related urban plans or other urban policies. A map of both study areas was elaborated to show plot limits, outline of buildings, representative public spaces and place names. In both cities the work area was divided into 19 sectors.

Second phase. We went through all the streets and public spaces of the study area to collect the data. The visits took place at first in Plymouth in September 2011, June 2013 and August 2016. In Malaga data collection was made in June 2010, April 2013 and August 2016. From each item its location and name were marked, some references were noted and photographs were taken.

At this stage the classification of elements was expanded with the activities developed by visitors that can be represented in a map, following the methodology developed by Donaire Benito and Galí Espelt (2008) to approach the movement of tourists. A distinction was made for activities inserted in buildings having heritage protection in accordance with the methodology developed by Troitiño Vinuesa and Troitiño Torralba (2009).

Third phase. Information was processed using an open source app called Meipi (2016a; 2016b) (Figure 1).



Source: Meipi, 2016a.

Figure 1. Meipi developed for Malaga's case study.

This type of tools have been used by various authors, including Salerno, Casonato and Villa (2011) and Olukole and Balogun (2011) to capture tangible and intangible aspects of the city normally not represented in conventional cartography. The procedure involved the creation of four categories, coinciding with the initial classification of elements. Each element led to an entry, which are the components of the categories. Each entry is located at a spatial point, this gives a first glimpse of the concentration of elements. Entries work like files according to the following structure (Figure 2):

- Name of the element.
- Category. It is the basic classification of elements.
- Tag. It serves to establish subgroups and common characteristics to elements belonging to different categories.
- Photography from the street.
- Short description.
- Figure of urban protection. It is indicated if the plot belongs to a Conservation Area in the case of Plymouth or to the Special Protection Plan in the case of Malaga.
- Buffer zone. It is mentioned if the plot belongs to this figure for protection of monuments' surroundings in the case of Malaga.
- Architectural protection. It refers to the type and degree of protection of the building, if it belongs to the English Heritage List in the case of Plymouth or to the Andalusian Heritage List or the Special Protection Plan List in the case of Malaga.
- Other comments. It shows other relevant features such as state of conservation, last intervention, etc.



Source: Meipi, 2016a.

Figure 2. Structure of an entry.

In total 378 entries were created for Plymouth and 404 were created for Malaga.

Fourth phase. Information was presented in maps showing the elements that represent more clearly the tourist use of the historic city. Maps were classified into mobility, built heritage, sightseeing, leisure attractions, water-related activities and events, arts and culture, historic references, accommodation, eating and drinking, shopping, and tourist information and services. Finally, a synthesis map was made in both cases.

5. ANALYSIS

In many cities, there are a few main assets which justify their visit, for example a relevant monument, a particular event or specialist shops. The current trend in urban tourism is to diversify the offer as people's interests are becoming more and more specialised. The difference between main tourist attractions and ancillary resources depends on the source taken into account. Furthermore, the difference between visitors and locals are becoming shorter as the former are interested in going deeper into the local culture and the latter behave like tourists in some occasions, for example when visiting monuments or for special events. This difference is even weaker in Plymouth as most visitors are national and have in general terms the same cultural background and interests as locals. In the case of Malaga it is easier to distinguish visitors from locals since most of them come from abroad, they speak a foreign language and have different habits, for example at the time of having lunch or dinner they eat earlier than Spaniards, choose different food, go to certain museums, dress in a different way, use other means of transport and buy particular souvenirs that locals usually do not purchase.

Below, the main conclusions of the analysis are presented, divided into the following topics: mobility, built heritage, sightseeing, leisure attractions, water-related activities and events, arts and culture, historic references, accommodation, eating and drinking, shopping, and tourist information and services. Finally, a synthesis map has been made in both cases.

1. Mobility. As it has been explained above, internal means of transport have an impact on the global image of the tourist destination and are one of the most valued assets in urban destinations. In Plymouth, the following ones have been considered: yachting, ferries, taxis, buses, cycling and pedestrian areas. Plymouth has a rich offer of marinas and moorings. Among them, the more relevant ones for tourists are Sutton Harbour, located at the heart of the tourist-historic city, and Royal William Yard, which is integrated in a renovated area of great heritage value. There are several ferry and water taxi services in the study area. Taxi ranks are mostly located in the Barbican, Hoe, City Centre and their periphery. A tourist bus

runs around the Barbican and the Hoe, operated by Plymouth Discovery Tours. Regarding local buses, most of them begin or finish in the City Centre. Regarding cycling, the City Council recommends some advisory and signed cycle routes but many of them are shared with buses or cars. Finally, there are a number of pedestrian areas in the historic city. In Malaga, the following means of transport have been considered: yachting, tourist boats, buses, horse-drawn carriages, cycling, pedicab, segway, taxis and pedestrian areas. Arriving to the historic centre by yacht is now possible after the regeneration of the port for tourist purposes. This regeneration also made possible to consolidate an offer of tourist boats around the bay. The tourist bus makes a round trip stopping at the main monuments and attractions. Visitors also use local buses, since most of them stop at the Alameda, the gate to the historic centre. Horse-drawn carriages make a fix itinerary between the port and the Cathedral. In the last years new cycling routes have been opened and some companies have started offering guided tours. Pedicabs and segways operate in different areas of the historic centre, while pedicabs move around the Cathedral and Alcazaba, segways make larger guided tours up to Gibralfaro and along the sea promenade. Taxi stands can be seen in access routes to the historic centre, while most of the inner core has been pedestrianised and access is only permitted for residents and hotel guests (Figures 3 and 4).

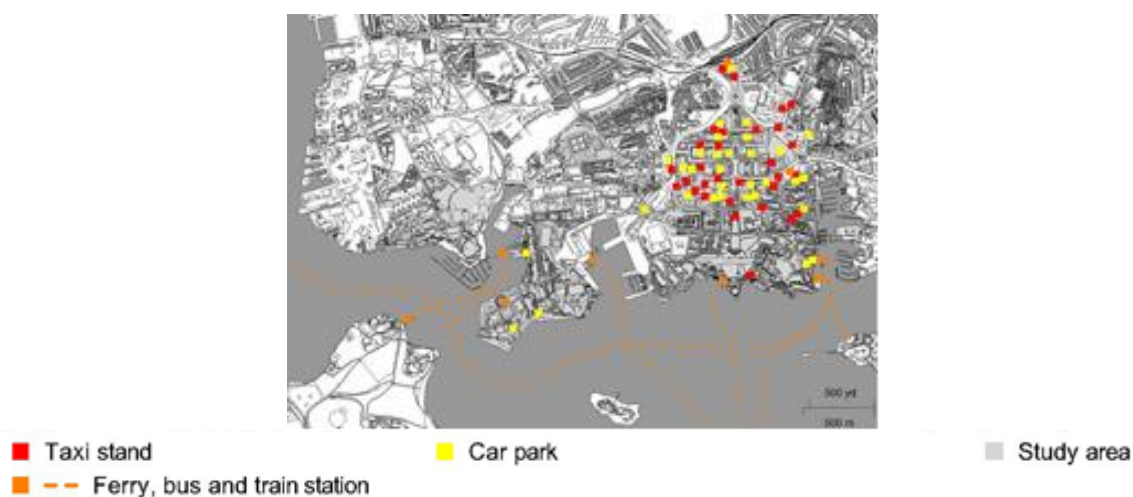


Figure 3. Means of transport within Plymouth's historic city and close surroundings.

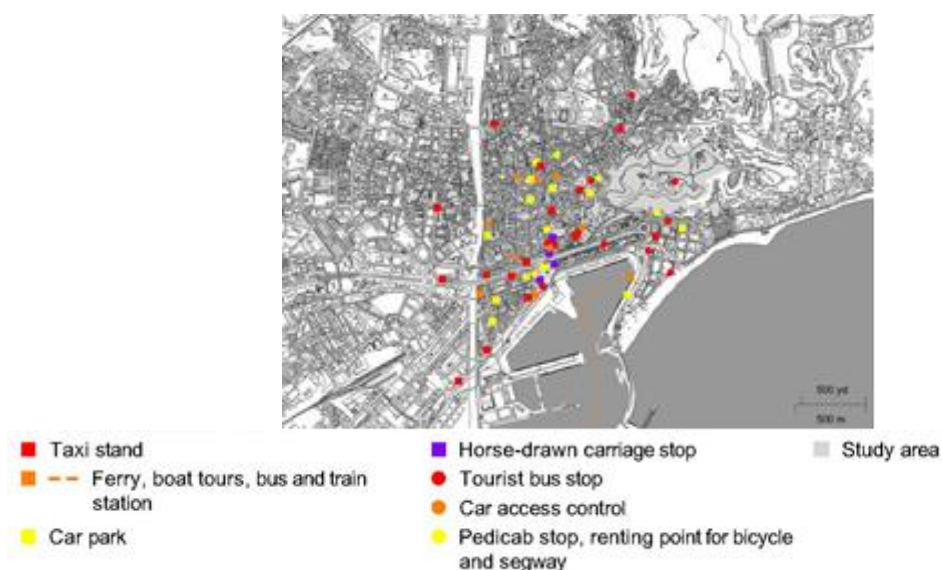


Figure 4. Means of transport within Malaga's historic city and close surroundings.

2. Built heritage. In Plymouth, it can be concluded that there are three heritage areas, each of them with a very different relative weight, namely Mount Wise, Royal William Yard and the central areas covering the Hoe, Barbican and parts of the City Centre. Regarding particular buildings, there are three clusters, the first one is in the City Centre south of Royal Parade, the second one is in the Barbican and the third one is on the Hoe. In Malaga, it can be concluded that the most attractive heritage assets for tourists are the Condes de Buenavista Palace (Picasso Museum), Alcazaba, Picasso's Birthplace, Gibralfaro Castle, Roman Theatre and Cathedral. At a second level are Atarazanas Market, Town Hall, Episcopal Palace and Old Wholesalers Market (Contemporary Art Centre) (Figures 5 and 6).



Figure 5. Main heritage assets within Plymouth's historic city and close surroundings.



Figure 6. Main heritage assets within Malaga's historic city and close surroundings.

3. Sightseeing. In Plymouth, it is possible to distinguish four areas or topics. One is the waterfront in general with its views to the Sound, these views can be enjoyed from the upper part of the Hoe, the Citadel, Hoe Road, Stonehouse Peninsula and Mount Wise. The Hoe offers open views to the city, the waterfront and landmarks like Smeaton Tower and the Naval War Memorial. The Barbican is a neighborhood characterised by its narrow streets and an old city atmosphere. Finally, Armada Way offers a shopping atmosphere, open-air cafes and many street events around the Big Screen. In Malaga, four types of spaces can be distinguished. Open views to the city and the sea can be enjoyed from Mount Gibralfaro, the port and the sea promenade. Secondly, there are parks and gardens like Paseo del Parque, Puerta Oscura and Pedro Luis Alonso. A third type of spaces is represented by the historic

centre's narrow streets, which offer urban atmosphere and intense commercial activity. Finally, the port is characterized by its function as an open air shopping centre (Figures 7 and 8).



Figure 7. Areas recommended to do sightseeing and enjoy views within Plymouth's historic city and close surroundings.



Figure 8. Areas recommended to do sightseeing and enjoy views within Malaga's historic city and close surroundings.

4. Leisure attractions. In Plymouth, leisure attractions concentrate in two areas and some of them are dispersed. In the Barbican or around are located the National Marine Aquarium, Gin Distillery, Mayflower Exhibition Centre and Clay Art. On the Hoe there are a number of bathing facilities, where Tinside Lido stands out. There are other bathing facilities in Stonehouse Peninsula and Mount Wise. Finally, the Big Screen gathers large groups of people for special events and the Pavillions offer a diversity of leisure activities. In Malaga, the most attended leisure attractions and areas are the theatres, beaches, bars and nightclubs. The most popular beach for tourists is the Malagueta, which is also the most accessible one from the historic centre (Figures 9 and 10).



Figure 9. Main leisure attractions within Plymouth's historic city and close surroundings.



Figure 10. Main leisure attractions within Malaga's historic city and close surroundings.

5. Water-related activities and events. Plymouth offers a variety of events related to the sea all year round, it has also a number of facilities where it is possible to develop water-related activities. Around the Barbican there is a particular cluster of marinas and yacht clubs. Among the most relevant competitions the Tall Ships Race stands out. Malaga has not organised recently sport events or other activities related to the sea that might attract a significant number of visitors. In the vicinity of the historic city there is only one yacht club. After the renovation of the port, yachts can also dock in the pier close to the historic centre (Figures 11 and 12).



Figure 11. Yacht clubs and marinas within Plymouth's historic city and close surroundings.



Figure 12. Yacht clubs and marinas within Malaga's historic city and close surroundings.

6. Arts and culture. In Plymouth, arts and culture venues are dispersed around the Barbican and the City Centre. Sutton Harbour allocates the Barbican Theatre and Plymouth Arts Centre. The Theatre Royal and Reel Cinema are in Derry's Cross. Finally, the University offers a variety of arts and culture-related events and the City Museum and Art Gallery are located just in front of the campus. Resources related to art and culture have a major role in the mass tourist diffusion. In Malaga, museums play the main role since the city focused its tourism development in recent years on this topic. The most relevant ones in terms of number of visitors are the Archaeological Museum in the Alcazaba, Cathedral Museum, Picasso Museum, Casa Natal de Picasso, Carmen Thyssen Museum, Pompidou Centre and Contemporary Art Centre. Museums present certain concentration around the triangle formed by the Old Customs, La Merced Square and La Constitución Square (Figures 13 and 14).



Figure 13. Arts and culture related facilities within Plymouth's historic city and close surroundings.



Figure 14. Arts and culture related facilities within Malaga's historic city and close surroundings.

7. Historic references. In urban destinations, another common aspect in tourist information sources is the link of a city with certain historic characters, artists or events. In the case of Plymouth, these references mainly focus on its military history and its link with some of the most relevant discovery voyages. These references appear in plaques, explanations, memorials and street names. They have been divided into four categories: seafarers, war, Royal Navy and marine and maritime references. References to seafarers can be found in the whole city in diverse forms, proof of the identification of Plymouth with these renowned historic characters. References to wars are also quite extended, in particular the concentration of memorials on the Hoe stands out. References to the Royal Navy are located on the Hoe, in Stonehouse including the Royal Marine Barracks and the former Royal Naval Hospital, and in Devonport including the Dockyards. Finally, more general naval references can be found in all neighbourhoods of Plymouth. In Malaga, the interest in recent years has been focused on promoting the references to Picasso, taking into account that Malaga was his birthplace. References to historical characters are located mostly within the former walled city and the park, and references to Picasso show a clear concentration around the two main resources related to the painter: the Picasso Museum and his birthplace (Figures 15 and 16).

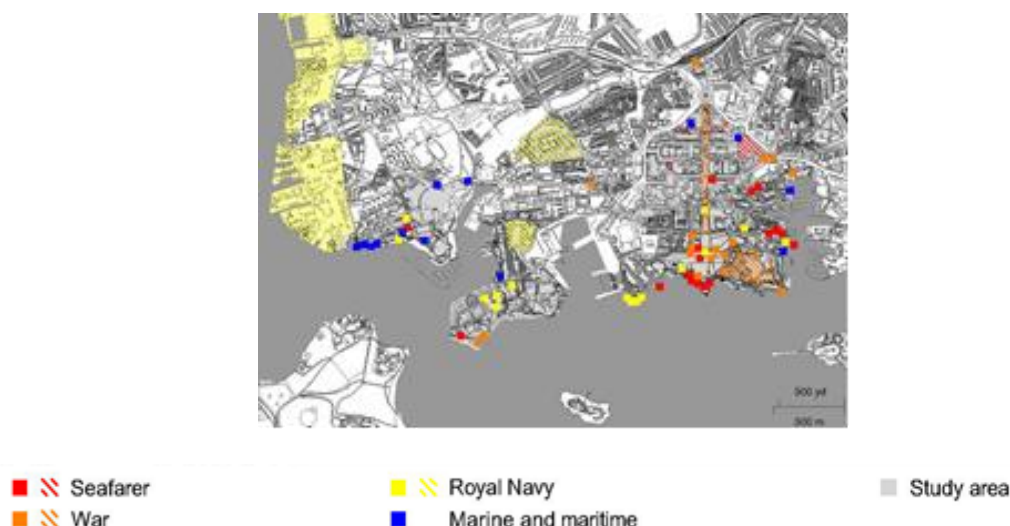


Figure 15. Historic references within Plymouth's historic city and close surroundings.



Figure 16. Historic references within Malaga's historic city and close surroundings.

8. Accommodation. A good offer in accommodation is essential for attracting staying visitors. In Plymouth, three categories were distinguished, namely hotels, guest houses and remains of former hotels. These categories are subject to interpretation and are more related to the size of the premises than to other aspects such as, for example, how each establishment describes itself. Thus, hotels refer to the largest businesses, they usually belong to international companies and offer services like full board, parking places or conference rooms. Guest houses are the traditional small accommodation facilities, normally run by families or early retired couples who live there, they usually only offer breakfast. This category includes bed and breakfasts and hostels. These establishments are charming but they do not fit the increasing needs of many international visitors, for that reason there are current plans to upgrade them and create more hotels of a higher standard. Finally, remains of former hotels give an idea of previous tourist areas that have lost this activity nowadays. Location of large hotels do not respond to clusters, they are in the surroundings of the central areas where there is a good accessibility. Guest houses gather in two areas. The largest concentration is on West Hoe, there is another group of this kind of smaller establishments between the Hoe and the Barbican. Finally, there are a few remains of former hotels in areas which had a significant tourist activity in the past like the Crown Hotel in Devonport, Durnford Hotel in Stonehouse Peninsula and the Grand Hotel on the Hoe, now converted into luxury residences.

Accommodation in Malaga was classified into three groups: hotels, guesthouses and hostels. The third group consists of accommodation for backpackers, whose characteristics do not match previous models. 42 establishments were taken into account in total in the study area. It is possible to observe a specialisation in five sectors. Along the River Guadalmedina there is a concentration of recently opened hotels, they are from the middle and upper categories. The area around Martinez Street - Alameda - Heredia is one of the traditional areas of concentration of small establishments of lower category. Around Larios Street - Granada Street - Cathedral new hotels have opened recently, they are of medium capacity and upper category. In Carretería Street and its surrounding new establishments have opened in the last few years, they are mostly backpacker hostels. La Caleta is a traditional area of hotels in the historic city, linked to the eastern bourgeois expansion and they are above average capacity (Figures 17 and 18).

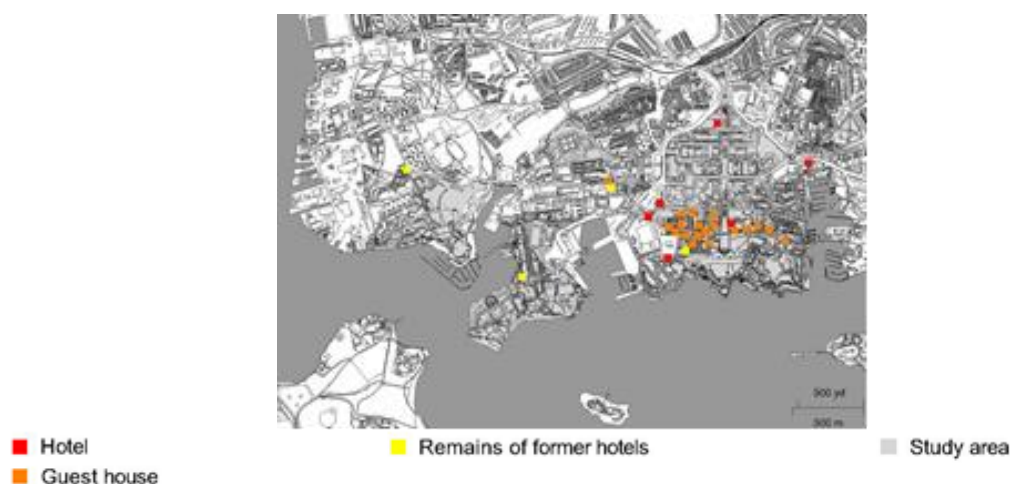


Figure 17. Accommodation facilities within Plymouth's historic city and close surroundings.



Figure 18. Accommodation facilities within Malaga's historic city and close surroundings.

9. Eating and drinking. Gastronomy is another aspect which Plymouth is keen on promoting. The city offers some traditional specialities from Devon and Cornwall. Four categories were distinguished, namely cafes, restaurants, parlours and kiosks, and pubs and night clubs. Parlours and kiosks include all premises offering food to eat in the street such as fast food, sweets, fudge, bakeries, ice creams and the like. Only establishments in areas with a high presence of visitors or where the number of people increases dramatically in bank

holidays and major events have been considered. It does not mean that tourists do not visit premises in other areas, especially in the City Centre, which offers a wide range of restaurants and cafes, but in this area the demand is constant all week long. It can be concluded that the Barbican concentrates in a very limited area most of the cafes, restaurants, parlours and pubs advertised for visitors. Outlets serving traditional specialities are also concentrated in the Barbican. The Hoe, and especially its waterfront, offers a number of establishments as well, more dispersed than in the Barbican. In Malaga, bars, cafes, restaurants, outlets selling directly to the street, pubs and clubs contribute to the attraction of the city. Eating and drinking premises are located in the most visited area of the historic city, which in turn leads to an increase in the appeal of those spaces. These premises tend to concentrate in particular urban areas more intensely than other tourist activities. They are grouped around axes and nodes and make entire sectors monofunctionality. 81 establishments were considered in total, organised in cafes, restaurants, parlours, and pubs and clubs. Ten concentration areas can be distinguished: Puerta del Mar – Larios Street, Larios Street – Cathedral, Las Flores Square, Chinitas Passage, Uncibay Square, La Merced Square, Madre de Dios Street, Alcazabilla Street, La Caleta and the port (Figures 19 and 20).



Figure 19. Eating and drinking facilities within Plymouth's historic city and close surroundings.

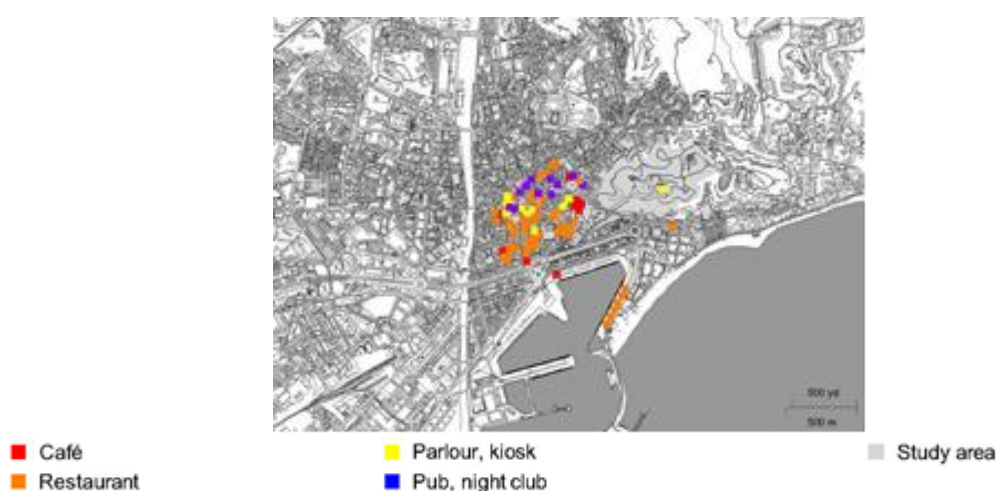


Figure 20. Eating and drinking facilities within Malaga's historic city and close surroundings.

10. Shopping. Four categories were distinguished in the case of Plymouth, namely art galleries, craft and specialist shops, souvenirs shops and finally the City Centre shopping

area. Art galleries help to identify the Barbican as a distinct “art quarter”, some of them have occupied old warehouses. Crafts and specialist shops concentrate in the Barbican as well, they fit with the promotion of the Barbican as a historic neighbourhood and offer good quality products in locally run shops. Standard souvenirs are not as extended as in other cities, probably thanks to the existence of alternative shops of better quality, there are some examples of these in the Barbican too. Finally, the City Centre shopping area as a whole is one of the main reasons for visitors from the surrounding region to come to the city. In Malaga, 42 establishments were considered, organised into three groups: art galleries, specialty shops, and craft and souvenir shops. In relation to souvenir shops, only those with a high presence of foreigners were considered. The location of the souvenir shops in particular gives an idea of the areas of maximum concentration of visitors, since these businesses are not frequented by locals. Seven areas can be clearly distinguished: Alameda, Martyrs Square, Tomás de Cózar Street - Granada Street, Císter Street, Larios Street and the port (Figures 21 and 22).

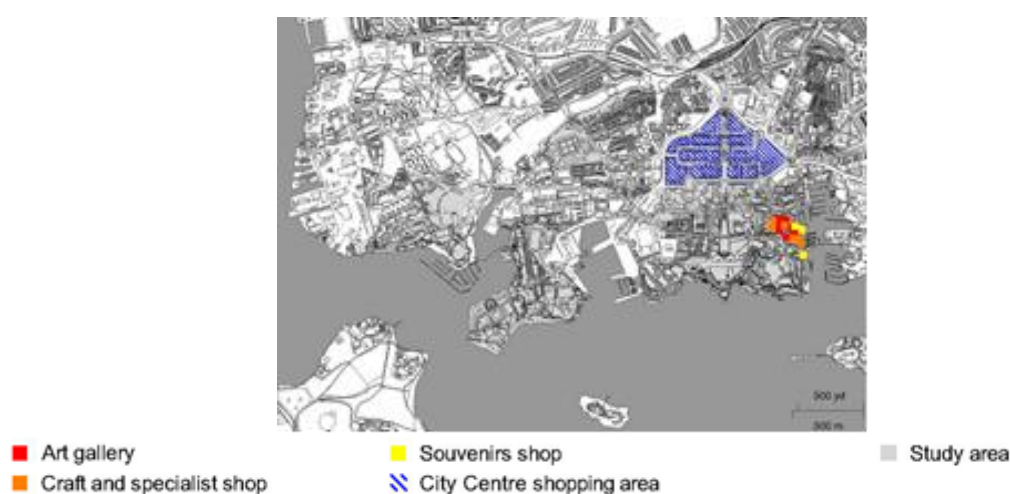


Figure 21. Main shopping facilities used by tourists within Plymouth's historic city area and close surroundings.

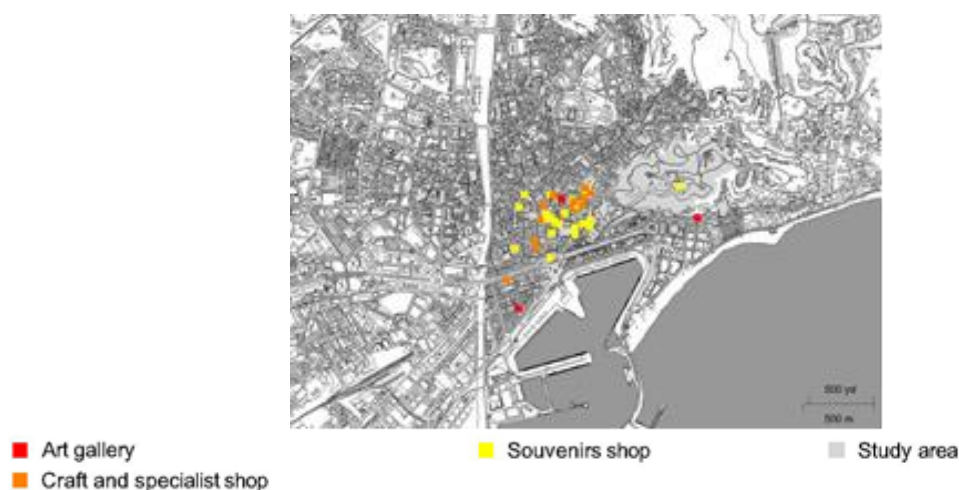


Figure 22. Main shopping facilities used by tourists within Malaga's historic city area and close surroundings.

11. Tourist information and services. This group covers all means of showing visitors what to visit or where to look at. It includes explanations, plaques, plans, visitor centres, street

signage and advertisements. In this group, we have also taken into account public toilets, which are a useful service for pedestrians, and townscape initiatives, which are concentrated in certain areas. In Plymouth, explanations and plaques showing information about particular items or events are widespread in the city. Public toilets are regularly distributed as well and some of them are located in the busiest areas of the Barbican, Armada Way or the Hoe. In last years, a number of townscape initiatives have been developed. The Barbican has conserved its cobblestones and its harbour floorcape and it has added artistic furniture, lighting, public art and open-air cafes. Public art has been extended around Royal Parade and Bretonside. Armada Way and some of its adjacent streets have street cafes, landscaping and a varied floorscape. The area around the City Market has been recently regenerated too. Plans and street signage concentrate in major routes such as Armada Way, Barbican approaches and around the railway station. Advertisement clusters for pedestrians are located in the Barbican, around Southside Street and New Street. In Malaga, explanations, signage and plaques are distributed throughout the former walled city, River Guadalmedina, and Alameda Park. Nevertheless, there is a clear concentration around the consolidated tourist areas, especially the attractions linked to the figure of Picasso achieve a relevant prominence in tourist information elements (Figures 23 and 24).

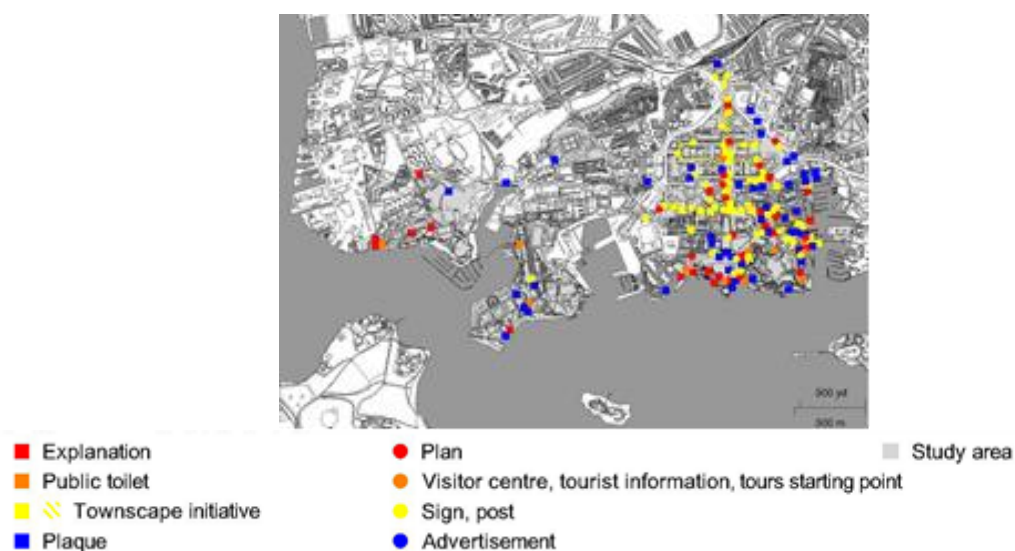


Figure 23. Tourist information and services within Plymouth's historic city and close surroundings.



Figure 24. Tourist information and services within Malaga's historic city and close surroundings.

6. CONCLUSIONS

Taking everything into account, the consolidated tourist area in Plymouth covers the Barbican, the Hoe with its waterfront and the area around the Guildhall. Other significant assets are the marinas, ferries, National Marine Aquarium, Plymouth Pavilions and Theatre Royal. Areas where tourist activity is growing thanks to regeneration and marketing projects are the City Centre, Royal William Yard and Millbay, considering that the cruise terminal is finally developed as expected. Potential areas are South Yard, Mount Wise and Ker Street monuments in Devonport, the Sound including Mount Edgcumbe, the Cremyll Ferry, Drake's Island, Mount Batten, Stonehouse's waterfront, the main military areas of Royal Marine Barracks, Royal Naval Hospital and the Royal Citadel, the eastern and northern area of Sutton Harbour, the train and bus stations which need upgrading, the City Museum and Art Gallery, the Palace Theatre and Charles Church (Figure 25).

The consolidated tourist area in Malaga covers the main monuments, museums, shopping areas, public spaces and stations: Alcazaba, Gibralfaro Castle, Roman Theatre, Cathedral, Picasso's Birthplace, Picasso Museum, Carmen Thyssen Museum, Centre for Contemporary Art, Larios Street, Chinitas Passage, Granada Street, La Merced Square and the port. Areas where tourism can be consolidated in the future thanks to urban renewal operations and marketing are the first stretch of Reding Promenade with the Bullring and the Municipal Heritage Museum, the Alameda and Heredia neighbourhood. Potential areas to accommodate a greater number of tourist activities are the second stretch of Reding Promenade with the Miramar Palace and the English Cemetery, the north and west of the former walled city with its churches, Mercado Atarazanas and the Convent of Santo Domingo. In fact, new small hotels and apartment buildings have started to be promoted recently in these areas by investors that have perceived their potential. Finally, some resources have tourist potential but are located in an environment outside of tourist flows. Among them are the churches of La Victoria and San Felipe Neri, María Cristina Conservatory, Wine Museum and the Convent of La Trinidad (Figure 26).

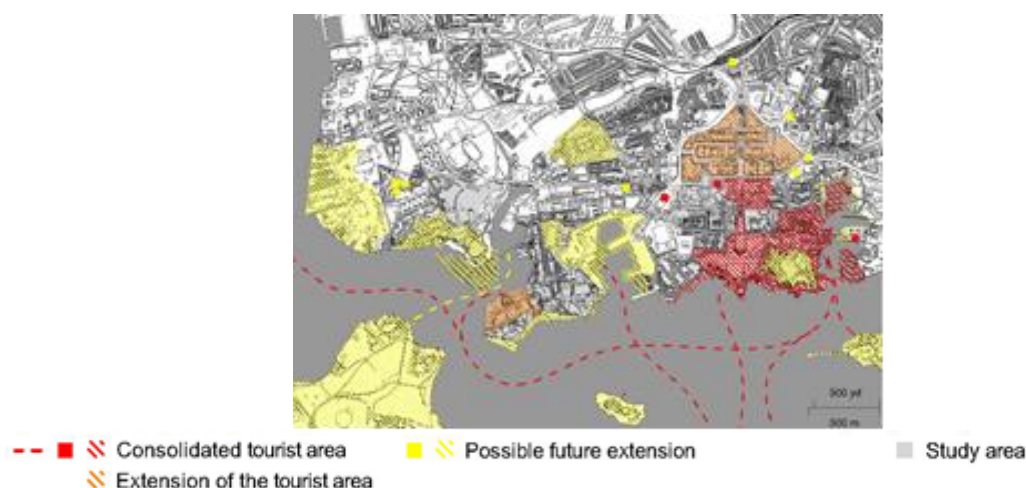


Figure 25. Consolidated tourist area within Plymouth's historic city and possible extension.

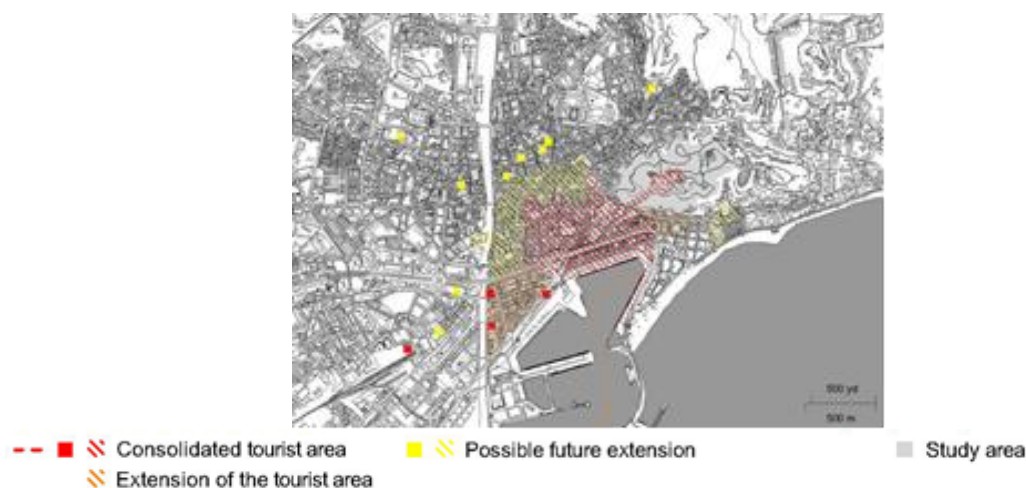


Figure 26. Consolidated tourist area within Malaga's historic city and possible extension.

The analysis of the tourist system applied to the cases of Plymouth and Malaga has proved useful to identify consolidated tourist areas in historic areas and surrounding neighborhoods that could be better promoted. Many of these areas already have a strong potential especially thanks to their heritage values and physical connections to tourist services. This methodology could be applied to other cities that have adapted their historic centres to tourist-related activities and services.

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