

THE MARINAS AS INFRASTRUCTURES OF IT SUPPORTS OF THE NAUTICAL RECREATIONAL ACTIVITIES IN ANDALUSIA

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I. INTRODUCTION

The equipment for the practice of nautical activities are a good indicator of the grade of development of the same ones in the coast and fluvial spaces. The quantity and quality of these equipment, as well as their adaptation grade to the necessities of the demand, they can allow us to know they are taking advantage the potentialities of the territorial tourist resources to generate products and activities of nautical tourism that can position, to qualify and to differ to the mature destinations in what measure where they are developed.

Nevertheless, in many studies on this demand segment the relative questions to the sport-tourist equipment have been relegated to a second plan in benefit of a bigger attention for the leisure spaces, itineraries or practice places, still when the infrastructures and the equipment that serve from support to the activities that integrate it are, in fact, two indispensable vectors of the tourist frequentness of these spaces that add, also, value to the tourist experience of the visitors. The sport ports have been object of attention for the Public Administration from the merchant perspective of the marine one and the engineering naval, but very few times with a tourist-recreational vision, in spite of configuring a fundamental support from the nautical activities when being endowed with a series of facilities and services that are more and more important for their development.

II. THE RECENT CONFORMATION OF THE OFFER OF MARINAS IN ANDALUSIA: CHARACTERIZATION, TIPOLOGIA OF FACILITIES AND GEOGRAPHICAL DISTRIBUTION

In Andalusia 49 sport ports exist, in their majority of mixed character when sharing this orientation with the fishing and/or commercial activities. A total of 22 sport ports is of direct management of the Meeting of Andalusia, while other 12 are of indirect management by means of administrative concessions to nautical clubs and the help of important

complex tourist-real estate that try to capitalize the appreciations generated by the construction of these ports. On the other hand, there is a total of 10 sport ports integrated in the *Net of Ports of General Interest of the State* and therefore competition of the Central Administration.

It is necessary to consider that in few years he/she has spent in Andalusia of the prevalence of the formula from the administrative concession to the private agents to the direct majority management of their nautical sport facilities on the part of the Meeting of Andalusia, partly as consequence of the inherent complexity to the exploitation of these facilities, but also for the lack of private initiative in the Atlantic Andalusian coast, especially for the biggest difficulty and costs that it carried the piers construction and the new politics of development of the tourism in that area of the Andalusian coast barely developed until recent dates. Andalusia has transformed finally into one of the first four autonomous communities with bigger number of ports negotiated directly by the regional Administration. It is not strange, therefore that the private concessionaires of sport ports and the managerial own sector of the environment of the same ones criticize what you/they describe as «political interventionist» of the Autonomous Administration strongly and demand a combined planning of the sport ports on the part of *Consejería of Public Works and Transport* and that of *Tourism, Trade and Sport* to get a more integral ordination and of quality and a tourist bigger projection of the same ones. Since fixed Administration the rates for the private concessionaires, it finishes acting as an entity regulator of a market in which participates like interested part, what generates competition conflicts public-deprived in the sector. Contrarily, nevertheless, in some Ports of General Interest of the State in Andalusia begin to take measures of privatization of the management of their terminals of passengers that is having great importance for the future development of a demand segment of so much in the case of the Port of Malaga potential as the tourism of cruises and the big yachts. In this sense, it is even expected that short term this port is the main one via of tourists entrance for the city, with a forecast of a million cruising tourists in the year 2015.

Andalusia occupies a fourth position at national level in number of nautical-sport facilities and also in number of available moorings, being in its majority ports of small size of up to 300 moorings, with an infrastructure guided to welcome a fleet of recess of medium dimensions or you go down with a half size from the crafts to motor of about 9,5 m. and of the ships of candle of about 11 m., for what Andalusia is positioned mainly before a market of half range, more affordable for wide publics. The percentage of number of ports and moorings regarding the national total are inferior to that of other communities with less resources potential and smaller coast longitude but with more tradition in the sector of the nautical activities as Catalonia and Balearic or with political of development of events of great impact in the mass media like the Valencian Community, still when Andalusia is the second autonomous community, after Catalonia, with more concentration of sport ports of more size.

At the moment bill with a fleet of more than 43.700 pleasure boats, more than twice as much that the number of available moorings and with a growth sustained in the last years, presenting a near ratio to the national stocking in number of crafts for inhabitant. It is, in this sense, the second autonomous region with bigger number of pleasure boats registered after Catalonia and, therefore, the offer continues being clearly from behind of the demand. Never-

theless, the levels of occupation of the Andalusian ports for the recreational crafts are very unequal, what evidences important differences among other in the equipment levels, services and grade of attraction of the demand that hinder, things, the conformation of an Andalusian authentic net of these facilities and the combined performances as regards promotion, commercialization and management. The deficit of moorings is particularly serious in summer, when he/she is carried out most from the tourist displacements to the coastal Andalusian areas, with the consequent ascent of prices that they reach numbers in many cases and prohibitive. It is of also highlighting the impossibility of many sailing ships of remaining in the ports during the periods of inactivity, so that they are not offered in most of these facilities tourist products of the area for the traffics. In this sense, you can conclude that the marinas in Andalusian of direct management have a bigger orientation to cover an internal demand with a number of fixed users and a mixed situation is not still contemplated that could increase the economic yields of the same ones significantly.

The distribution of the marinas at regional level in Andalusia continues being clearly unequal and unbalanced territorially, with a strong concentration in Costa del Sol and in the coast gaditano. With the purpose of compensating the existent disproportion between the Atlantic Andalusian coast and mediterranean, they have left creating marine in deficit areas, particularly in Cádiz and Almería, being had more in bill aspects like the design of the facilities and the treatment of the public domain, the level of integration of the performances in the urban surrounding fabric or the pattern of management of the infrastructures and the services, so that he/she makes sure the defense of the collective interest in front of the very private predominant vision in previous decades. Nevertheless, the performances and projects in some cases don't seem to respond to the programmatic lines of sustainability that figure in their documents of planning as for minimization of environmental impacts, optimization of the use of the existent facilities and amplifications of the same ones.

III. THE LEVELS OF ENDOWMENT OF SERVICES AND EQUIPMENT LIKE FACTOR DE DINAMIZACION OF DE DEMAND AND THE LEISURE PRODUCTS AND NAUTICAL TOURISM

Although many of the facilities nautical Andalusian are very modern, they are located in environments of tourist great potentiality and they enjoy a good level of accessibility, they still suffer many of them of important deficiencies as regards tertiary services and mainly in appropriate and specialized equipment for the practice of nautical sports. In most of the cases a clear differentiation of the tourist offer doesn't exist around the same ones, mainly in those of mixed character, neither a good use of the complementary resources that he/she offers the destination. If in general the marinas in Andalusia offer the basic services characteristic of this type of facilities, the offer of additional and complementary services is, on the other hand, quite faulty and disconnected and the facilities governed by sport clubs are even scarcely integrated in the tourist-recreational nautical offer. If we analyze the offer of those products that for their possibilities of growth and expectations can be of more interest in Andalusia like support of the nautical activities, the situation is certainly deficient:

- 1.) The commercial offer of nautical charter in Andalusia decreases to some 40 companies, with a geographical distribution in the coast anything homogeneous when only

concentrating on 19 sport ports and particularly in *Costa del Sol* and the coast gaditano. The Andalusian offer is still very at distance of the autonomous communities of Balearic, Catalonia and Valencia that agglutinate more than 70% from the nautical charter to state level. Most of the companies are devoted to the standard market with a very defined product and some of them are from foreign capital when being about branches of companies of foreign charter that you/they offer their services to tourists of their own origin countries. In Andalusia the nautical sports as the candle or the charter continue considering you as elite products and they are even very deficit the development actions and it improves of the access from the population of levels rent means to the use and enjoyment of the nautical activities.

- 2.) Andalusia is located in the fourth position at national level in number of nautical stations after Catalonia and Balearic, having the same number that the Valencian Community, but they present an average of companies associated by very low station and an inferior number of offered activities to the averages of the nautical stations of the Catalan coast and Valencian, what comes to demonstrate the scarce implication grade and lack of the managers' motivation for its same idiosyncrasy, the character of small enterprises of this managerial fabric and its inadequate formation levels and commercial vision. It his her scanty dynamism joins, the managerial very limited capacity in promotion and commercialization and creation of offers of tourist specialized packages. More than to be configured, therefore, as a tourist integrative of the nautical offer of the area, they behave as an element more than the complementary offer of the destinations, being far still of the attainment of their qualification objectives, functional integration and diversification of the offer.
- 3.) It is significant the fact that only 19 sport ports in Andalusia have some club or diving (42% of the total) center or that you grieve tourist specific offer of candle activities it exists in most of these facilities, which are developed in an autonomous way and to the margin of the recruiting of middlemen or tourist services of support; situation this that is also expandable to the sport fishing, also barely integrated in the tourist offer of the coast. The offer of nautical specialized companies continues being clearly guided toward the activities of theoretical teaching and non initiate potential users' practice, with a scarce offer, certainly marginal, of recreational products for experienced users that practice this type of nautical activities with certain assiduity.

In summary, the paper of the marinas as factor of development of the activity tourist coast is even very limited, what is not only related with the demand type that it attracts that it presents a marked seasonal character and he/she doesn't leave significant benefits beyond the immediate environment of the port, but also for the scarce or null use of effective channels of distribution and tourist promotion, the practical nonexistence of an elaborated plan and meditated of commercialization, the overlapping of competitions among the different administrations, the ignorance of the tourist sector to professional level and the lack of an own appropriate or associated development of promotional means and of distribution.

IV. THE MARINAS AS TOURIST-RECREATIONAL PRODUCT: PROBLEMS AND OBSTACLES

They not exist few difficulties of adaptation from the marinas to the necessities of the nautical sports in Andalusia and their due insert in the market as tourist structured products, to what we must add a series of problems of diverse nature associated to the same construction of the port equipment:

- 1.) The saturation of nautical many facilities particularly in summer motivated by the high demand, mainly in *Costa del Sol* and in the coast gaditano and the apparent inadequacy of moorings in ports like those of *Costa Tropical*, so that illegal anchorages take place, not authorized, of crafts that invade the maneuver areas and of public domain of some ports.
- 2.) The inherent complexity to the tourist exploitation of the nautical activities that he/she comes motivated in great measure by the dispersion and existent complexity of the normative one on planning, construction and management of the marinas.
- 3.) Existence of specialized few facilities and designed expressly for the development of activities nautical-recreational and excessive dependence of their character sport, many times negotiated by nautical clubs, what hinders in occasions their tourist configuration as nautical product.
- 4.) The scarce diversification of the services in good part of the sport ports already implanted (obsolescence) or of recent creation.
- 5.) The environmental problems and of management that you/they arise with the amplification and construction of this type of complex and not only during the works but also during the whole period of later exploitation. It has been at least disproportionate that facilities that could have been configured as genuinely strategic for the adjustment and recovery of the tourist mature models of the Andalusian coast, and that they generate important impacts now in the coast means, they are developed in way disorganized without considering other aspects beyond the managerial benefit generated by the activity annexed urbanizer and the residential promotion originated by the increment of the price of the floor taken place by the location of the marine.
- 6.) The scarce integration and cooperation among most of the companies dedicated to the nautical one tourist and among the sport same ports that you grieve they operate on the whole, weakening the possibilities to undertake actions in common. It is of highlighting that neither so at least they exist central of reservations for the tourist Andalusian nautical product and the desconexión between facilities nautical / product and elements of the tourist system is a fact in most of the cases.
- 7.) The weak or null integration of the ports sport Andalusianses with their immediate environment, with strangulations operative manifestos for the commercialization of their different services in their port hinterland.
- 8.) The reduced commercialization and truly professional promotion of character of the nautical such products as the charter, the sport fishing, the sail or the kayak, as well as the scarce support initiatives to the sport nautical federations so that they transform into axis vertebrador and agglutinative of the nautical-tourist offer and the actions of development of these activities between the childhood and the youth.

- 9.) The scarce effort carried out to start in these facilities and processes of certification of the tourist quality. The absence of «labels» of nautical tourism in the Andalusian costs is certainly symptomatic, what doesn't favor its competitiveness and the fidelisation of the users.
- 10.) The legal bureaucratic obstacles and the fiscal unfavorable environment with regard to other countries of our environment that impact negatively in the nautical of recess in our country, as well as the juridical conflicts that arise of the concurrence of competitions that you/they show the Central Administration, the autonomous one and the local one in the port spaces.

IV. CONCLUSIONS

Andalusia presents some unbeatable conditions for the nautical tourism, in spite of that which its consolidation and growth is being a slow point, particularly in connection with its tourist slope, because it is at important distance of the indicators of nautical recreational and tourist activity of other European and national destinations, only maintaining a half position in the recreational Spanish nautical sector. Besides, it has not still been designed a nautical-sport true port system of character in Andalusia and a real planning to improve the efficiency and sustainability of these facilities, with a regional strategy that defines their objectives and priorities, make possible their effective operation like an integrated system and favor the cooperation, specialization and complementarity between the offers of infrastructures and services of each port. Hence it must bet to half term on a planning and improvement of the port infrastructures and services associated to the nautical one as fundamental instrument to energize and to recover the local and tourist population's demand and of the new segments interested in the nautical activities, although avoiding the indiscriminate installation and clónica of this type of equipment and activities that it can favor an excessive homogenization and indiferenciación of the destinations in sense contrary to the sought specialization and the real rupture with the traditional pattern of sun and beach.