

**The Influence of Urban Factors on Senior Tourists' Choice for the
Location of a Second home**

**An evaluation of assisted living desirability and residential preferences in Costa
Brava**

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Abstract

International retirement migration and the ageing of Europe are impacting on second home tourism of Spanish Mediterranean coasts. This research aimed to evaluate the geographic-urban attributes that retirees do consider in location choose of their second home, and evaluating retirees' residential preferences and desired assisted living services. Costa Brava is selected as the area of study and the research by a quantitative approach is conducted through a questionnaire including listed geographic, urban and residential variables. Findings showed that in addition to natural and cultural attractions, some built environment factors -mainly related to the accessibility- are important in selecting the second home area while the role of Mediterranean city characteristics was not significant. Despite the high interest in detached house form for second home, evaluating other residential preferences resulted to possibility of a new model of second home. Conclusion includes suggestions for the public policy regarding elder-friendly environments.

Key words:

International Retirement Migration, Second home tourism, Destination Selection, Assisted Living, Retirement Housing, Spanish Mediterranean coast, Costa Brava.

Resumen

Las Costas Mediterráneas Españolas son consideradas famosos destinos turísticos que han estado bajo la construcción de alojamientos turísticos y desarrollos de segunda residencia en épocas recientes. Estas regiones se han enfrentado a síntomas de insostenibilidad, como producto del turismo masivo con carácter estacional, y la **expansión urbana**. Ante esta situación, la migración internacional de jubilados ha figurado como un fenómeno impactando en estas zonas costeras mientras, las proyecciones demográficas actuales muestran el envejecimiento progresivo en Europa. Esta realidad, generará variaciones demográficas de turistas internacionales en estos destinos y requiere una evaluación específica según las preferencias de las personas mayores. Con tal patrón, los turistas europeos que se retirarán en 20 años, son el grupo objetivo de esta investigación para obtener dos finalidades: en primer lugar, evaluar los atributos territoriales urbanos que la persona considere al seleccionar la ubicación de su segunda residencia deseada, especialmente para su período de jubilación; y en segundo lugar, evaluar sus preferencias residenciales más deseadas. Con respecto al primer propósito, el análisis incluye la evaluación de los factores urbanos, que pueden alterar o influenciar la evaluación de los turistas hacia la decisión de comprar o alquilar una segunda residencia en territorios costeros. Estas variables se clasifican en tres categorías: entorno construido, entorno sociocultural y medio ambiente. Asimismo, es evaluado el rol fundamental de las características pertenecientes a ciudades mediterráneas como probables atracciones a la zona, en el momento de la toma de decisión. Por otra parte, la segunda finalidad, alude a las preferencias residenciales enfocadas a la conveniencia de hogares de cuidados asistidos como segunda residencia. El área estudiada, Costa Brava, un destino turístico ubicado en la parte noroeste de la Costa Mediterránea Española, es elegida gracias a la proporción significativa de segundas residencias en su mercado inmobiliario. La investigación, mediante enfoque cuantitativo, se lleva a cabo a través de un cuestionario conformado por: listado territorial, variables urbanas y residenciales en escala Likert, y 191 cuestionarios cumplimentados. Los resultados demostraron que, además de las atracciones naturales y culturales del territorio, existen ciertos atributos importantes al momento de escoger el área de la segunda residencia en zonas edificadas; estos factores, se refieren principalmente al concepto de accesibilidad; por ejemplo, calles y aceras bien conservadas, así como la proximidad a hospitales y comercios. También, el estudio se enfocó en personas interesadas en tener una segunda residencia en la zona. Los resultados relacionados a los aspectos urbanos del Mediterráneo, no mostraron interés significativo en estos aspectos dentro del grupo objetivo. En la tipología de la vivienda, se señaló un gran interés en las formas de casa unifamiliar, para la segunda residencia deseada, considerando que la elaboración de este modelo se contrapone a la forma compacta tradicional de las ciudades del Mediterráneo. Evaluando otras preferencias residenciales y servicios asistenciales deseados, se concluye con el notable interés en estos servicios y en otros métodos de mantenimiento, en lugar del auto mantenimiento de segundas residencias. Como producto, se plantea la

posibilidad de elaborar un nuevo modelo de segunda residencia para jubilados, abordando otros estudios de la transformación de los alojamientos turísticos actuales. Para concluir, las consecuencias resultantes del análisis, subrayan la importancia de entornos agradables para personas mayores y los asuntos relativos a la protección del medio ambiente. Más aún, acentúan el importante atractivo cultural atribuido en esta investigación, así como las sugerencias de política pública y planificación regional propuestas por los nativos.

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Chapter 1. Introduction

Nowadays, transport and technological growth are generating ease of mobility and change of lifestyles, giving the possibility for one to have different residencies. Second home tourism or residential tourism, is one of these mobility related consequences, generally associated with vacation and recreation plans. In addition, ease of mobility tied with demographic changes, has led to a phenomenon called 'International Retirement Migration' (IRM), in which many retirees are involved globally. However, regarding tourism and second home tourism, the key elements in destination selection are still unknown or unclear.

In Europe, the demographic changes, (with the rapid growth in the number and share of seniors in the total population), have resulted in an 'Ageing Europe', causing social challenges and impacting on different sectors, including the housing industry and health care services, as well as on a set of issues within the urban and regional planning sectors.

Based on the studies, there is a determined flow of retirees from the northern countries of Europe to the southern countries of Europe itself, impacting on the Spanish Mediterranean coasts which have been a famous tourist destination for Europeans. In this pattern, all above mentioned phenomena will have more impacts on the economy and regional characteristics of these areas. In such a pattern, by considering the Mediterranean coasts as a destination, this research aims to evaluate the role of geographical, socio-cultural and other urban characteristics that European retirees consider in selecting an area for their second home. In addition to urban characteristics, their residential preferences and desired assisted living services in their second home will be evaluated.

As the study area, the northern part of Spanish Mediterranean Coast called Costa Brava, has been selected. This area has been one of the most famous destinations for international tourism in Spain and is statistically presenting a remarkable share of second homes. Correspondingly, its economy relies heavily on tourism and second home tourism activities, and it is influenced by positive and negative impacts of tourism in labour markets and real estate.

1.1 Background

The study on the phenomena explored in this research will be divided in three sections and will be tackled in more detail in the next chapter.

1.1.1 Second home Tourism

There is evidence that tourism has a direct impact in population increase, in some touristic areas, showing that a percentage of tourists became immigrants, by deciding for a long-term stay (Hall, 2008). This leads to two types of residence status: immigration and residential tourism. As Hall described, in the medium-term, people who stay for working holidays, short-term contracts, vacation, and medical tourism or for educational purposes are defined as tourists. In the long-term, these short and medium-term visitors may be encouraged to move 'permanently', and are then categorised as migrants.¹ Although their residence leads to increases in the general population of the destination, the job opportunities that arise from the tourism market generate even more population increase, attracting labour forces from within other parts of the country.

Spanish Mediterranean coasts have been under the development of a town-planning model offering second homes, which has been started in the first half of 20th century. This development during Fordism period expanded so that it has a high expansion in Mediterranean coasts in 1960s. Second home/residential tourism has a high effect on socio-economic characteristics and modernization in these areas (Mantecón, 2010). Land use change and urban and demographic growths are the most significant expressions of this development process (Marti & Nolasco, 2011). However, residential tourism has been to some extent controversial and its impacts in Spain have been the case of many social, economic and urban studies as following. Some negative impacts are common between similar case studies conducted on a global scale, while others are more local concerns.

Second home tourism areas show that this type of phenomenon,

- creates a higher social heterogeneity and residential segregation (Dominguez *et al*, 2011),
- increases the gentrification; brings changes in leisure and retail activities (Solana, 2010; Dirksmeier, 2008; Philips, 2005; Curry *et al.*, 2001; Findlay *et al.*, 2000),
- increases the demand and indirectly leads to price increase in the real-estate market. This may lead to a new social homogeneity (Phillips, 1993; Smith, 2002; Solana-Solana, 2010), Growing demand also brings limited housing options that may cause conflicts with the local residents (Ghose, 2004; Walker & Fortmann, 2003).
- In the local market, non-dynamic accommodation and their seasonal nature shows a minimum multiplier effect on local economies and has negative effects for local employment (Mazon, 2006).

Considering all the above impacts on a touristic area, Spanish Mediterranean coasts face other challenges. Hundreds of horizontal, low-density, residential estates were built on large areas of land, generating urban sprawl, and negative impacts on the environment, land use and economy. A study on Majorca Island described it as a sample of urban sprawl, expanding in touristic areas

¹ This argument is used in this research in choosing the target group for the survey.

of Spain (Hof & Blázquez-Salom, 2013). On a national scale in Spain, areas with active mass-tourism are more popular for new developments of second homes (Barke, 2007).

The phases of exploration, involvement, development, consolidation, stagnation, and finally rejuvenation or decline makes the process of a destination life cycle (DLCM), (Butler, 1980). Focusing on the interrelationships of residential houses and urban land scarcity in Torrevieja in Spain. It's noted that some coastal towns are falling to a degree of stagnation or have even fallen into the risk of decline (Butler, 1980).

Another problem that was observed concerned the fact in some Mediterranean towns, there is a lack of complimentary activities where the seasonal nature of residential tourism makes negative impacts on economic condition (Mazón & Aledo, 2005). However, development projects in the real-estate market linked to the second home tourism have a key role in job opportunities and economic activities of these areas so that any crisis in such a business creates other challenge for local economy (Aledo & Mazon, 2004).

There is a linkage between second home tourism and migration, and evidence showed that second home ownership is a key factor in deciding where to live later in life, either on a temporary or permanent basis (Casado-Diaz, 2001). Moreover, looking at second home tourism within the broader tourism industry, one can see that travel satisfaction proves to have a key role on the destination selection process.

1.1.2 Ageing Europe

In recent decades, demographic projections show a rapid growth in the number of people that surpass 65 years of age, compared with other age groups on a global scale.

Population ageing, described as one of the most fundamental and challenging megatrends of the current century is due to two related demographic effects: the increase in longevity of life combined with a decline in fertility. In line with this global demographic change, the ageing population of Europe is constantly increasing; a change in the population pyramid is dominant: the portion of elderly is more than new-borns, which is "ageing Europe". This elderly population boom demands comprehensive, multi-disciplinary studies especially in Europe. As the population of Europe is ageing, the ratio of retirees to workers is getting higher. It is estimated that in Europe, the ratio of retirees to workers will double to 0.54 by 2050; a fall from four workers per retiree, to just two workers per retiree (Carone & Costello, 2006).

The ageing population is therefore inevitably getting more involved in the real-estate market and in the tourism market, in different forms; senior tourists, second home tourists and retired migrants. As a general fact, as people live longer, the need for creative approaches regarding their ageing necessities is becoming more pressing. Seniors and retirees has created a special demand in real estate and the residential tourism market, in popular tourist areas.

1.1.3 International Retirement Migration (IRM)

Evidence shows that an increasing population of retirees, the contemporary mobility known as International Retirement Migration will rise significantly. The subject of retirement migration, initially studied by Cribier in 1980, focused on internal mobility within France. This research was a starting point for studies about the phenomenon of international retirement migration (IRM), in Europe. Afterwards, other researchers worked on this initial approach on a European scale where the findings showed a direction for international retirement migration from northern and western countries of Europe to the southern countries (Warnes *et al.*, 1999; King *et al.* 1998; Williams *et al.* 1997). In the meantime, different studies have been carried out on this phenomenon, studying different origin and destination; such as the studies of O'Reilly, Vera-Rebollo and Rodriguez *et al.* (As cited in Breuer, 2005). These studies permit us to conclude that IRM in Europe will keep increasing in the next decades (Breuer, 2005).

Among second-homers, retirees make up one of the largest population groups among those who spend periods in second home property. However, during recent years particularly in Spain, the debate on the socio-demographic structure of second home tourists has intensified because of two movements. These are include 1) The increasing number of young British families moving to Spain in order to start a 'new life', categorised as lifestyle migrants; and 2) the movements of actual transnational citizens who travel frequently between Spain and their home country (O'Reilly, 2007). Due to the rise of low-cost airlines, connecting different points of the Mediterranean coast to different countries of Europe.

Some studies about socio-economic characteristics of European, international, retiree migrants showed that this population is relatively young, affluent and married, compared to other retirees who are not involved in migration (Rodríguez *et al.*, 2005; Warnes, 1990).

While speaking about retiree migrants and retiree second-homers, it is worth mentioning that the reason of the use of a second home by retirees, could be associated with a lifestyle that was enjoyed in some previous time before the retirement age. It also may be described as an attempt to look for a better life and an improvement in life standards (O'Reilly & Benson, 2009). In both cases, the amenities of retirees second home, should be designed on their age-specific requirements. Based on a study on retirees in Alicante, it was found that most of the homes and communities in the second home market of this area are not specifically designed for this age-group, so that no proper physical design, nor facilities and services are provided for the ageing population of actual second-homers (Gibler *et al.*, 2009). Therefore, it is expected that a part of international, retired migrants already residing there, make a second, late-life move, to return to their country of origin or may just move to a nursing home and neighbourhood in the same country to make 'ageing in place' possible for them (Gibler *et al.*, 2009).

1.2 Statement of the Problem

As explained, the ageing population is getting more involved in the real-estate markets and in the tourism markets as well, through different statuses: Senior tourists, second home tourists and retired migrants. A special market demand in the real-estate market and the residential tourism market in popular tourist areas has been created by seniors/retirees. On a regional scale of Spanish Mediterranean coasts, the advantages of tourism coupled with all disadvantages of seasonal use and urban rapid growth (resulted from second home tourism itself), a controversial condition appears.

In such a condition, by considering the ageing population of Europe and IRM, some questions arise: How does this population influence on second home tourism on the Spanish Mediterranean coasts? How much are these areas planned and prepared for an elderly population? Which local and regional aspects are desirable for second home tourists and migrants at this age? In addition, are these areas already providing related urban and residential requirements?

By studying the previous literature about the demographic change of European populations and their involvement in the second home market, a gap in studies appears: The regional, urban and residential preferences of retiree Europeans, in selecting their second home area, are not clarified yet. Whether on a global or on a regional scale, evaluation of these preferences and requirements would help planners to assess the urban and geographical characteristics, improve the quality of life for the ageing population of tourism and second home tourism destinations. Hence, this subject is studied through the qualitative method of a survey, in which the target group (European retirees), collaborated.

1.3 Purpose of Study

As stressed in the problem statement, the subject of this research is to evaluate the characteristics of the region, which European tourists consider when selecting a second home area. Moreover, in this pattern, the role of Mediterranean urban characteristics, of the study area will be assessed in such a decision. As the second main purpose, the research aims to find which amenities, facilities and services they require.

Moreover, regarding seasonal jobs (considered a negative impact of tourism in the area), there is a possibility to be evaluated: To improve year round employment in these areas, senior residence models offering services and assisted living facilities, may be key in such job creation and economic growth, counteracting the negative seasonal impacts of traditional second homes. The researcher aims to evaluate if it is possible to promote a model of assisted residence for

foreigner seniors (as the target group). In this regard, projects of assisted living, which are defined as house selling/renting with additional services, will be studied. Then, the residential preferences of European tourists for their second home during their retirement period, (including desired facilities and services), will also be studied and compared with the real-estate market of the study area.

This research has a quantitative approach with selection a case study. The region in Costa Brava located in the northeast of Catalonia, has been selected as the study area. After a thorough literature review, the researcher proceeded to conduct a quantitative study, by developing and submitting a questionnaire, intended to evaluate the regional/urban and residential preferences of European tourists in case of selecting a second home area. Data collection and statistical analysis of the second home distribution of the area, was then conducted.

The survey was conducted on a random selection of European tourists visiting the area, and it has tried to focus on those who are retiring in the next 20 years (visitors over 50 years old).

Also, to look for a responsive housing model for the second home, the residential preferences of retirees and potential retiree migrants for the second home, was analyzed and compared with the real-estate market for second home tourism. Other areas of this study will discuss if the respondent's preferred model, may possibly lead to tourist accommodations to be transformed to a kind of temporary second homes during the low season of mass tourism.

1.4 Significance of Study

The result of this study is purposed to have benefits in regional planning and policy, by highlighting the valuable factors affecting the desirability of the area for retired second-homers. Based on the described demography change, it seems realistic to modify the development plans and promotional offers in tourism and second home tourism, in line with the preferences of the increasing number of retirees.

This issue, does not just bring benefits for second-homers and migrants, it also can stress the preferences of older age groups about their surrounding environment. The results can suggest local improvements for elderlies (locals and foreigners), and help planners to make suitable policies and decisions in the local area. It can even suggest which areas hold characteristics considered more convenient for older age groups.

Furthermore, study on housing preferences with assisted living approach, may result into an exemplary model of residence, by transforming these accommodations into temporal second homes. Promoting such a model would improve the impact of seasonal mass tourism on tourist accommodations and labour market.

Finally, regarding the real-estate market in Costa Brava, the results of evaluating residential requirement and preferences, would suggest some modification in dwelling offers and housing

development projects. Findings can also suggest which kind of assisted services or amenities are more desired by European retirees interested in having a second home in Costa Brava.

1.5 Primary Research Questions

The first question tackled in this research was; 'how important is the quality of the city, for foreign seniors (mostly Europeans), in the choice of location when choosing a second home? Physical and quantitative urban factors, that could change or influence tourists' evaluation toward decision of buying or renting a second home in the destination area, should be defined. Beyond the natural, economic, geopolitical and cultural factors attracting tourists and migrants to Mediterranean Coasts, urban quality by its physical characteristics has a role to play in their decision, one should ask; what is the importance of urban quality on their decision? This question is focusing on physical attracting factors of their destination.

The second question posed in this research is to determine if it is possible to promote a model of assisted residence for foreign seniors (as the target group). Such a model can be promoted as an alternative to the classic, non-assisted, second home, however such a model needs to be in accordance with the actual form of compact city in this region. The results may indicate the need to develop a tourist residential model in coastal areas.

1.6 Hypothesis

As a hypothesis for this research, one predicts that built environment characteristics of urban quality are important aspects on the second home migration decision in the study area. The idea comes from the fact that beyond the natural attractions of Mediterranean coast there should be a hidden (or less stressed) importance of built environment. The built environment not includes facilities and accessibility, in addition to such general term, in case of Mediterranean coasts, it refers to a set of attributes of compact cities and some other urban characteristics of Mediterranean cities including.

1.7 General Methodology

The general methodology of the research is quantitative, with a correlational and explanatory approach. It is a transversal study by assessing the preferences of ageing tourists in current decade.

In the theoretical section, the background of second home tourism, and two other phenomena influencing second home tourism in the Mediterranean Coasts are studied; Ageing Europe and

IRM. The attributes and categorical patterns in the field of urban quality of life is also reviewed. Since the study has a focus on an ageing population, the studies regarding ageing requirements will also be reviewed to address which variables may be important for ageing second-homers when they are about to decide a location for their second home. The researcher will then move to analyse the destination selection procedure, to assess the influencing attributes of a destination on location choice.

In the next step, the quantitative characteristics of the selected study area are described and the differences among municipalities explored. The main related characteristics are: demography, tourism, dwelling amenities and second home distribution. To assess if there is any correlation between these characteristics and second home distribution, a regression analysis will be applied. The analysis of the study area suggested the locations, which are more involved in second home tourism, and the locations with a higher number of tourists.

In the empirical part, the locations of doing the survey were selected. Based on the literature review, the questionnaire provided for obtaining two main aims of study:

- Evaluation of the importance of territorial-urban attributes in location choice for the second home: the territorial, urban and natural characteristics are listed in the questionnaire, by asking the people to score the level of importance in a Likert scale from 1-5.
- Evaluation of residential preferences and desired amenities for the second home: housing amenities and preferences, were also scored in Likert Scale and is analysed statistically.

After a pilot study, which determined the reliability of the items, the survey was conducted in selected municipalities of the study area, by interviewing European tourists randomly. The object of study was explained to respondents and ethical issues were respected in the data collection process. The sample size calculation and data collection issues are explained in detail in Chapter 4.

The results from the questionnaires were processed through a data file using IBM SPSS v.22 software. Then, the validity and reliability of the questionnaire were tested. The data analysis started by conducting descriptive analysis of the demographic information. Then the collected data was analysed and discussed in two different chapters answering two aims of the research.

The results of the questionnaire were compared and analysed statistically with non-parametric methods including Chi-square test, correlation analysis with Spearman Method and Logistic regression. These analyses are explained further in Chapter 4.

Also, by focusing on preferences of people who interested in a second home in Costa Brava, the requirements of these potential second-homers are listed.

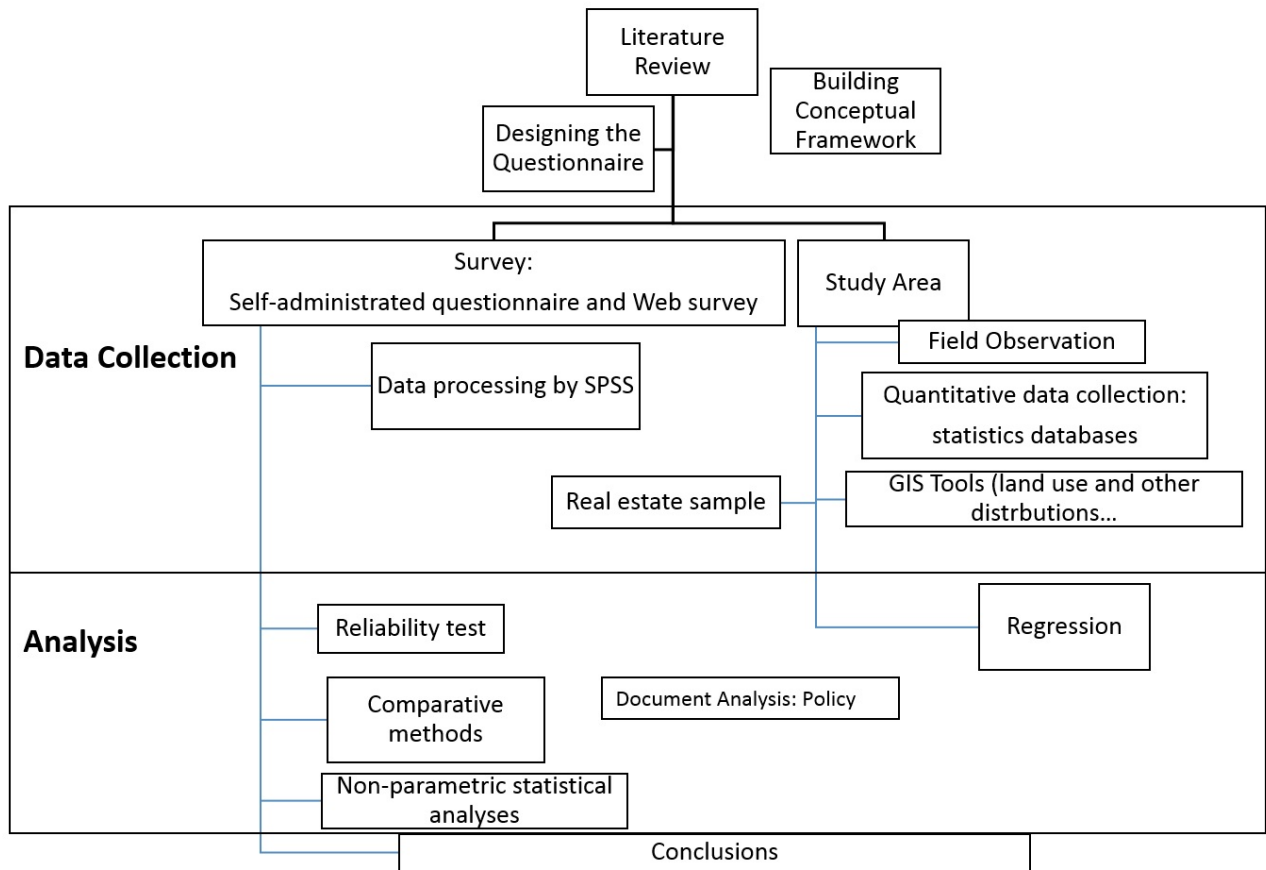
In the last section, looking for what is currently in the real-estate market, a sample of offered dwellings in Costa Brava was obtained through the home search website of Habitaclicia². The

² A platform of dwelling offers (to sale and to rent), in the real-estate market of Spain.

potential second-homers' desired characteristics in a second home, were compared with the characteristics of the dwellings on offer in the area.

All findings of the research are collectively discussed in the Conclusion Chapter together with a review of the regional and local policies. The research methodology flowchart is shown in Figure 1. Methodology Flowchart.

Figure 1. Methodology Flowchart



Source: Author.

1.8 Research Design

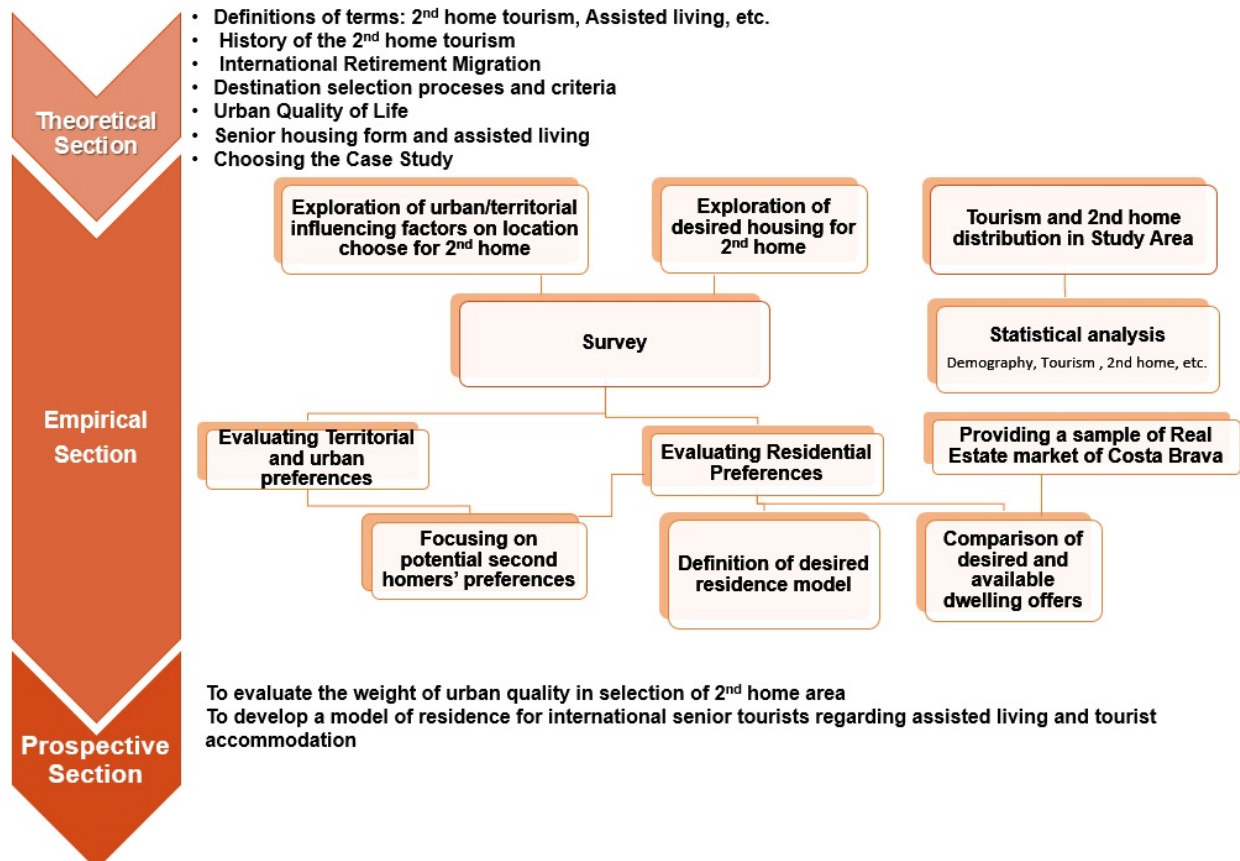
As explained in the Methodology Chapter, the research is divided in three sections; theoretical, empirical and prospective. The Literature Review Chapter includes;

- second home tourism,
- tourism image and destination selection,
- socio-demographic changes: Ageing Europe and International Retirement Migration,
- elderlies' urban and residential requirements and
- Senior housing types, including assisted living.

Then, to understand local context, the brief history and situation of tourism and second home tourism in Costa Brava is studied in Chapter 3. In addition, the distribution of second homes in municipalities in Costa Brava was evaluated through a regression analysis.

In the next phase, the questionnaire was designed on the findings from the literature review and contains questions addressing two main aims of study.

Figure 2. Research Design Flowchart



In the empirical part, survey results, data processing and data analysis were conducted and the conclusions for the two different aims of the study are provided in two chapters:

Chapter 4) Analysing the weight of urban factors in selection of the second home area by European retirees.

Chapter 5) Analysis of residential preferences and amenities desired by European retirees.

In this chapter, the findings of residential preferences will be compared with a provided sample of the real-estate market in Costa Brava.

By considering the findings with the actual situation and policies, the discussions and suggestions are expressed in the last chapter. These will include discussions about responsive housing models for promotion of a sustainable residence for senior tourists.

1.9 Assumptions, Limitations, and Scope (Delimitations)

1.9.1 Assumption and Delimitation

As explained above, there is a process by which people go from tourism to migration, especially in more attractive destinations (Hall, 2008). This is an assumption that will be considered for data collection, so that European visitors of the study area are selected as the general population to be interviewed in the survey. The researcher appreciates that a large number of people who are interested in having a second home in the area, are not surveyed. Moreover, there is a lack of data regarding actual second-homers who are already living in the area. Such a database could help the researcher to access this group of people and to do interviews regarding the objectives of this study.

1.9.2 Limitations

The researcher acknowledges that every research faces some challenges and has its own limitations. The most important limitations of this research are the following:

Sample size

The survey was mostly self-conducted by the researcher, during the high season of tourism in the area. The target group was Europeans, who are about to retire in the next 20 years or before. This target group was mostly visiting the area for recreation and relaxation and the collaboration rate of people responding the questionnaire was so low. Just about 5% of interviewed people, were willing to collaborate and to fill the questionnaire. Finally, 191 adults filled the questionnaire, during the researcher's several days in the area.

Splitting the data, the number of people interested in having a second home in the study area was small so that it was difficult to find significant relationships from that data, meaning that this

specific sample could not be a strong representative of potential second-homers for results be generalized.

Regarding the last part of the questionnaire about assisted living services, the response collected was even less and this can be blamed on the number of questions in the questionnaire or by the lack of interest in this field. The results obtained in this part, have therefore a lower reliability.

Lack of available data

Regarding the actual second-homers, there is a lack of data to distinguish the share of Europeans in this market. This vacuum limits further evaluation of actual second-homers through their age and nationality. Moreover, there was no available access to this population to conduct the study by interviewing this group. If the access was to be provided by creating a social network of such a population in the area, another research could be designed by a quantitative approach interviewing these people specifically.

Regarding the tourist population in Costa Brava, the researcher acknowledges that there is a lack of available data about age group of visitors and their nationality, therefore, the sample size calculated by estimations through the Catalonia Statistics Institute (IDESCAT) and Tourism Statistics in the scale of Spain (INE).

1.10 Summary

In this chapter, the background, the general problem, and the main two aims (in urban characteristics and in residential requirements), were expressed briefly. As introduced in the Background Section, the second home tourism is a phenomenon that demographic changes on a larger scale (global and European) are influencing its market. Moreover, looking for criteria, which people do consider in selecting a second home location, requires one to study the destination selection process and tourism-demand literature as well. The next chapter seeks the literature to provide the conceptual framework for this study.

Chapter 2. Literature Review

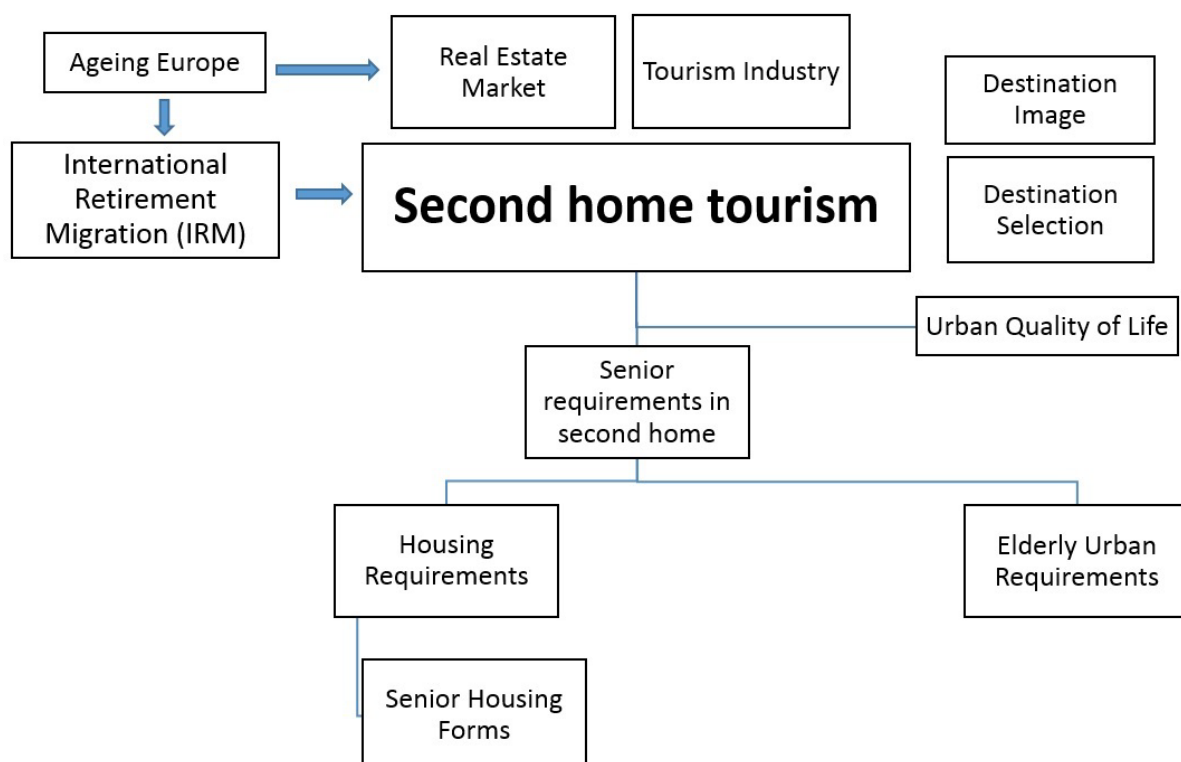
2.1 Introduction

As introduced in the first chapter, the subject of study is a multidisciplinary term inside the second home tourism area. To discuss and develop the aims of this research in evaluating the urban and residential requirements of future second-homers, it is essential to provide a wider theoretical concept in addition to the main challenges around second home tourism. The main concepts involved in this research are:

- Demographic changes and their impact on the second home tourism including, the phenomena of 'Ageing Europe' and 'International Retirement Migration' (IRM phenomenon),
- Destination selection process, including the tourism image concept and its relationship with selecting the location of second home,
- Elderlies' housing and urban requirements, including the criteria, standards and housing models.

These concepts, which have structured the theoretical concept, are shown in Figure 3. It should be noted that the model of tourism development of the study area will be reviewed in the next chapter.

Figure 3. Theoretical Concept Flowchart



2.2 International Second home Tourism

As the main concept of this study, second home tourism will be reviewed by looking at its background, then by focusing on second home tourism on the Spanish Mediterranean coasts and the spatial challenges that arise from this form of tourism.

2.2.1 Background

In the past, international second home tourism, was rather an elite business, common in the South of France, especially in Nice (Tuppen, 1991). From the 1990s onwards, this phenomenon in Europe, spread from west to Portugal and east to Greece, but it has not developed as much in the countries on the southern shores of the Mediterranean, such as in Tunisia and Morocco (Huete & Mantecón, 2011). The Maastricht Treaty in 1992 provided European citizens with new opportunities to settle and buy property in any member state within the European Union (EU). In addition, the Schengen Agreement removed other institutional barriers to allow free movement of people between most EU countries.

This phenomenon has also been evident in the US, Japan, Australia and Latin America during the past two decades. Thus, a relatively new phenomenon, 'international residential tourism', has been created, as a mixture between migration and tourism and has recently become very significant. The concept of 'residential tourism', has been used since the late 1970s (Jurdao, 1979), to explain the transformations brought about by the construction of dwellings in tourist areas. The history of second homes on the Spanish Mediterranean coasts will be studied in a different section.

2.2.2 Definition

A second home is hereby being defined, as a 'part-time' residence used for recreation or short to medium term stays. As Hall and Muller, explain, there are different terms referring to second homes such as cottages, recreational homes, summer homes, weekend homes and vacation homes (Hall & Muller, 2004). These will be divided in three categories; mobile, semi-mobile and stationary type of homes. The term 'Second home' is trying to cover special forms of second homes like boat and caravans, which are used as second home (Coppock, 1977; Newig, 2000).

Table 1. Second home Typology

Type	Structure	Buildings/Vehicles
Non-mobile	Houses and apartments	Solitary cottages and houses Second home in villages Apartment buildings
Semi-mobile	Camping	Trailers/mobile homes Recreational vehicles Tents Caravans
Mobile	Boats	Sailing boats

Source: Newig , 2000.

The medium to long term residence of tourists in a specified area is known as second home tourism. It is obviously closely related with general tourism and even considered as a tourism aspect. The term 'residential tourism' was first coined by Casado-Diaz in 1999, focusing on tourists and not permanent migrants, staying in a residence as their second home. However, this phenomenon is commonly defined under the terms of 'Second home tourism'(Hall & Muller, 2004) rather than residential tourism. According to definitions, residential tourism and second home tourism are synonyms, referring to the same phenomenon. Nevertheless, since the term 'second home tourism' includes the tourists with overnight stays, (in any type of second homes mentioned in Table 1, including mobile settlements), it seems more general than 'residential tourism'.

In this regard, 'multiple residence' is known as a contemporary type of residence, and implies the combination of a dwelling and a second home in a theoretical sense, but with unquestionable connections to planning (Naess, 2006; Priemus, 2005), and applied demography (Muller & Hall 2003).

This phenomenon has been named 'semi-migration' (Flognfeldt, 2002), and 'summer migration' (Finnveden, 1960), also called 'seasonal suburbanization (Pacione, 1984)'. However, these terms do not convey a good definition of second-homers as migrants. In addition, the geographic distribution has showed that most second homes are in rural and semi-urban areas, there is a lack of focus urban second homes in this term.

These terms are focusing on only one aspect of this phenomenon respectively (the time, the location (suburban), or the social category between migration and tourism). These terms fail to address one important aspect of this phenomenon which is 'place attachment tourism' (Stedman, 2006). As Kaltenborn explains , if the owner of the second home experiences a strong emotional attachment to the place he/she can make his second home his/her first home. In this regard Kaltenborn uses the term 'alternate home' for second home to emphasize the emotional meaning hidden in the second home (Kaltenborn, 1998).

Second home residents are initially described as 'residential tourists', but from the very beginning, there have been profound debates over the worthiness of the term 'tourist' to refer to these residents. People travelling for leisure; tourism, lifestyle migration, transnational citizenship and multi-residential mobility may be called 'residential tourists' (Casado Diaz, 1999). Therefore, these types of residents could be categorise as a type of semi-resident/semi-tourist people in the real-estate market.

The definition of 'second home tourism' is becoming more complicated especially between the different fields of urban and regional planning, economy and tourism studies. As Hall and Muller (2004), argue, whether a house is a primary residence or a second home completely depends only on the owner's decision. This may result from a variety of factors like local taxation rates, the purchasing order of homes, etc. To determine whether a dwelling is indeed a second home. Some status and practical matters like taxation, statistics, voting and other citizenship rights may force households to state their principle residence location. The distinction gets more complicated where the data statistics of second homeare required. A correct number of residential tourists can be calculated through a census of stationary occupied homes, however this would be impractical as the data can be collected only if the residence is occupied on the days of the census. Therefore, most researchers are focused on stationary second home census rather than a pragmatic approach.

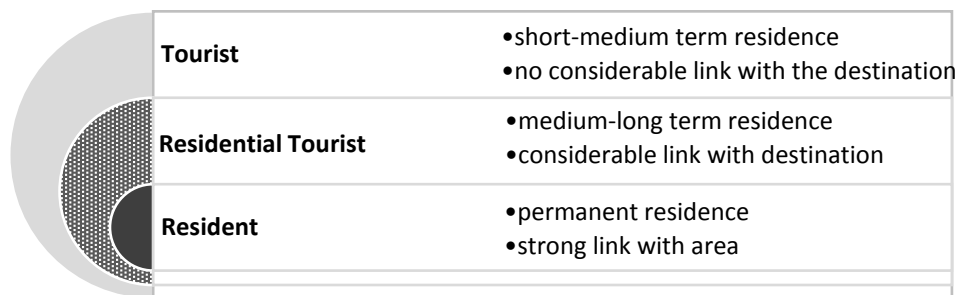
Furthermore, in Mediterranean coasts, second home/residential tourism is closely related to another type of human mobility, called lifestyle migration. The distinction between second home tourists and lifestyle migrants or 'permanent immigrant' has important implications for planners in host societies. One of the social processes, is the involvement of non-working Europeans that settle in search of an imagined 'Mediterranean lifestyle', more or less permanently, on the Mediterranean coasts (Huete, 2009). Whereas residential tourists or second home tourists are usually identified only as second home users.

Moreover, there has been an evolution in many dwellings from holiday homes to being somewhat closer to being a primary residence, as their users go from a tourist status to a status resembling that of an immigrant. (Benson & O'Reilly, 2009; Casado, 1999; Hall, 2004; Haug *et al.*, 2007; Leontidou and; Mantecón, 2010; Mantecón and Huete, 2008; Marmaras, 2001; Mazón, 2006; Mazón *et al.*, 2009; McWatters, 2009; O'Reilly, 2007, 2009; Rodríguez, 2001; Salvà, 2002).

Regarding the second home tourism definition as a tourism aspect, a significant motivational factor that distinguishes second home tourism from just tourists is place attachment. From the very beginning, there have been profound debates over the worthiness of the term 'tourist' to refer to these residents. The challenges on the definition and identification of residential tourism stems from the fact that researchers have paid little attention to 'the grey zone of the complex forms of mobility, which lie on a continuum between permanent migration and tourism' (Williams & Hall, 2000).

Since residential tourism focuses on the real-estate market and on non-local residents in an area, residential/second home tourists can be placed among the new types of mobility and residence and could be categorized as a type of semi resident-semi tourist people in real-estate market (Figure 4).

Figure 4. The Relation of Residential Tourist, Residents and Tourists in a Region



Source: Elaboration based on Williams & Hall, 2000.

Like other aspects of tourism, residential tourism is also dependent on developing technology, mobility and transport facilities. Hypermobility (Urry, 2002), which is known as the increasing number of people to place their production centres and consumption/leisure out of their home location - is linked to new forms of residency types including second home tourism. The ever-increasing number of people involved in hypermobility is creating new social networks and new hubs, thousands of miles away from the resident's workplaces. Moreover, 'multiple residence' implies the combination of a dwelling and a second home in a theoretical sense, but with unquestionable connections to planning (Naess 2006; Priemus 2005) and applied demography (Muller & Hall 2003).

In addition, the international migration movements of elderly people, which is known as 'international retirement migration', has also led to new forms of residence and leisure that could not easily be classified under any of the traditional definitions of tourism (Mazon, 2006), even it could shape a part of residential tourism. Therefore, the definition of a second home has been brought into question by the increasing number of adaptable, mobile lifestyles and which owners have two or more homes (Williams & Hall, 2002). This is also linked to the development of modern multi-residential strategies, emergent transnational lifestyles, and intra-European migration patterns; the dynamics of which have become increasingly complex (King *et al.*, 1998; Rodríguez *et al.*, 1998, 2004; Williams *et al.*, 1997, 2000).

In a general view, as Hall argues, "while the implications of mobility and multiple dwelling for urbanization process and change to amenity environments, there was a need for greater attention to life course and relational approaches to better understand the temporal and spatial dimensions of second homes" (Hall, 2014). The spatial preferences of second-homers, as expressed in the introduction, is questioned in this research.

2.2.3 Second home Tourism Demand

In general, tourism demand is linked with a set of 'push' and 'pull' factors in predicting destination choices (Fesenmaier & Jeng, 2000). Such a description captures a broad picture of environmental components, which can influence experiences and thoughts about a destination. In the tourism industry in general, 'tourism demand refers to the consumers' willingness to purchase different amounts of a tourism product at different prices during a period of time' (Dwyer et al., 2010). Since this research is on second home tourism as a subsequent of tourism, the study on tourism demand, may suggest determinants in second home tourism demand.

The main determinants of tourism demand factors are summarized by Middleton et al. (2009), in nine factors; economic factors; comparative prices; demographic factors; geographic factors; socio-cultural attitudes to tourism; mobility; government/regulatory; media communications; and information and communication technology (IT and ICT). In this regard, ICT has been deemed as a generator in the revolutionizing of tourism (Buhalis & O'Connor, 2005). For instance, such a technology, resulted in innovations in traditional tourist accommodations like renting options offered by entities such as Airbnb in the tourism industry.

Tourism demands' main determinants support the explanation of why the populations of some countries have a high propensity to participate in tourism, whereas populations in others show a small inclination to travel (Vanhove, 2005). Income factors, particularly were used in many empirical studies that adopted econometric models to measure tourism demand elasticities; this might be generated also in residential tourism. Findings showed that the income elasticity of tourism demand, especially for international demand, is positive and above one (Song et al, 2008). Such elasticities lead to an economic product to be indicated as luxury goods (Crouch, 1995; Lim, 1997; Smeral, 2012). In a study on Germans' demand for tourism in Spain this issue is expressed as a luxury for them and highly dependent on the evolution of relative prices and cost of travel between Germany and the destination (Muñoz, 2007). Regarding the ease of transport in second home tourism demand, and in tourism demand which is associated with determinants of tourism demand by Middleton et al. (2009); low cost airlines for instance, showed a remarkable impact in tourism in Spain (Rey, et al., 2011).

A variety of models is used in tourism analysis among which, Panel Data Models have had relatively less application (Song & Li, 2008). This model is applied when analysing the determinants of international tourism demand for tourism regions of Portugal indicating the heterogeneous behaviour of the main international tourism demand by region. Findings show that the demand is dynamic and the basis is underpinned by an origin market with similar social and economic features (Serra, et al., 2014). In another study, Leitão (2010), used static and dynamic panel data models to tourism demand in Portugal, to estimate demand equations using tourism in flow data, for a period of time. Results suggested that trade, population and income are the

main determinants of tourism demand in Portugal, rather than relative prices. These findings stress on the push factors in tourism, rather than pull factors of destination, while this research is focusing on characteristics of destination pull factors.

Concerning research carried out on the domestic tourism demand, Massidda and Etzo (2012), studied the main determinants of Italian domestic tourism demand, measured by regional bilateral tourism flows, by using dynamic panel data models. Results showed differences at both aggregate and at the sub-sample levels, indicating that for Italian tourists, domestic and international destinations act as substitutable goods.

Tourism as a form of a temporary international migration, like other types of movement, can affect shifts in the distribution of population. One reason for this is due to the increasing number of tourists taking a decision to immigrate and even decide to stay in the host country during their visit meaning that in this sense, tourism can be seen as a pre-immigration facilitator (Oigenblick & Kirschenbaum, 2002). This issue was taken as an assumption in this research, by selecting tourists as the target group in the empirical section of the survey.

As discussed in the literature review, a set of various features characterize a country and shape visitor's experiences. These features include economic conditions (like market behaviour and pricing), social factors (like the friendliness of the local people, the language spoken, family structures, occupations, urban layout, and population density), and Culture, (such as authentic and local cultural settings, institutions and customs, which can provide a rich experimental tapestry for tourists), (Jennings & Nickerson, 2006; Murphy, Pritchard and Smith 2000). The mentioned variables are considered in this research, as possible attractive features in location choice of second home.

Even though tourism has been increasing in the recent decades (UNWTO, 2015), its impact on subsequent migration decisions remains vague. Only by introducing the concept of this type of tourism in the traditional migration models can one start to truly understand its effect.

Seeking to gauge the importance of attractive factors of the destination on immigration decisions, the study of Oigenblick and Kirschenbaum (2002), investigated alternative factors that affect the probability of a tourist making an immigration decision by taking advantage of the conceptual interdependence between migration and tourism. They explored how alternative factors affected tourists' decisions concerning immigration. Along with traditional push and pull factors, they found that tourists' characteristics, social capital, and the utility of a tour visit would have an effect on an immigration decision. The results suggested that the probability of an immigration decision is based on a set of mutually reinforcing factors, such as the presence of well-established and supportive relatives at the destination, along with intentions to own property and engage in business activities in the destination too. Furthermore, the results show that the likelihood of a tourist taking an immigration decision has been increasingly linked to factors identified with social capital and tourism, over traditional push-pull migration approaches; for

instance, in the model of tourism systems approach, which refers to quality of a tour visit, respondents selected 'visit impact' and 'immigration readiness' as important factors. The factor of 'visit impact', is related with trip satisfaction levels and to urban quality, which will be assessed in this research as well.

Parreño conducted a study on residential tourism in Canary Islands, Spain, explained that the residential foreign tourism in the Islands was allowing the touristic areas to change from a mass tourism system to one in which residential tourism is more significant. He noted how this change has not been contemplated adequately by the recent Canary Regulations that did not take consider the control of the growth of the offer (Parreño, 2006). Furthermore, according to a research on the impacts of tourism on the coastal areas of Spain, the Canary and Balearic Islands were the regions that showed higher effects multiplying by the drag of second home tourism activities, rather than those in which tourism accommodation is predominantly regulated including hotels, resorts etc.

While the researchers mostly focused on mass tourism and hotel accommodation rather than residential tourism, the census proved a constant increase of residential tourism in coastal areas of Spain. Focusing on second home tourism and its demand, similar studies show that urban living patterns lead to a second home decision. Based on a research in Spain, high urban density, causing a lack of leisure opportunities, leads to a greater consumption of second homes in lower-density areas (Módenes & López-Colás, 2007).

Coppock found that those living in high-density areas will look for a second home of any urban size, however this probability was even higher in those living in largest cities meaning that there might be a strong incentive to acquire a second home, as "open space" (Norris & Winston, 2010). Also, Coppock found that those who already resided in large dwellings were more inclined to seek a second home (Modenes & Lopez, 2007). These factors may suggest that the residents of big cities may look for a place to contrast with their existing urban conditions, and therefore one can predict that villages or small towns may be their preferred urban fabric for a second home.

Tourism Image and Destination Selection

Since second home tourism falls within the greater chapeau of tourism, the tourism destination image is another theoretical pattern, which should be considered. This issue refers to a set of destination selection studies, linked with the tourism image. As a definition, 'image' means mental conception, perception or idea. In 1977, Lawson and Baud Bovy described image' as 'the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts which an individual or a group have of a particular object or place'.

Therefore, destination image is known as the physical, social and all attributes of a destination, which is a combination of different elements attracting visitors to a destination (Lew, 1987). These

are critically important as tourists compare the images of these destinations when selecting a place to go to. Hence, the ability to provide benefits for the visitors, is a crucial factor to attract more visitors. Each destination should inspire a positive image for tourists (Guha, 2009).

The role of tourism image in destination marketing is now a recognized key factor and the effect of tourism image on the selection of holiday destination, has been studied by some authors in decision models (Crompton & Ankomah, 1993; Gartner, 1989; Schmoll, 1977; Stabler, 1990; Kent, 1990). Some of these models may also be applied in the decision of selecting a second home.

Tourist motivations are classified by Crompton (1979), into push and pull factors, which are commonly applied in tourism research. Push factors are intrinsic or inside motivations and pull factors are external motivations coming or operating from outside. Building up on this, Botha, Crompton, and Kim (1999), identified the common factors that influence the motivational process of the tourists regarding Maslow's concept. Pleasure vacationers' motives are classified in 9 factors which are: 1), escape from a perceived mundane environment, 2), relaxation, 3), exploration and evaluation of self, 4), prestige, 5), regression, 6), enhancement of kinship relationship, 7), facilitation of social interaction, 8), novelty and 9), education. The first seven items are socio-psychological and the other two items are cultural. Furthermore, tourism industry may usefully pay greater attention to socio-psychological motives in developing products and promotion strategies (Crompton, 1979).

A variety of characteristics and specific attributes of destinations will shape its image (Lee & Lee, 2005; Bigne & Sanchez, 2001). In this regard, a set of literature has tried to determine the image of tourism by different method (e.g., Beerli & Martin, 2004; Kim, Hallab, & Kim, 2012). However, tourists choose a destination by factors they find important (Turner & Reisinger, 1999), which varies for each person. Despite research which has examined attributes that support the performance of tourism (e.g., airline study by Assaf & Josiassen, 2012), these attributes still need to be recognized by researchers for future strategies.

Studies show that experiences determining customer satisfaction level, play a part in the formation of a destination image, and that this image appears as one of the strongest influences on future behaviour in tourism. This means that people may change their perceptions of the destination after the trip, based on their personal on-site experiences (Di Marino, 2008). Regarding destination selection, it is confirmed that quality has a positive influence on satisfaction and the intention to return, and that satisfaction determines the willingness to recommend the destination though the role of visitor recommendations may vary in different destinations. (Bigne et al, 2001). The procedure from tourist satisfaction to increase in tourism demand is shown in Figure 5.

Figure 5. The Role of Tourism Willingness in Tourism Increase

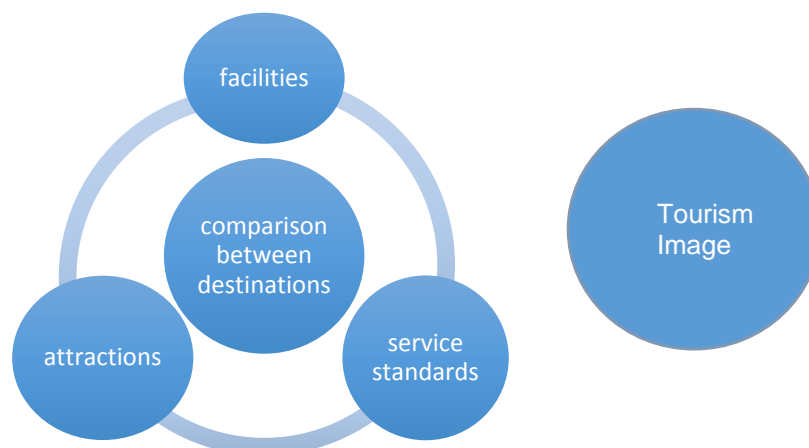


Source: Elaborated from Bigne et al, 2001

Furthermore, the high level of familiarity is linked with positive destination images meaning that the more the tourist is familiar with the destination, the better the image he or she has of that destination. Familiarity with a destination can be related to the issues of ‘coziness’ and romance. (Di Marino, 2008). Moreover, in a previous study, three dimensions were found to be important destination personality; sincerity, excitement, and conviviality. Destination personality has positive impact on perceived destination image and intention to recommend the place to others. (Ekinici & Hosany, 2006).

On the other hand, Laws (1995), explained that most of tourists have experiences with other destinations, and their perceptions are influenced by comparing facilities, attractions and service standards which are shown in Figure 6. Hence, tourists will have a more favourable image perception of a destination, when the correspondence between the destination’s visitor image and the tourist’s experience and evaluation are similar. In other words, the definition of ‘self-congruity’ refers to the utilities offered by a destination, which is completely different from ‘functional congruity’, which is what the tourists expect from that destination (Sirgy & Su, 2000)

Figure 6. Main factors shaping the destination image



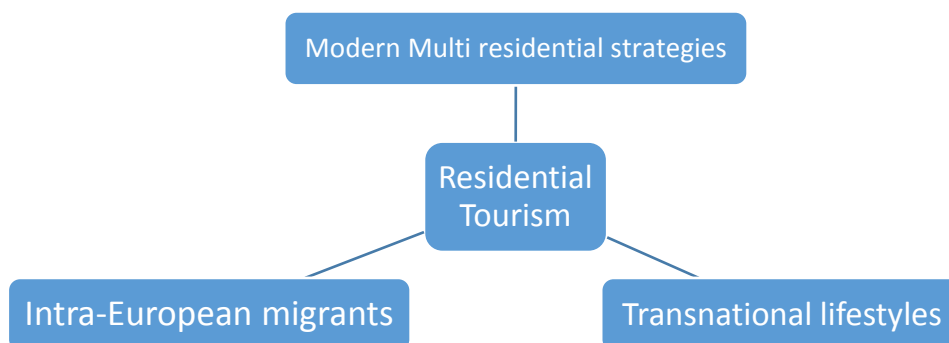
Source: Elaboration based on Law, 1995

In exploring important factors influencing the choice of location for a second home, the destination selection for the first visit and the satisfaction of this experience will be considered in this research.

2.2.4 Impacts of Second home Tourism

Nowadays, purchasing or renting a second home is known as a phenomenon because of its high growth and high effect on the real-estate market. This phenomenon has been investigated extensively in a series of international geographical studies. Up to the beginning of the 1990s, problems of spatial planning associated with second home development. So that the sustainable use of resources by considering the impact of second home development on land use and its environmental impacts generated remarkable research questions in research by Ruppert (1973), Maier et al. (1973), Grimm and Albrecht (1990) & Baumhackl (1991) as cited in Breuer, (2005). This phenomenon is also linked with modern multi residential strategies, intra-European migrants and transnational lifestyles (King et al., 1998; Rodríguez et al., 2004; Williams et al., 1997, 2000).

Figure 7. Linkage of Residential Tourism with Recent Social Challenges



Source: elaboration retrieved from Breuer, 2005.

These second home dwellings are not uncontroversial, as they have a negative impact on local communities, and may cause conflict between locals and the second home owners in some areas. In some attractive destinations, second homes are often a key factor in creating price inflation, increased property values and higher property tax for all dwellings, including permanent homes (Salazar & Zhang, 2013).

As growing demand pressure raised prices, conflicts with the local population are to be expected, as access to housing options became increasingly limited for them and for their adult children, given the greater purchasing power of the new arrivals (Ghose, 2004; Walker and Fortmann, 2003). Higher prices, in turn, produce a population selection, essentially based on purchasing power, which may lead to a new social homogeneity (Phillips, 2005).

Furthermore, one can observe that residential tourism development is causing a displacement of permanent residents from these areas (Marjavaara, 2007). Residential tourists create common

features of a higher social heterogeneity and residential segregation in some areas of Spain (Dominguez et al, 2011). The phenomenon of 'Gentrification' is not only a displacement of social classes and persons, but also one that brings changes in leisure and retail activities, consumption patterns, and valuation of rural properties, whether used for housing or other purposes (Solana, 2010).

Considering the displacement theory, which occurs in some tourist areas, there is a question regarding second home demand; what is the extent of its effects on the increasing of real estate prices? The results of a study on property value in Stockholm, revealed increases in an area dealing with the development of second homes, permanent homes and changes in property values. Increased assessed property values, are caused primarily by increasing numbers of permanent homes, because the area is being repopulated rather than depopulated. There was no evidence of displacement caused by second home demand, and this was similar on a regional geographical level (Marajavaara, 2007). However, in some cases a depopulation trend in some attractive second home destinations, is reported which as may be caused by a restructuring of the local labour market, economic crisis, and other social factors (Fraguell, 1993).

In tourism (and second home tourism) destinations, new types of accommodations (such as networked hospitality businesses by renting rooms or tourist apartments through platforms like Airbnb) are impacting on local societies, especially in economic terms, and on tourism industry by increasing informal accommodations (Guttentag, 2015; Oskam & Boswijk, 2016). While public policy is not prepared with its other impacts, for instance, the local conflicts in neighbourhood or impacts on the hotel industry (Zervas et al., 2014).

2.2.5 Residential Tourism³ in Spanish Mediterranean Coasts

From the 1960s onwards, Spanish Mediterranean coasts have been experiencing a rapid development of a new model of town planning, offering second homes known for the category of residential tourism. This has a high impact on socioeconomic characteristics and modernization of this area, and Spanish towns have specialised in this type of tourism in Europe. Land use change, urban and demographic growths are the most significant expressions of such a development process (Marti & Nolasco, 2011).

The second home tourism has been growing constantly during the last decades until the recent crisis, which affected real estate and construction sectors during 2004–2007. It's considerable to note that in recent years Spain is again experiencing a tourism and real-estate boom that has left a deep profound mark on land use (Hof & Blázquez-Salom, 2013).

³ Regarding terminology, it should be noted that the term "residential tourism" in Spanish literature is more common than the term of second home tourism.

Residential tourism is defined as economic activity dedicated to the 'development, construction and sale of tourist residential dwellings', that make up the extra-hotel industry made on the set of houses, usually individually owned, which are offered to the tourist market. These dwellings are often sold or rented through non-official channels and they are located mostly in the coastal zone (Aledo and Mazon, 1996). The buyers of tourist accommodation in the Spanish Mediterranean coast come from: (a) near-real-estate development environment, (b) central and northern Spain and (e), other EU countries mainly UK, Germany and France (Aledo and Mazon, 1996). Their use of second home can be for weekends, holidays, semi-permanent or even permanent residence.

From the beginning of a second home development process until now, many coastal towns have been renewed, reconstructed, or even transformed. Despite the boom in tourism and real-estate in Spain, it is believed that the situation isn't yet suitable (Aledo & Mazon, 2004). In this regard, evidence indicates that the rapid growth of residential tourism, and in the real-estate market, still faces social and economic challenges (Aledo & Mazón, 2004; Hof & Blázquez-Salom, 2013).

Spanish coastal areas have been a destination of mass tourism or 'sun and sand tourism', mostly during the high season of summer. In this pattern, the second home tourism phenomenon has appeared as an increasing trend, which unlike mass tourism, it has less seasonality; while it's less seasonal, the concentration levels remain high (Aledo & Mazon, 2004). Moreover, complementing services in addition to tourism activities in coastal destinations are described as scarce, of poor quality and a common deficit in the municipalities of Spanish Mediterranean specialized in second home tourism (Aledo & Mazon, 2004). However, the construction of golf courses and marinas improve the level of complementarity and increase the added value of properties. Second-homers show high fidelity to the destination. But since there is a relatively lower turnover second-homers are much more domestic and less likely to spend at the destination.

In Spain based on the report of the Ministry of Public works in 2011, almost one third of dwellings are second homes and this number corresponds to 8.1 millions second homes. Lopez in a study on second homes in Spain (2003), made a model utilising logistic regression with factors of age, socio-economic category (high to low), type of household and immigration status. He found that the factor which most impacts the localization of second homes in another province is immigration, meaning that in areas where this is accepted, the possibility of finding second housing is 6.3 times more than other provinces (Lopez, 2003). This correlation between immigration and second home tourism seems in line with findings of other research conducted in Majorca, that show that tourism destinations are attracting more residential tourists than other sites (Hof & Blázquez-Salom, 2013). Therefore, it can be interpreted that immigration and tourism are correlated with second home in costal destinations.

Regarding the demand of second homes, it's found that high-density housing favours second home demand in any urban size, but the probability of having a second home is much higher for those living in larger cities. In addition, the relation between 'dwelling size' and the probability of having a second home is direct and positive meaning that the greater the dwelling size, the stronger the probability of having a second home (Modenes & Lopez, 2007). Moreover, this study proved that Spanish society, has a widespread trend towards second home demand, independently of socioeconomic, regional or residential status (Módenes & López-Colás, 2007).

Furthermore, looking for natural, social, cultural and economic factors involved in residential tourism growth, some of the main reasons for the increasing trend of residential tourism in Spain are expressed by Lopez (2003). These reasons are tiredness of city life, which is related to lifestyle migration, economic prosperity and increasing living standards in the western countries of Europe, the revolution in communications, and the second home as an investment for constructors, local community and new owners (Lopez, 2003).

As a limitation, the lack of a specialised database with structuring properties and users of second homes, makes it hard to gain a statistical evaluation of touristic properties. For example, the residential tourist homes counted in Alicante for a research, was almost 13 times more than those registered by local authorities of Tourism (Aledo & Mazón, 2004).

The increase in the construction of second homes has been a key factor in land transformation and the land use is an important factor in the field of sustainability. A report published by the Observatory on Sustainability in Spain expresses that the amount of land transformation over the past two decades in Spain is more than a third of land transformation of the country's entire history, while the artificial surface of Spain, Ireland and Portugal showed the highest growth in Europe (Marti & Nolasco, 2011). This change in land use has not occurred all over the country at a similar rate, meaning that the metropolitan area of Madrid and the Mediterranean coastal areas have the highest rates of land transformation. This means that numerous low density residential estates were built horizontally on large acres of land on the coast (Mazón & Aledo, 1996).

Some of the main characteristics of the positive and negative impacts of residential tourism on these coastal areas are listed as below:

- The number of tourists and related activities are seasonal. This temporary nature has a negative impact on the local economy and the social concept of the place as also employment comes and goes.
- As Aledo and Mazon described (2004), few activities currently complement the tourist's stay such as those in golf courses and marinas while these attractions also increase the value of the property around them.(Aledo & Mazón, 2004).

Second homes generate a list of fiscal dependencies and become a burden to the different municipalities. On the one hand, they are faced with pressing economic demands due to an increased demand for services and personal investment capacities, falling local productions,

and on the other hand they face pressure from environmentalist about land development and resources, which may prevent further money generating investments. A delicate balance needs to be struck between wealth generating urban activities and urban management early planning is thus crucial. (Mazon & Raya, 2008).

Based on the study of Aledo and Mazon, most second home owners are not interested in renting the property to recuperate maintenance costs. Therefore, summer second-homers are described as loyal to their destination. This attitude means that during most of the year these houses are unused and vacant. So, one can imagine what happens in municipalities with a high number of second homes, especially in terms of socioeconomic factors at different seasons of the year.

Furthermore, since the Spanish planning legislation leaves much of the land management and planning to local authorities, the clear majority of coastal councils have based their funding budget revenue generated from the urban taxes (Aledo & Mazon, 2004). In addition, all unplanned growth of second home tourism has caused a massive environmental impact on the Spanish Mediterranean coasts (Barke, 1991; Casado-Diaz, 1999; Rebollo et al. 2003), and this impact is expressed as a failure of coastal management (Suárez & Rodríguez, 2005).

Stroud (as cited in Aledo & Mazón, 2004) observed how urban planning is often seen by investors and developers as an obstacle to their work. However, it is necessary to prevent urban struggles and negative environmental impacts in coastal areas.

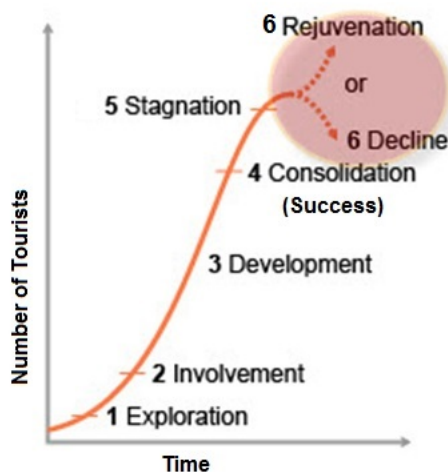
Whereas in Spain, the activity of 'second home tourism' is known in terms of land purchase, construction of homes and their sale, one should start giving due importance to the lack of policy and programmed activities in this regards. Sustainability must also include the need to give particular attention to multi-functionality of urban land use, and to cater for the diversity of residents with a diverse range of recreational and stimulating activities.

The concern the existing and unforeseen urban growth is a central focus of the debate regarding the 'best territorial model for rural municipalities' in Spain. People are now preferring to move into rural areas, however policy makers must be sure to use a specific tailor-made, rural model and not to transfer the touristic growth model (which as we have seen has been far from perfect) from the coastal areas to inland municipalities (Solana, 2010).

The Tourist Area Life Cycle (TALC), theory emerged from a research study in Alicante, Spain to evaluate the current condition of coastal areas, (Aledo & Mazon, 2004). The theory presents six phases of the life cycle in a tourism destination (based on destination life-cycle model (DLCM)), these are exploration, involvement, development, consolidation, stagnation and a final phase of the rejuvenation or decline (Butler, 1980). These stages are illustrated in Figure 8. From the theory Aledo and Mazon (2004), developed the Tourism Life Cycle model by focusing on the interrelationships between residential houses and urban land scarcity. Torrevieja area was chosen as the study area. The research focused on its tourism condition, its demographics and

labour structures as well as its history in the evolving real-estate market. According to the model, the last stages of the TALC show an exhaustion of urban land, which is the most prized-resource. This clearly illustrates the weakness of the residential tourism model brought on by the lack of planning in this area (Mazon & Aledo, 2005). From this and the reviewed literature, one can conclude that unsustainability in the development process and the failures of planning, will quickly lead to degradation or even stagnation for these areas.

Figure 8. Evolution of a Tourist Area Based on Tourism Area Life Cycle Theory



Source: Butler, 1980

Naturally, second home tourism leaves many positive impacts on the municipality it stands in, especially in terms of investment and economic activity. However, as Nogue and Wilbrand, 2010, noted, 'when low-density developments predominate and there is no integration project, clusters of second homes become an important vector of urban sprawl, trivialization and territorial landscape and environmental impact' (Nogu e & Wilbrand, 2010).

Reviewing the current condition of Spanish coastal areas, one can conclude that many areas considered viable for second home tourism lie in a stagnated phase of development, or even decline. This is the last phase of TALC and the problem is therefore pressing. This also holds true for some other 'mature' tourist areas.

Looking forward

As Aledo and Mazon pointed out, residential tourism in real-estate market 'has to keep growing; that is to say building because there are neither other objectives nor any intentions to create alternative or complementary ones.' Therefore, residential construction could not act as the unique alternative to the production and consumption of urban land in coastal areas.

What the studied literature has found about negative impacts of second homes can be summarized as the great problem in touristic urbanisation in coastal areas of Spain; the lack of

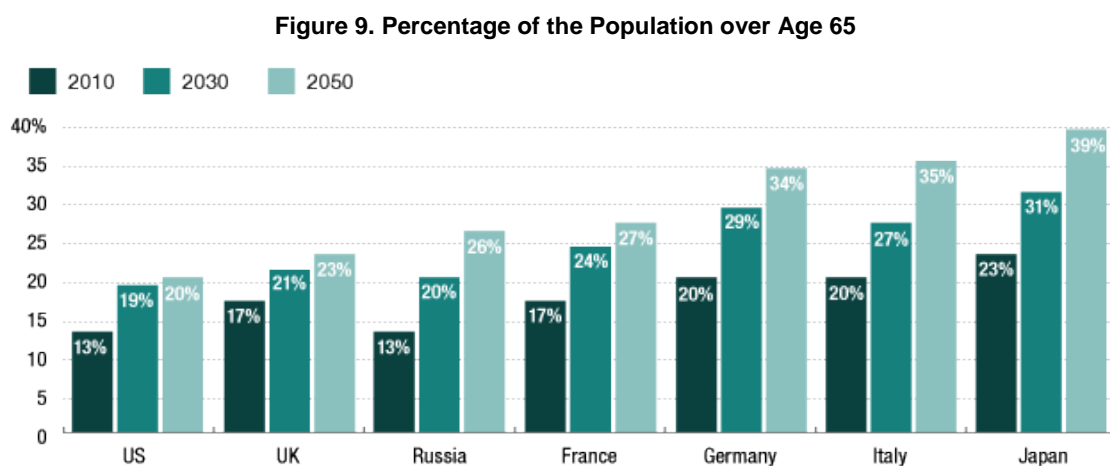
planning in the initiation stages, its seasonal nature and the lack of complementing activities in tourist areas. In addition to the mentioned challenges, other factors plays a key role in the transformation of the coastal regions, especially through impact on land use, the demographic pattern and its change impacts

2.3 Demographic Change Impacts on Second home Tourism

Demographic studies constitute a basic pattern for future planning in all areas of social studies, including urban and regional research. In this sense, any change on demographic characteristics, will impact on urban planning and the housing industry. Therefore, demographic observation looks essentially for planning issues, especially in order to estimate and to do an assessment for future requirements. While the subject of this study is on second home tourism, the two relatively recent phenomena in this pattern are: Ageing Europe and International Retirement Migration.

2.3.1 Ageing of Europe Phenomenon

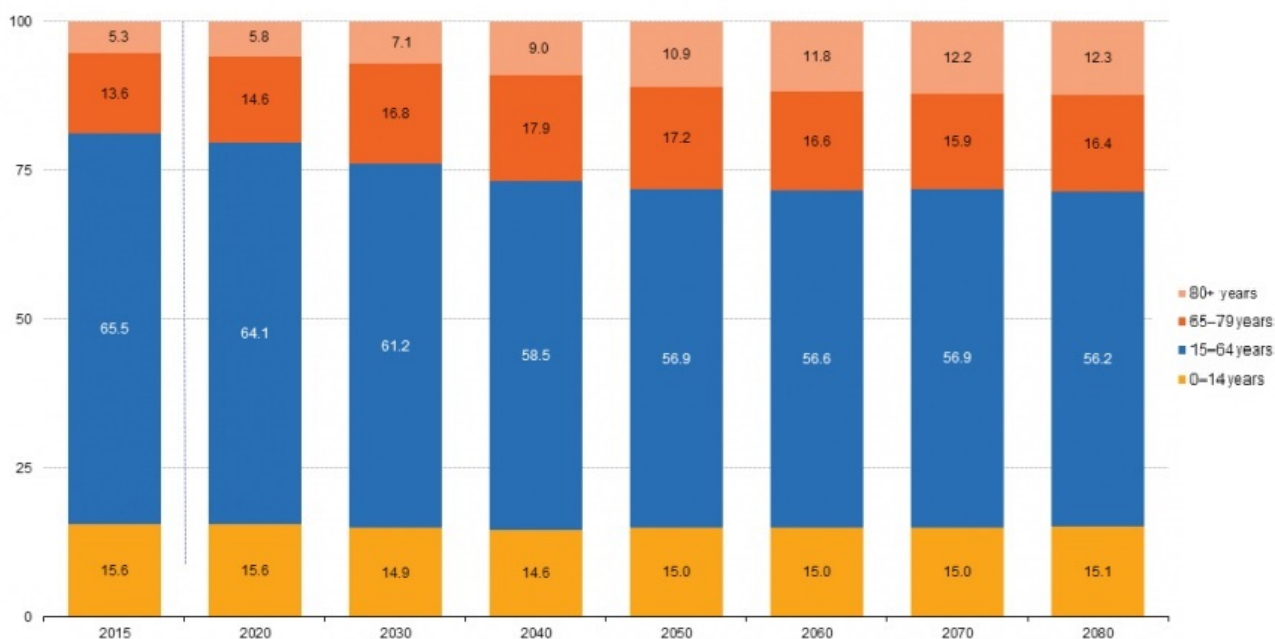
On global scale, during recent decades, the population of the world has been going through significant changes in the portion of the elderly group, and in the increase of life expectancy through a set of social factors and health care services (Peterson, 1999). Population ageing, is described as one of the most fundamental and challenging megatrends of the current century, and is basically raised from two related demographic effects: the increase in longevity combined with a decline in fertility (Lutz & Samir, 2010). Due to an increase in longevity, the average age of the population is on the rise as the numbers of surviving seniors and older people is increasing (Figure 9).



Source: U.N., Centre of Strategic and International Studies

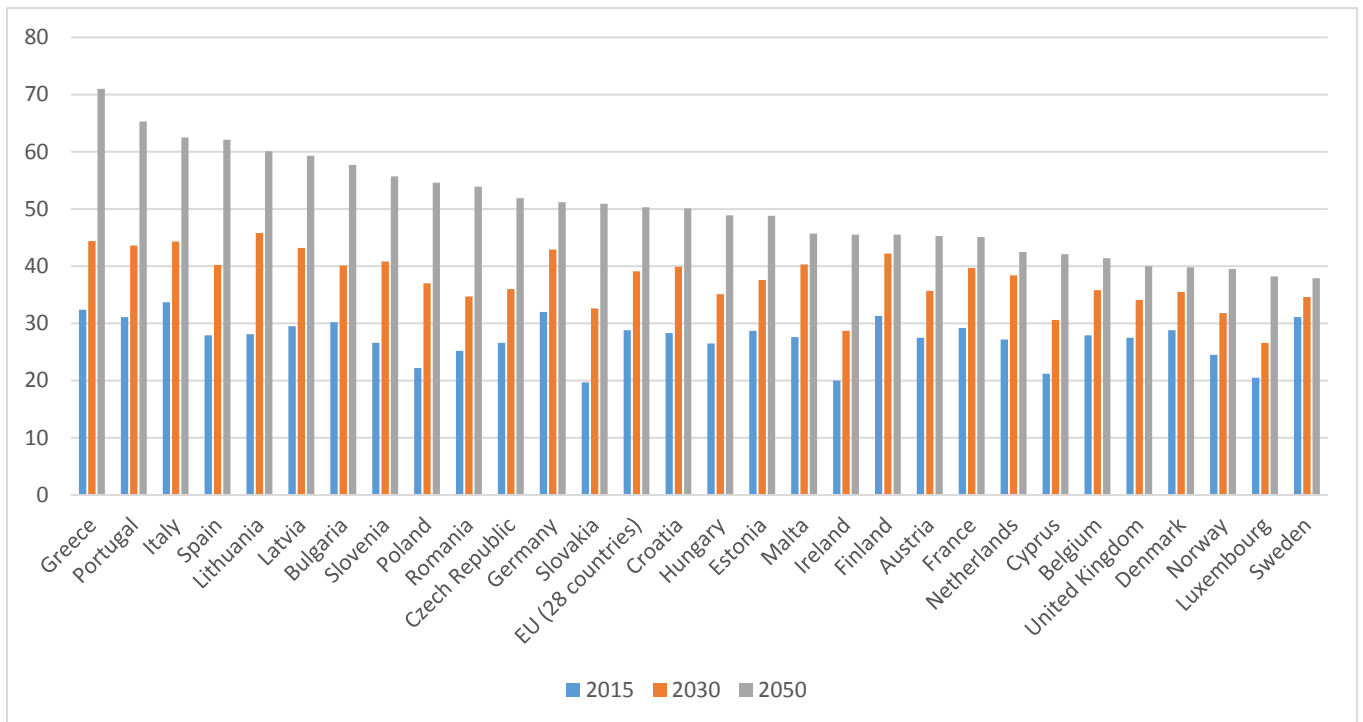
Correspondingly, in line with this global demographic change, European demographic projections show a rapid growth in the portion of elderly people that surpass 65 years of age compared with other age groups on a global scale. This means whereas the ageing population of Europe is constantly increasing, a change in population pyramid is dominant: the portion of elderly is more than new-borns, (European Union, 2013). This phenomenon is called ‘Ageing of Europe’. Although the ratio of ageing varies between different countries, it shows a general constant growth predicted for future decades (Figure 10). The decline is more dramatic in those with lower fertility rates like in Western Europe (Kohler et al., 2006).

Figure 10. Estimated Population of Europe by Age Group



Source: Retrieved from Eurostat available at [http://ec.europa.eu/eurostat/statisticsexplained/index.php/File:Population_structure_by_major_age_groups,EU-28,_2015%E2%80%9380_\(%C2%B9\)_\(%25_of_total_population\)_YB16.png](http://ec.europa.eu/eurostat/statisticsexplained/index.php/File:Population_structure_by_major_age_groups,EU-28,_2015%E2%80%9380_(%C2%B9)_(%25_of_total_population)_YB16.png)

Figure 11. Age Dependency Ratio in Europe



Source: Elaboration, Retrieved from Eurostat, Available at: <http://ec.europa.eu/eurostat/tgm/table.do?tab=table&plugin=1&language=en&pcode=tsdde511>

As an indicator, the age dependency ratio which is the percentage of people aged 65 and over, divided by working age population (15-64 Y. O), is illustrated in Figure 11, and most of European countries are predicted to have a high growth in this indicator.

One of the most important aspects of this demographic change is in the economy, which has been the focus of several research studies (Foster & Walker, 2013; Hartlapp & Schmid, 2008; Walker, 1999). As the population of Europe is becoming older, the ratio of retirees is getting higher. Over the long term, it is estimated that in Europe, the ratio of retirees to workers will double to 0.54 by 2050; four workers per retiree to just two workers per retiree (Carone & Costello, 2006).

Therefore, the increasing share of seniors in the population has a strong effect on the labour market and it may lead to other economic struggles within the European Union. Medical services is one such area as many nations are already struggling to pay for generous health coverage and pensions, and are responding by raising the retirement age or even by cutting the value of monthly pension payments. For now, active ageing is being tackled with a responsive strategy (Avramov & Maskova, 2004).

The fields tackled in the study; real-estate market and tourism market, are also impacted from demographic change and considering the ageing population being more involved in the real-estate market, tourism and specifically second home tourism market, specific attention on the elderlies' specific requirements and preferences is now opportune.

Furthermore, the international tourist arrivals amounted to 57 per every 100 local residents and are expected to reach 89 per 100 in 2030, predicting a high growth in tourism during the next two decades (UNWTO, 2015). Considering this phenomenon, what is the impact of ageing of Europe on International Retirement Migration? By extrapolating the portion of elderly population, retired immigrants will rise significantly. This population is creating new market demand inside the residential tourism market, which will be focused in the next section.

2.3.2 International Retirement Migration

International Retirement Migration is a phenomenon in the context of an ageing Europe, with a direct and positive relation. This means the increase of an elderly population will have a direct effect on the number of international retired migrants in Europe. Developing technology, mobility and transport facilities have been facilitating different aspects of tourism and migration including retirement migration.

The subject of retirement migration initially, studied by Cribier in 1980, who focused on internal mobility within France. This research was a starting point for studies about the phenomenon of international retirement migration (IRM), in Europe. Afterwards, Williams, King and Warnes (King *et al.* 1998; Warnes *et al.*, 1999; Williams *et al.* 1997), worked on this initial approach on a European scale and the findings showed a direction for international retirement migration from northern and western countries of Europe to the southern countries.

However, the phenomenon of IRM and long-stay tourism is not confined to Europe and now is known as a global issue especially in developed countries. For instance, in Japan, (after experiencing post-war economic growth), long-stay tourism has developed into a common form of Japanese IRM (Ono, 2010).

In the meantime, different study cases in Europe have been carried out by different origin and destination such as the studies of O'Reilly, Vera-Rebollo and Rodriguez *et al.* (As cited in Breuer, 2005). These studies permit to conclude that IRM in Europe will keep rising in the next decades (Breuer, 2005).

Moreover, retirement migration towards the south and to Spain is considered to a large extent, the result of mass tourism (Barke & France 1996; King *et al.*, 1998; Rodriguez *et al.*, 1998). This fact highlights the importance of study on a flow from tourism to a migration decision.

Retirees mostly through the mobility of International Retirement Migration, make up the largest population group among those who spend periods of time in their second home property, or in their areas of influence motivated by leisure preferences.

There is still doubt on how to call people who have annually migrate during the year between their principal home and their second one. Breuer, who studied German retirees in the Canary Islands, found that the seasonal German residents clearly prefer the winter season for their stay,

and so described them as 'over winterers' (Breuer, 2004). These people are trying, successfully, to enjoy 'best of both worlds' (Rodriguez, 2000), by the deliberate use of different residences in different climatic regions. For this reason, the behaviour of the senior citizen second home users can be described as 'touristic' (Breuer, 2005). Also, Breuer noted that the seasonal use of second homes must be a circulation rather than as a migration. In this context, the seasonal use of second homes is not a segment in a continuum, which begins with a short-term tourist holiday visit and ends with the permanent retirement residence, but instead it represents a final state, which is regarded as optimal by more than half of the German senior residents in the Canaries. By doing this, they are putting into practice a 'peripatetic' lifestyle in the sense of Williams and Hall (2000). The use of a second home is thereby the expression of a lifestyle that was practiced in many instances before the retirement age was attained. Therefore, it is a challenge to categorise the international retiree migrants as residents, tourists or migrants.

On the micro level, focusing on IRM in Spain, (a favourite destination for people living northern countries), shows that this migration is in line with the rapid growth of second home development along the Mediterranean coast. In this regard, second home ownership has proved a key factor in deciding where to migrate later in life, either on a temporary or on a permanent basis (Casado-Diaz, 2001).

As a general fact, when people live longer, the need for creative approaches regarding their ageing necessities becomes more important. Considering the ageing population in Europe, the impact of this population on second home destinations including Mediterranean coastal areas should be assessed. In this regard, the next section has a focus on the urban preferences and the housing market for the elderly, which is rapidly exploding.

2.4 Seniors' Urban and Housing Preferences

An ageing Europe with an ever-increasing portion of retirees is changing the demographic structure of European cities and tourist destinations meaning that each urban and regional research in Europe, should consider this growing population in future developments and regenerations. In such a pattern urban studies, housing and construction markets are facing challenges from elderly requirements. Therefore, looking for elderly friendly cities is essential for the second home tourism destinations market.

Elderly friendly communities have been the focus of many research studies on global scale (Alley et al. 2007; Hanson & Emler, 2006; Pynoos et al., 2009; Scharlach, 2012). On the one hand 'ageing in place' is introduced as a desirable plan for the retirement period (Pynoos et al., 2008; Vasunilashorn et al, 2011), and on the other hand 'senior housing models' are widely developing. This section will be divided in two parts; housing requirements and urban characteristics of elderly friendly cities.

2.4.1 Urban Preferences of Seniors

The term 'quality of life' is a multidimensional concept including vast studies in social, cultural, economic and urbanisation fields. Eurostat⁴, has determined the dimensions of quality of life in following categories: 1. Material living conditions, 2. Productive or main activity, 3. Health, 4. Education, 5. Leisure and social interactions, 6. Economic and physical safety, 7. Governance and basic rights, 8. Natural and living environment, 9. Overall experience of life (Eurostat, 2016).

The seemingly objective attributes of these indicators alter in literature so that they have been the case of debate with the measuring methods varying from econometric, psychological and political frameworks (Wish, 1986). Therefore, the components or dimensions of quality of life vary in different research; for instance, Liu (1976), used economic, political, environmental, health and education, and social determinants. While in another study by Felce and Perry (1995), similar factors were categorized within five dimensions in which four of them are forms of wellbeing in terms of physical, material, social and emotional sense and the last dimension is regarding development and activity (Felce & Perry, 1995).

The urban attributes mainly refer to the urban quality-of-life, which are described as 'the relation between the experiences within the space that people live in, with the individual perceptions and their feelings'. In the evaluation of quality-of-life, a set of cultural, social, economic, environmental and personal factors have an effect. Quality-of-life components are categorised by Boyer and Savageau (1981), as:

1. Economics, 2. Health, 3. Climate, 4. Housing, (tenure, quality in housing stock, etc.), 5. Transportation (easy access to services like health, sports, education, shopping, etc.), 6. security and privacy), 7. Recreation facilities & activities, 8. Education and 9. Art.

Given the differences in various categories indicated for quality of life, health and education are included in most of quality-of-life indicators, whereas other elements of the quality of life in urban areas, for instance the environment and infrastructure are almost overlooked (eg. Fayers & Machin, 2013; Portney, 2003; Swain & Hollar, 2003). Inside the concept of quality of life, there is a field of study called 'urban quality of life' containing dimensions for evaluating the quality of life in urban areas as well as the urban environment. In this regard, seven dimensions are suggested: environmental, physical, mobility, social, psychological, economic and political urban quality of life factors (El Din et al., 2013).

In addition to the quality of life components, in a more particular area, one should consider that selecting a destination for a second home associated with retirees, old-age spatial requirements should be considered. Therefore, a guideline to the selection of variables/indicators can be obtained from a research conducted by the World Health Organization outlining

⁴ Available in http://ec.europa.eu/eurostat/statistics-explained/index.php/Quality_of_life_indicators

recommendations for elderly-friendly environments. Results of the research of WHO steer the current study to analyse a set of urban features which are considered important by elderlies who collaborated in this comprehensive survey (WHO, 2007):

1. Pleasant and clean environment; referring to the beauty of the city's natural surroundings.
2. Importance of green spaces. These two features are questioned through a couple of questions about the proximity to natural attraction areas such as parks, farms and gardens.
3. Somewhere to rest; referring the availability of seating areas in public spaces.
4. Age-friendly pavements; the condition of pavements has an obvious impact on the ability to walk in the local area. These were gauged in the questionnaire through the importance of good maintained streets and sidewalks.
5. Safe pedestrian crossings, (which in the case of the area studied in this research is not of concern since the streets in study area have a clear standard in crossings).
6. Accessibility refers to ease of access to shopping facilities, offices, hospitals, or other popular places; the questionnaire asks about this by asking interviewees how much they were interested in a location close to city centres, hospitals, shopping venues and public transport hubs.
7. A secure environment refers to feeling safe and secure in one's living environment, a factor that increases the elderlies' willingness to independently move about in their environment.
8. Walkways and cycle paths without hazards.
9. Age-friendly buildings.
10. Adequate public toilets.
11. Older customers referred to information and services catering for elderly requirements.

Since the study on urban characteristics of the second home destination, is associated with this field, the brief study on the determinant of urban quality of life associated with elderlies' urban preferences, suggests that these indicators should be assessed and their importance evaluated. This issue will be developed further in chapter 4 in questionnaire design.

2.4.2 Senior Housing

Considering the ageing population in Europe, elderly accommodation will find more importance in urban and regional planning in the future. This section is based on the assumption that requirements in the second home for elderlies, would not be distinct from the seniors' regular requirements in their principal residence. Moreover, it important to focus on current senior housing models around the world.

Recently, due to 'ageing in place' policies, there are increasing attempts on rehabilitating and transforming the actual curret residences of the elderly to be more age friendly (Brittain et al., 2010; Johansson, et al., 2009; Chui, 2008). A variety of studies has tried to evaluate and standardise flats and residences in order to improve them for the elderly (e.g. Lee et al., 2012;

Pynoos et al., 2008; Yuen & Soh, 2016). Reviewing literature, suggests that some amenities and constructional criteria to be considered for buildings to be age-friendly. These are indicated as following (World Health Organization, 2007): elevators, escalators, ramps, wide doorways and passages, suitable stairs (not too high or steep), with railings, non-slip flooring, rest areas with comfortable seating, adequate signage, public toilets with handicap access. Hence, these features should be considered in housing reforms in order to be designed as elderly friendly in any real-estate market, as well as in study area in both cases of the principal home and the second home.

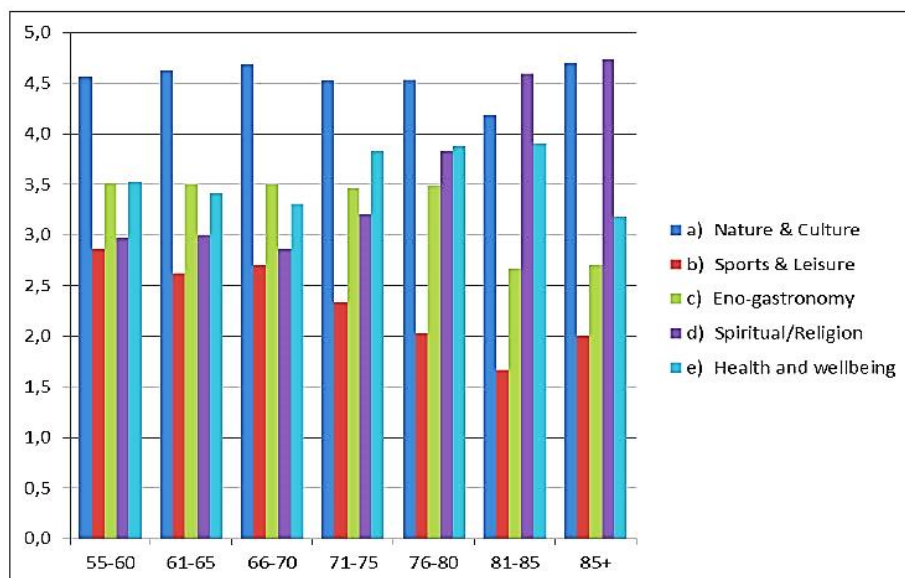
A research on senior necessities in Catalonia, in which there live more than one million people who are older than 65 years old, found that most seniors are living in unsuitable and inappropriate homes. Based on the 2001 census, 11.3% of the elderly people live in homes with varying degrees of problems in maintenance and conservation (Bosch, 2006). Based on the mentioned study, residential problems of older people are categorised in:

- 1) Problems of accessibility and mobility.
- 2) Substandard housing and rehabilitation need.
- 3) The problems associated with rental conditions.
- 4) The difficulties of affordability and social inequality.

Similar problems were also to be found in Spanish Mediterranean towns. Therefore, one should ask: what kind of second home, are senior tourists looking for or expecting to have on the Spanish Mediterranean coasts? In the field of second home tourism, it seems essential to focus on senior residence models in the coastal area.

Moreover, beside the similarities in elderly housing requirements of seniors in principal homes and the second homes, such requirements, are also related with tourism and recreation. Regarding recreational activities, it is remarkable that age has been an effective predictor of human behaviour, needs and effects on economic demand (Weiermair & Mathies, 2004). The importance of themes, activities and services for tourists of different age groups, is subjected in a study on European Senior Citizens' preferences in holiday destination. Among leisure preferences, hiking and swimming were the most preferred activities by the respondents aged 55-70 (Gheno, 2015) as shown in Figure 12. Hence, the specific preferences of seniors regarding the recreational activities should also be evaluated in the case of their second home.

Figure 12. Rating preferences in choosing the holiday destination for European seniors' age groups



Source: Gheno, 2015.

2.4.3 Evolution of Senior Housing Forms

Considering the growing number of elderlies on a global scale, there has been an attempt during recent decades to make homes, elderly-friendly and to develop a variety of housing choices for this group. Even in nursing homes (a traditional form of senior residence), a variety of other models under the name of Residential Care Facilities for the Elderly (RCFE), are now being offered to elderly groups. In this section, the variety of senior residence models in the US, France and Spain are studied to make an evaluation of the senior residence for the residential tourism market.

Gimmy and Boehm (1998) have divided the senior housing model in five categories. The study of these models, may lead to develop a responsible model for residential tourism meaning that some types of them may be transformed and adapted as a second home model to be considered and selected by seniors. Based on this category, the types of senior residences are listed below:

- Skilled nursing home
- Independent living homes
- Congregate senior housing
- Continuing care communities
- Assisted living

Skilled nursing facilities (nursing homes)

This type of residence is more classic and one of the oldest types. Seniors are living in an individual or shared room and other spaces are public. It is a housing type similar to a hospital meaning that staff are on duty 24 hours a day. In California, 44% of stays, in these types of homes, are for one year or less and just 21% of stays are over 5 years or more. Considering the

conditions this type of housing couldn't be offered as a second home for seniors, especially when residential tourism indicates that most retirees are still independent. Indeed, based on the medical conditions and the limitations of seniors who are living in these facilities, this type of senior accommodation could not be considered for independent seniors in the residential tourism market.

Independent living facilities (ILFs), or retirement communities

These types of facilities are very popular among younger seniors and offer a variety of housing types and often revolve around a golf course. There are large-scale projects like Sun Cities in California and Leisure World Langue Hills with 2100 acres, a population of 30,000 and 250 clubs providing world class, golf facilities. Facilities of this type of residents include hiking trails, fitness centres, amphitheatres, etc.

The residents of this community are seniors who do not need assistance with daily activities or 24 hours a day skilled nursing, but they benefit from convenient services, senior-friendly environment, and the high number of social opportunities that their community provides. Since these residences offer maintenance services, this model is popular among 'American snowbird seniors' who wish to travel freely without the responsibility of home maintenance.

Most commonly offered services are: dining, basic housekeeping, laundry, transportation, recreational activities, social programs, and access to exercise equipment. They may also offer amenities like pools, spas, and on-site barber salons. Health care services are not essential in these facilities, though they may be offered.

The unit ownership can be of two types; condominiums (residents take a simple title to a unit), and cooperatives (residents own stock in an undivided share of a qualified co-op housing corporation)

Given the reduced health concern, social interactions are given more importance, meaning that 30% of the gross building area is assigned to public spaces. In the US, these type of projects are normally popular for the reuse of historic sites or underutilized properties (Gimmy & Boehm, 1998). Senior housing experts, express concerns about a building's ability to support ageing in place. This type of residence offers security and some other optional services like meal plans, transportation, laundry, housekeeping, recreational programs and home and garden maintenance. These are large projects nowadays developing on smaller scales.

Senior apartments are the most common type of independent senior facilities. Services usually include recreational programs, transportation, and meal service. Housing units in a senior community may be in the form of single-family homes, duplexes, mobile homes, cottages, or condominiums. These forms could be purchased or rented by residents. Subsidised housing provided by the government for low-income seniors usually has stricter criteria and a lengthy waiting list.

Another type of independent retirement community is one which naturally gets older and becomes naturally a retirement community (NORC), with a large population of senior residents, however such communities were not specifically designed for seniors and do not meet their needs.

Congregate Seniors Housing

One step up the ILFs, congregate senior housing⁵ brings those services to the level of individual and dwelling units as well. Small congregate facilities are operated as group homes or board and care homes. The size of most projects of this type is between 70-250 units and the most common tenure structure is rental. Most congregate housing projects are small flats like one bedroom or studio units in federally assisted housing, and the residents pay a fee based on a sliding scale. Giving the option of taking meals privately, kitchens are typically provided to serve basic cooking. Housekeeping, transportation, linen and personal laundry and other hotel-type services are also available. Personal care services, like assistance with bathing may be provided, or an outside agent may provide personal care.

Continuing care retirement communities (CCRC)

The most complex and largest elderly housing type is the *continuing care community* (CCRC), also described as the life-care community that provides ageing care needs; independent housing, congregate, assisted living facilities and nursing care may be offered in a single residence so it takes the form of a campus. These shelters and care services could be located on different floors of a single high-rise building, or in separated buildings⁶, like cottages, garden apartments, duplex buildings or even spread out in the campus form.

The average CCRC in the US contains more than 330 units, including independent or congregate living units, skilled nursing homes and assisted living (America Seniors Housing Association, 2002). The large scale requires parcels of land that are located in ex-urban areas but this location does not allow residents to get advantage that urban locals do. These tend to be expensive and may require an initial fee plus monthly fees as rental or condominium endowment.

The continuing-care retirement community (CCRC, is useful when candidates move in such communities while still living independently, without too many healthcare needs. As a person gets

⁵ Aigburth Vale, Senior Community, in Towson, Maryland is an example of this model. It was built in 2000, and offers 70 flats for seniors older than 62, or individuals with disabilities. The payment method includes an income and a monthly rent. Amenities include parking and surface lot. All 70 Units are on three floors with elevator. Other features include air conditioning, internet access, wheelchair accessible rooms, etc.

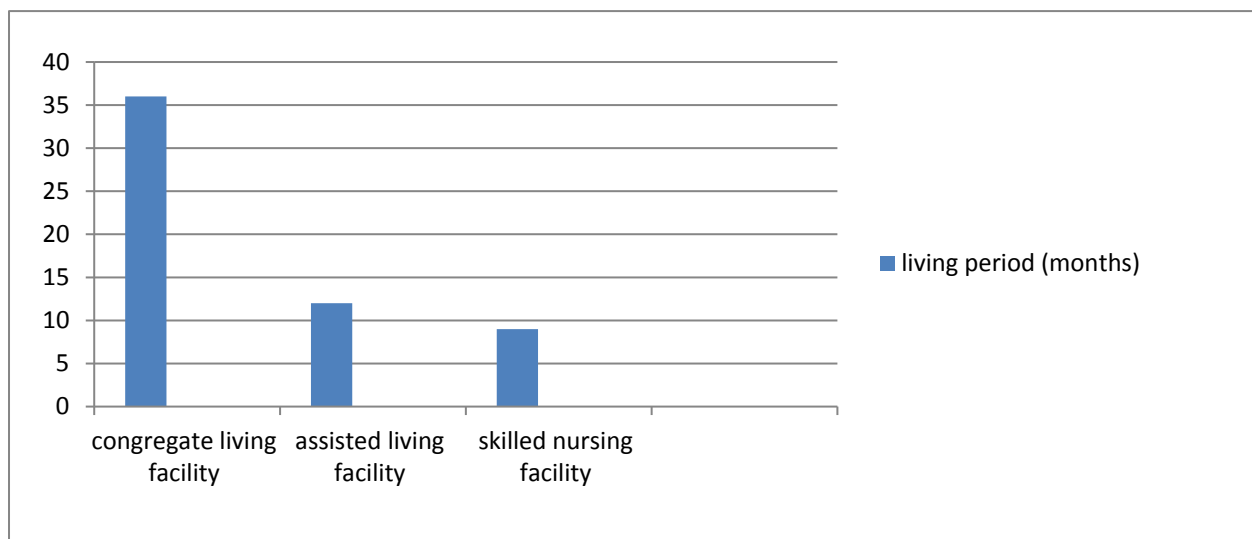
⁶ A sample of this community is available at <http://www.rees.com/our-work/senior-living/continuing-care-retirement-communities/pacific-plaza-continuing-care>

older the medical needs increase, and one could use gradual levels of nursing care in the same site for the rest of life. Continuing-care communities are usually costly, but they vary widely in the entrance and recurring fees.

Assisted living facilities

Assisted Living Facilities are the most recent form of the senior housing industry especially in the US and they are getting considerable attention. Assisted Living Federation of America (ALFA), defined it as ‘a special combination of housing, supportive services, personalised assistance and healthcare, responding to the individual needs of people who need help with activities of daily living but who do not to need 24hour skilled medical care’. It is predicted that assisted living continues to be a residence type with increasing interesting innovations. The percentage of availability of many services is similar to congregate senior housing. However, based on the statistics in U.S a senior resident lives in the congregate living facility for over three years, as an average, which is absolutely longer than the time range for stays is assisted living and skilled nursing facilities (Figure 13).

Figure 13. The Average of Living Periods in U.S



Source: Retrieved from American Seniors Housing Association, 2002.

To have a better analysis, all the above housing forms based on their location, density, size, services and other features are categorised in Table 2. Considering the facilities, location and the services they provide, the nursing home seems more like a short-term senior care, with conditions and services similar to a hospital. This is not considered as a suitable place for independent seniors. All other studied forms of senior residences could be adapted and reformed to define a kind of second residence for seniors, and their structural abilities to promote as second home models are evaluated and summarized in the right column. Additional study on current housing models in Europe, are explained in Appendix 4. Regarding the seasonal use of tourist

accommodations in tourist areas, it seems that senior housing models might be an alternative use for such accommodations to be transformed as a type of senior residence.

Table 2. Senior Residence models in the U.S with Services and Compatibility for the Second home

Senior Residence \ Characteristics	Housing Tenure	Location	Home Cleansing Services	Food and Accommodation	Health Care services	Atmosphere	Development Management	Availability as a Second Home
1- Independent Living Homes	Rent and Buy	Suburban/ Historic Sites	Maintenance/ optional	Restaurant	Clinic	Independent	Flat/ House in a Campus	High
2- Nursing Homes	Rent	Urban	Room Cleaning	Delivery	High/Hospital Type	Hospital Type	Room/ Shared Room	Low
3- Congregate Seniors Housing	Rent and Buy	Different	House Keeping	serve Meals + Private Kitchen	Optional	Hospital Type Services	Flats (70-250) Units	High
4- continuing Care Retirement Communities	Entry Fee+ Condominume ndowment	Exurban	Optional/ Depends on Contract	Complex of Different Forms	High/Nursing Services	Complex of all Models	Room, Flat, House in a Larg Campus	High
5- Assisted Living Facilities	Rent	Different	House Keeping	Optional	High/Nursing Services	Hospital Type Services	Flats in a Building	High

Source: Elaboration based on Gimmy & Boehm (1988)

Reviewing different models of senior residences, the question is which models could be able to match with Mediterranean cities and European idiosyncrasies in order to provide elderly necessities for foreign seniors? As evaluated, independent living homes, assisted living and congregate senior housing, all seem adaptable as second home facilities in tourist areas. They can be gathered together in a complex of continuing care facilities, which offer gradual levels of services and medical care based on the personal needs of elderly. The actual senior residence models of Spain are reviewed in appendix A.

2.5 Summary

In this chapter, the researcher intended to provide a theoretical framework for the current research, including definitions and general concepts. The literature reviewed in this chapter, indicated the actual challenges that come from second home developments, particularly on the Mediterranean coasts, demanding more studies on planning and policies. For instance, the review on the current condition of Spanish Mediterranean coasts, stresses the negative impacts of seasonal nature of second home tourism and a lack of complementing activities in municipalities facing a high growth in tourism and second home tourism.

Regarding second home tourism demand, there is a lack of research, which focuses on destination selection processes of second-homers. The criteria and preferences that people do consider in such a decision are still vague and ambiguous.

Moreover, by considering demographic changes in Europe, the second home phenomenon requires planning for solutions accordingly. It is expected that a suitable adapted residence model offering care services and creating job opportunities, would have positive economic impacts.

On the other hand, despite the variety of housing forms, which have residences offered for elderly, there is a vacuum in the knowledge about elderly's specific facilities and housing preferences in the case of retirement second homes. In this regard, senior residence forms studied in this chapter provided the general concept for services and amenities, which will be assessed in evaluation of the residential requirements of seniors who are getting involved in the residential tourism market. Finally, it is suggested that the new forms of elderly accommodation like assisted living models could be an alternative for tourist accommodation.

In the next chapter, by selecting the study area, the geographical, demography and housing, second home tourism will be evaluated and the geographical distribution of second home in the region is studied.

Chapter 3. The Study Area and Second Home Tourism

3.1 Introduction

The theoretical concept of this research is a combination of different aspects, including tourism demand, destination selection and urban quality of life. Subsequently, these theoretical concepts have an impact on European visitors in terms of selecting an area for a second home. In order to develop the aims of this study in this chapter, the study area of the Spanish Mediterranean coast was selected, as well as undertaking an assessment of its geographic and urban characteristics through employing a quantitative approach with statistics. Due to the different geographical characteristics of the study area, this research will focus on those that are better related with tourism and the second home market in this area, which were discussed briefly in chapter 2.

The distribution of urban and housing amenities, tourism and second home distribution in the area will also be assessed through statistical methods. This will be done in order to determine which geographical and urban attributes impact upon the distribution of second homes in the study area. Hence, the objective of this chapter, after presenting the general context for the study area, is to discover the relationships between the urban, geographical, demographic and housing attributes with regard to the distribution of the second homes in the study area. Therefore, a set of statistical analysis will be applied to provide a more accurate understanding of what is happening in the second home market and which trends can be predicted for the future decades, based on the regression models and statistics used in this research.

In order to understand more about the Spanish Mediterranean Coast, a representative study area in the fields of tourism and second home tourism needs to be identified. Due to it being on one of the most famous coastal areas and one of the first internationalized zones among the Spanish Mediterranean coastal zones in the field of tourism, the Costa Brava has been selected, which is in the northern part of Spanish Mediterranean coast. Originally, the term 'Costa Brava' described its rough and rugged landscape.

The international tourism according to Barbaza (1988), started from 1930s by German tourists in Tossa de Mar. Costa Brava tourism organization in 1935 was established for various tourism development issues for instance for conservation of natural and cultural attractions against increasing number of international tourism accommodations in the area (Brabaza, 1988). Subsequently, this area has become a famous tourist destination especially since 1960s by mass tourism, welcoming thousands of tourists every year, mostly coming for sun and sand tourism. As a part of the Spanish Mediterranean coast, it also has a high number of second homes owners, and huge potential for an increase based on the statistics. Moreover, 'it presents some of the typical attributes that have resulted from urban developments associated with tourism.

Furthermore, however, the area has faced tourism challenges, such as the way in which seasonal tourism activities impact on the local market, conflicts arising from mass tourism, seasonal occupation of second homes, etc. Thus, these attributes will be reviewed further in this chapter.

The characteristics of the study area are associated with retirement migration and second home tourism, which can be categorized and reviewed using the following structure:

- 1) Geographical attributes (accessibility, land use)
- 2) Socio-demographic structure (total population, foreign population, age groups, etc.)
- 3) Housing amenities, characteristics and second home distribution
- 4) Tourism accommodation, facilities and attractions
- 5) Health care system, considering its particular importance for the elderly.

In this chapter, the territorial, demographic, residential and tourism characteristics of the municipalities within the study area will be evaluated in order to determine their specific relationship with the distribution of second homes and the foreign retiree population.

3.1.1 Study Area: the Costa Brava

The province of the study area is the Girona province, which is the extreme northeast part of the Iberian Peninsula, located within Catalonia and is on the border of France, with an area of 5.88 Km². The geographic location is between the Mediterranean coasts in the east and the Pyrenees Mountains in the north, which results in a great diversity in terms of the landscapes, as well as making it an attractive place to practice different leisure and sport activities (Figure 14).

Figure 14. One attractive place in Calella de Plafrugell, Costa Brava



Source: Author's collection

Figure 15. The Costa Brava on the map



Source: Personal elaboration, Retrieved from <http://idd02e1s.eresmas.net/web/mapacosta/costapescador.htm>

The coast of the Girona province is known as the “Costa Brava” and the coastal strip is Girona’s eastern border, which extends along 158 linear kilometers or 256 kilometers of the intricate profile of the Costa Brava (Figure 15). The province includes nine counties, with three of them being on the coast, including Alto Ampurdán, Bajo Ampurdán and La Selva. While the Costa Brava Girona Tourism Board, a body of the tourism industry of the Province of Girona, promotes the brand name *Costa Brava* as an area of 5,885 square kilometers. Thus, by this definition, the Costa Brava contains the coastal counties of Alt Empordà, Baix_Empordà, Selva and the inland counties of Pla de l’Estany and Gironès.

In this study, the municipalities located on the coast have been chosen as the coastal municipalities that fall under the name Costa Brava. Based on the definition by Wikipedia, the Costa Brava includes 22 municipalities on the coast, extending from the north, starting at the border of Spain and France (municipality of Portbou), to the south (to Municipality of Blanes), which is the border of the Girona province with Barcelona.

The Costa Brava has become one of the most famous tourist destinations on the Spanish Mediterranean coast and it is one of the first pioneers in terms of receiving international tourism. These aspects have thus made it a suitable example area for it to be assessed with regard to

second home tourism and international retirement migration, both impacting on the coastal zones.

3.1.2 The Evolution of Tourism on the Costa Brava

The history of tourism in the area is mainly linked to the first decades of the 20th century, whereby coastal recreations were considered as a luxury activity. In one of the first tour guidebooks on the area, written by Josep Pla in 1941, attractions in the area were described as a combination of cultural heritage and natural attractions, stressing “it seems obligatory for the route of tourism of the Costa Brava area to contain a visit to the Hellenic and Roman ruins of Ampurias.” This was also argued by other guides on the area (Bonaire et al., 1997), thus highlighting the importance of these sites in the study area.

Mass tourism, as the fruit of Fordism, became prevalent in the 50s in relation to the Costa Brava, and thus correspondingly, the first tourism related developments in the region began to appear in the 1950s and 1960s. The Costa Brava was in fact the first coastal area in Catalonia which was transformed into a tourism destination dedicated to sun and beach tourism (Jiménez & Prats, 2006). Hence, in the 1950s and 60s, the visitors’ interests resulted in the development of the first hotels, tourist centers and leisure centers mostly in the first sea line. Moreover, speculative coastal conversion projects, especially in the 1960s (Tatjer, 2009; 1973), also took place in this area, whereby the real estate boom was strongly linked to tourism and filled the coastal area with large apartment blocks.

Furthermore, huge attention was paid to the natural attractions, cultural attractions and the historical heritage, which were ignored from the tourist gaze (Donaire et al., 1997); For instance, as expressed by Donaire et al. in the travel guides of the 70’s, the ruins of Ampurias were often referred to as “neutral space with lack of interest”, and despite the spatial coincidence, Ampurias and the Costa Brava had been two disconnected spaces for many years. Thus, the lack of attention to such cultural heritage in the area might have impacted upon the tourism brand of the area. However, this study will attempt to examine the cultural attractions within the area.

During the tourist boom and the development periods of the 1960s and 1970s, lots of urbanization occurred in Lloret de Mar, alongside other coastal municipalities being built and promoted (Iglesias, 2009). However, some violations were detected in this process, such as the construction of undeclared houses or tampering with the natural watercourse areas, in order to carry out building, therefore increasing the risk of overflowing and flooding in the event of a storm. Since the middle of the twentieth century however, the urban land in the area has risen from 24.7 hectares of developable land in 1957 to 1013 hectares in 1993 (Gomez, 2013).

Later in the 70s, the structural and economic crisis in Spain affected all aspects of the country, including urban morphology and tourism. Some of the aspects relating to the post-Fordism period in tourism are highlighted as imprecise differentiation on other activities (culture, sport, work, spectacle...), while also helping to overcome geographical concentration, causing the mutation of business organization, leading to the crisis of massification and lastly, the loss of the concept of authenticity in some parts (Donaire et al., 1997).

However, later, during the 1980s, there was a slight recovery of the hotel industry, resulting in the number of hotels and hostels increasing, while tourism supply saw a depletion in this period. In the construction field, there was also an increase in the number of terraced houses being built, which raised the profitability of the land, yet the region also faced negative impacts from buildings, such as in terms of the Aesthetic Quality of the Urban Landscape, particularly due to the high buildings that altered the skyline.

While, in the first years of the 1990s, there was a stagnation of the second home market and the construction sector, while the extensive growth appeared to be saturated according to tourist destination life cycle theory which discussed in chapter 2. However, this residential saturation of the coast allowed for the reconciliation and harmonization of landscape values, alongside providing the density required for tourism (Donaire et al., 1997). Moreover, due to regional plans and projects associated with the 1992 Olympic Games, a remarkable transformation of the historical sites began, including commercialization through art performance, as well as introducing new functions and definitions for the heritage sites, like the municipality of Ampuries. These acts were referred to as the democratization of cultural spaces in the context of postmodernist society (Urry, 1990).

Regarding the tourism market, as a relatively new phenomenon, the important role of low cost airlines offering cheap flights from all around Europe to the airport of Costa Brava in Girona should be taken into account, since they had, and still have, a huge impact on international tourism. However, this transportation phenomenon is impacting upon most Spanish tourist destinations, not only the Cost Brava (Vera & Ivars, 2009). Nevertheless, the available facilities in the coastal areas also have a huge influence on second home tourism.

Regarding the recent situation for tourism, in Lloret de Mar, as the most populated and most touristy city in the area, it has been faced with the challenges associated with mass tourism, which has resulted in cheap services attracting young tourists. This has thus created a type of tourism known as 'Binge tourism' or as it's called in Spanish, "Turismo de borrachera". Therefore, changing the model of tourism toward another form of tourism more focused on sport and cultural attractions is a new strategy being put into force in terms of the strategic planning of this municipality (Gomez, 2013).

Recently, there has been an attempted adaptation of the heritage areas to a new social and cultural context after post-Fordism, the consolidation of a model change, and a profound

transformation of the parameters of traditional ⁷tourism, which are all contemporary issues for this region. All these reforms have therefore initiated a profound transformation of traditional tourism in the Costa Brava. Until now, this area has been indicated as the main destination for a fifth of visitors to Catalonia and this percentage confirms the popularity of the Costa Brava over all of the tourist attractions in Catalonia.

3.2 Geographic Characteristics

Among all the geographic characteristics of the area, the main attributes associated with second home tourism are evaluated as the accessibility of the municipalities and land use.

3.2.1 Access

The access to the coastal municipalities of the Girona province, as shown in Figure 16, are provided via:

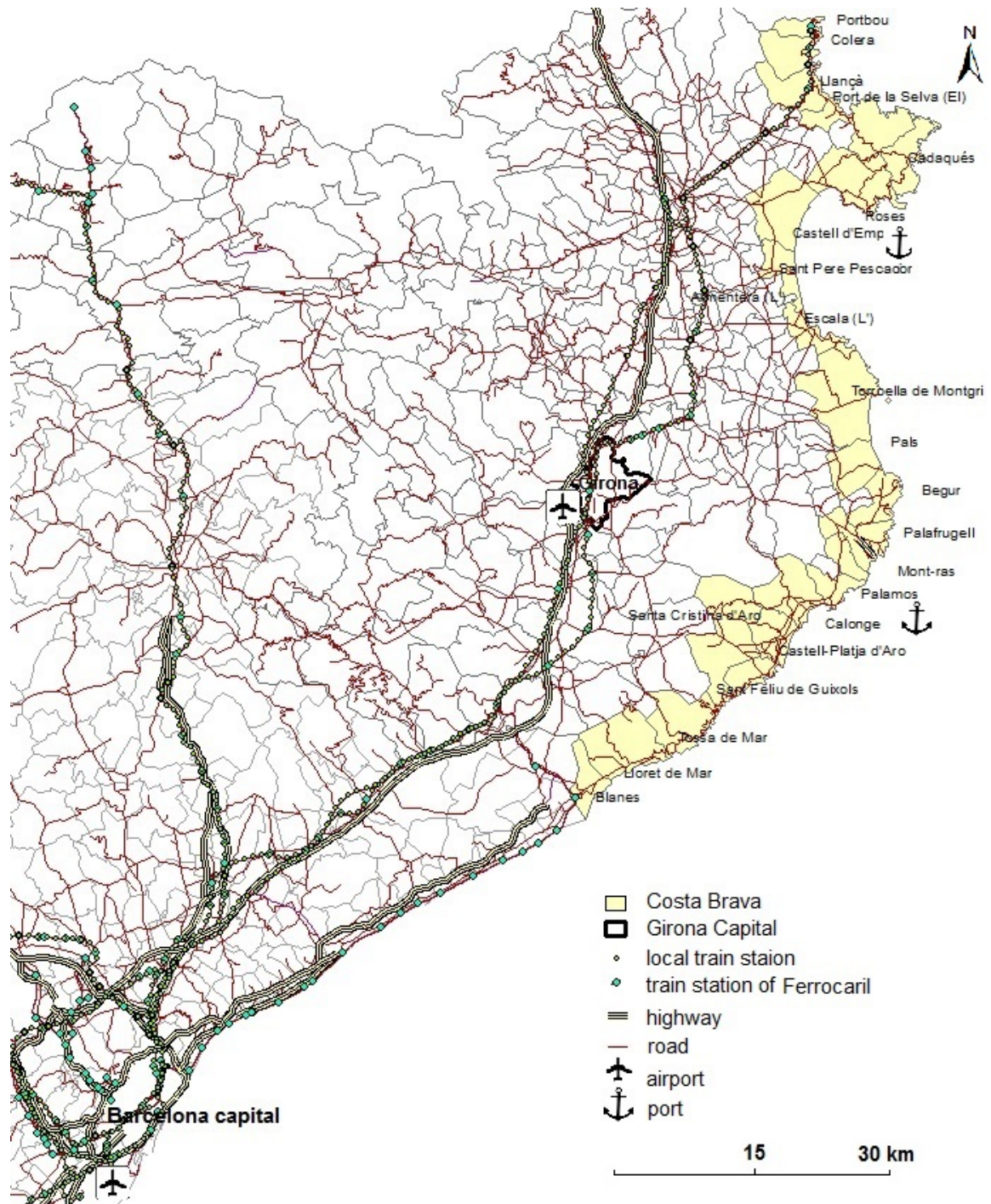
- the airport (Girona Airport and Barcelona El Prat)
- the train: the coastal municipalities with a train station ⁸are: Blanes, Llança and Portbou. Others have more of a distance to the closest station
- the cruise: the cruise ports are in Palamós and Roses
- the buses or car

In order to make an evaluation of the municipalities in this area, they have been categorised according to their distance to the transport systems and are shown in Figure 17 and Figure 18.

⁷ Plan Estratégico de Turismo de Costa Brava, 2011-2015

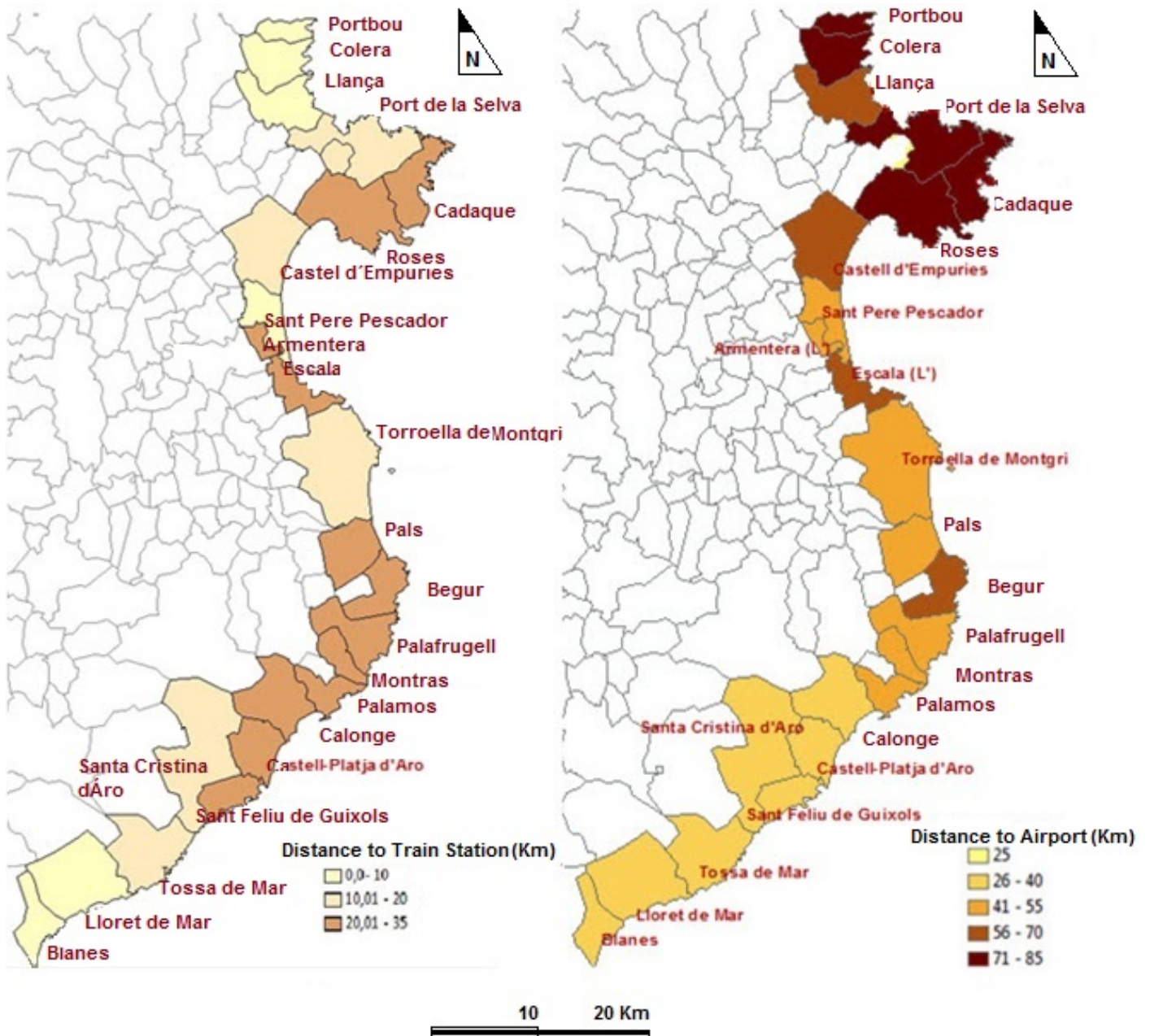
⁸ The map of railroad with train stations were not available to be shown in Figure 16.

Figure 16. The access to the Costa Brava (highways, roads, airports and ports)



Source: Personal elaboration

Figure 17. Access to the municipalities from the airport and the closest train station



Source: Own elaboration.

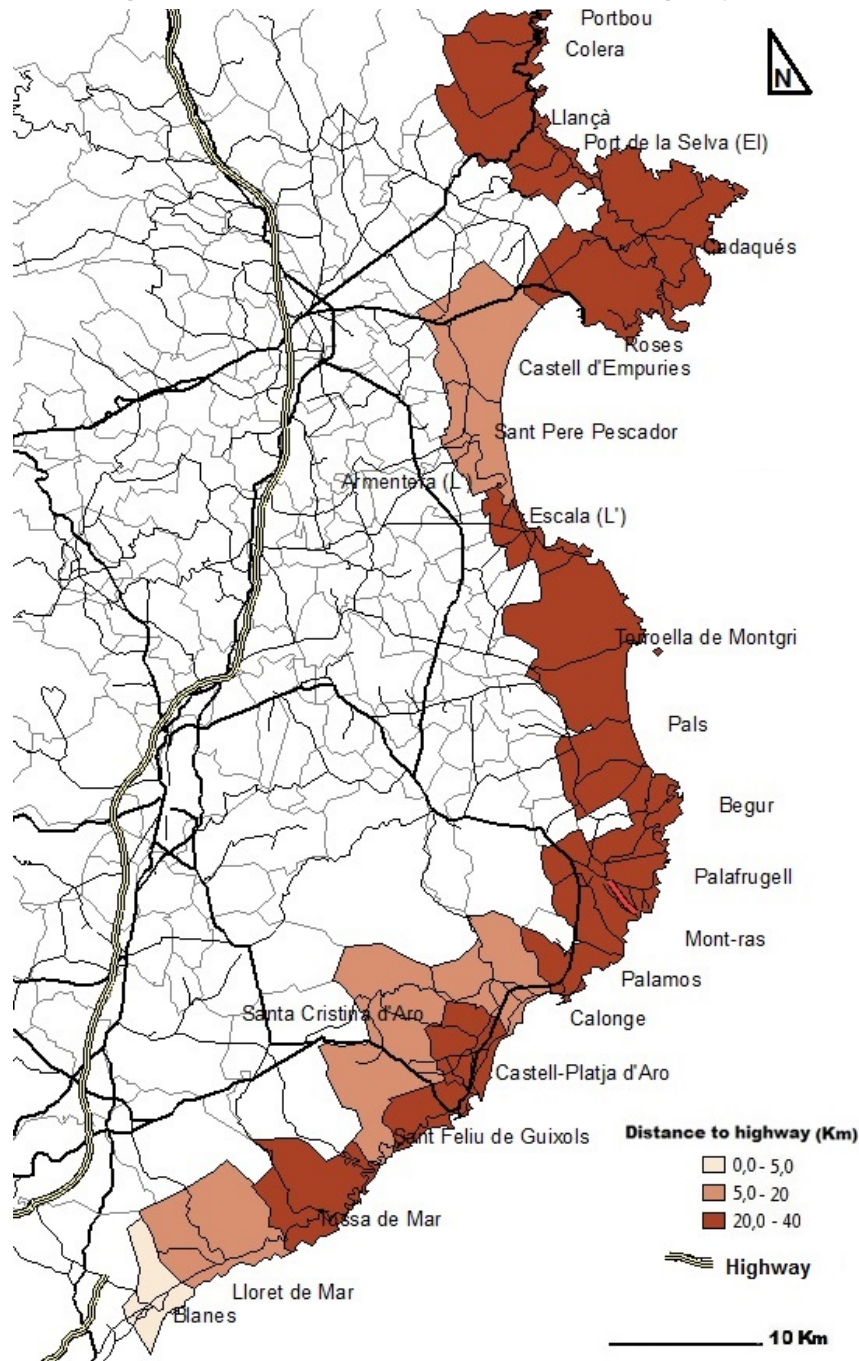
In order to classify the municipalities based on their accessibility, the distance to the highway, the airport, and the train station have been in the analysis of K –means clusters using as discriminant variables. The result of this method is shown in Figure 19, indicating three clusters by following characteristics:

Cluster 1: high distance to train, medium distance to highway and airport

Cluster 2: medium distance to train, high distance to highway and airport

Cluster 3: low distance to train, low distance to highway and airport

Figure 18. Distance of the municipalities to the highway



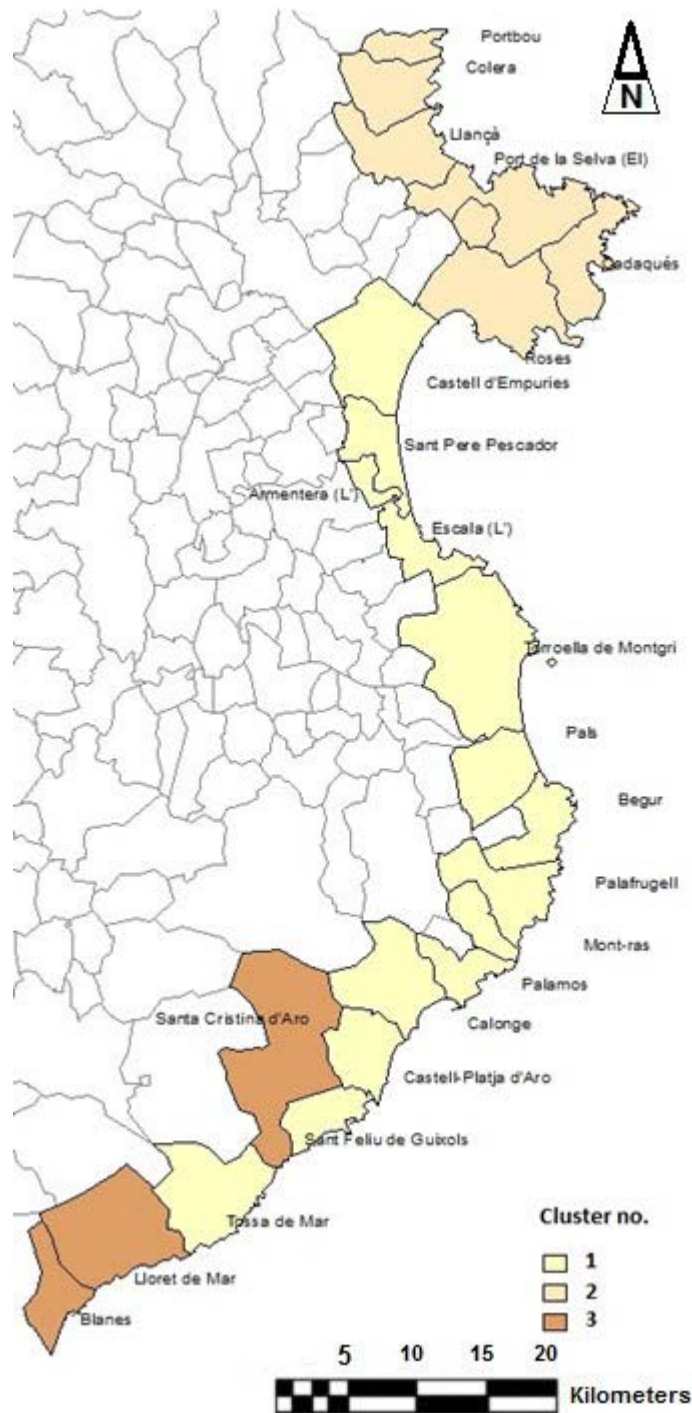
Source: Own elaboration.

As it's considerable, three municipalities in the south of the Costa Brava (indicated in cluster 3) are those demonstrating better accessibility in relation to the transport networks. This issue, may thus have two different impacts:

- A negative impact on the desirability of these towns for the second-homers since this kind of residence is tied with mobility and requires ease of access to the place.
- Or in contrast, these people may require or prefer a quiet periphery and enjoy being far from the main access roads, which represent increased mobility and population.

These issues will be further evaluated with regard to the distribution of second homes in the region.

Figure 19. The Costa Brava municipalities clustered by distance to the airport, the train station and highways



Source: Own elaboration.

3.2.2 Land Use of the Costa Brava

Another important geographical aspect of this region is the land cover of the municipalities, which were compared in order to determine if these municipalities are essentially homogenous

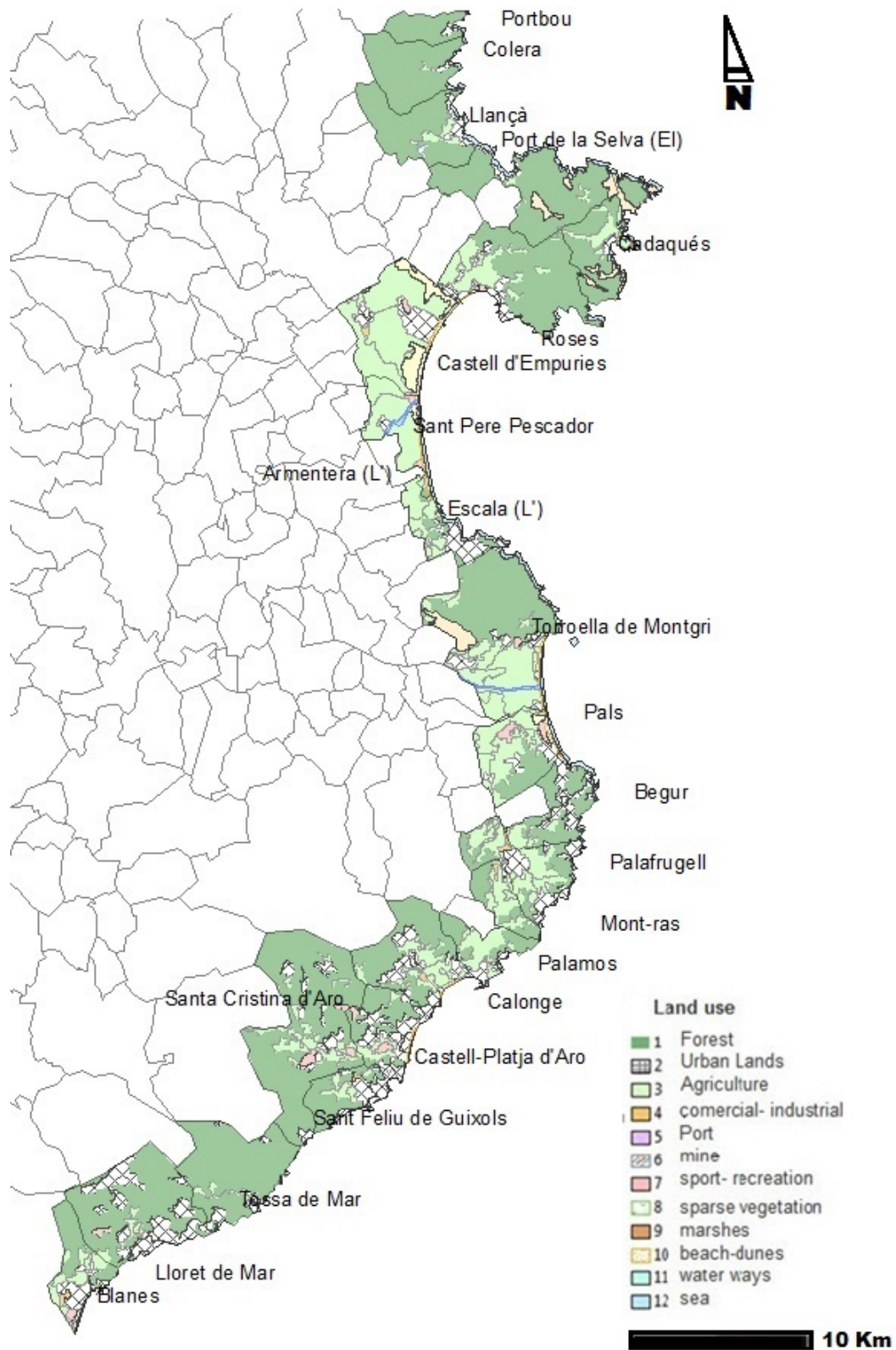
or if they differ in terms of this aspect. Based on the results of the Corine⁹ project, the land use of this region can be categorized into 5 groups:

- Forest and shrubbery (the area with natural landscape, which is covered by trees and shrubs)
- Urban land
- Farmlands
- Sport and recreation land / areas
- Industrial-commercial areas

As illustrated in Figure 20, the proportion of land cover differs among municipalities. The land cover issue will be analysed further in relation to the distribution of second homes to assess if there are differences, for instance, the higher the proportion of shrubbery or recreation land use may have an impact upon of the proportion of second homes in the area.

⁹ Corine is a European programme initiated in 1985 by the European Commission, aimed at gathering information relating to the environment on certain priority topics for the European Union (air, water, soil, land cover, coastal erosion, biotopes, etc.)

Figure 20. Land use of the Costa Brava



Source: Personal elaboration through national center of Geographic information database available at: <http://centrodedescargas.cnig.es/CentroDescargas/>

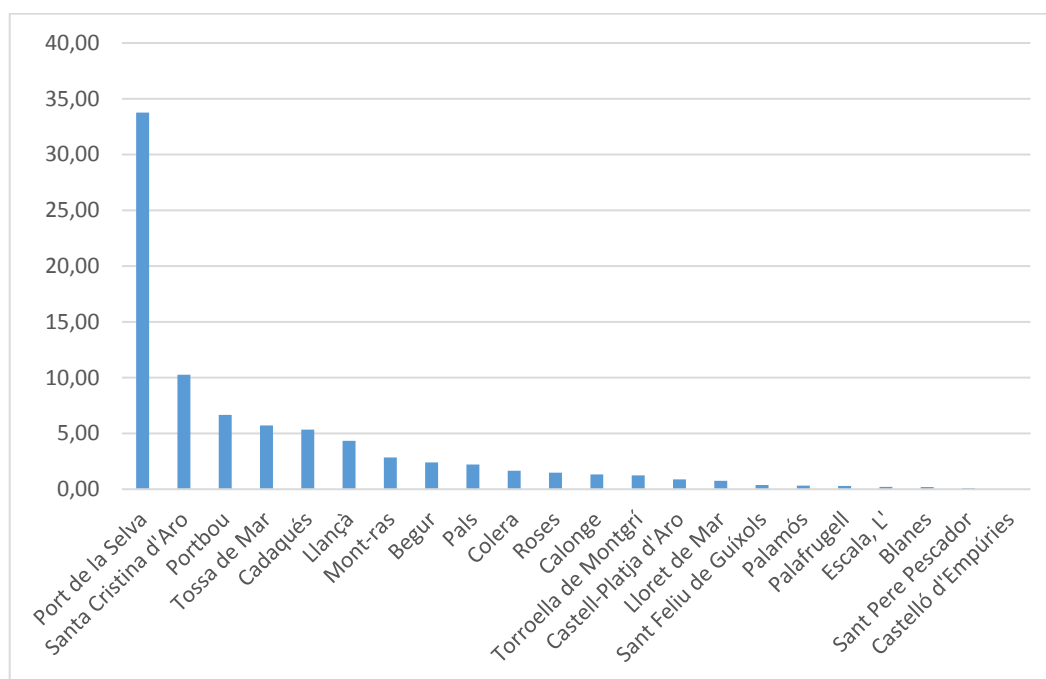
Forest and natural resource distribution in the area

Looking at different illustrated land use of the region, the land cover that varies most between municipalities is forests and shrubbery. As it's shown, the northern municipalities of the Costa Brava have a higher share of the forests and shrubbery since there are several natural parks in that area:

- Cap de Creus in Cadaqués, Llançà, Palau-Saverdera, Pau, el Port de la Selva, Roses, La Selva de Mar
- Montgri in Torroella de Montgri and Escala
- Natural reserve of Aiguamolls de l'Empordà (in the municipalities of Sant Pere Pescador and Castelló d'Empúries) in the north
- the nature preserve site of Massís de les Cadiretes in Tossa de Mar in the southern part of the Costa Brava, Massís de Begur, las Gavarres and area of natural interest of Albera.

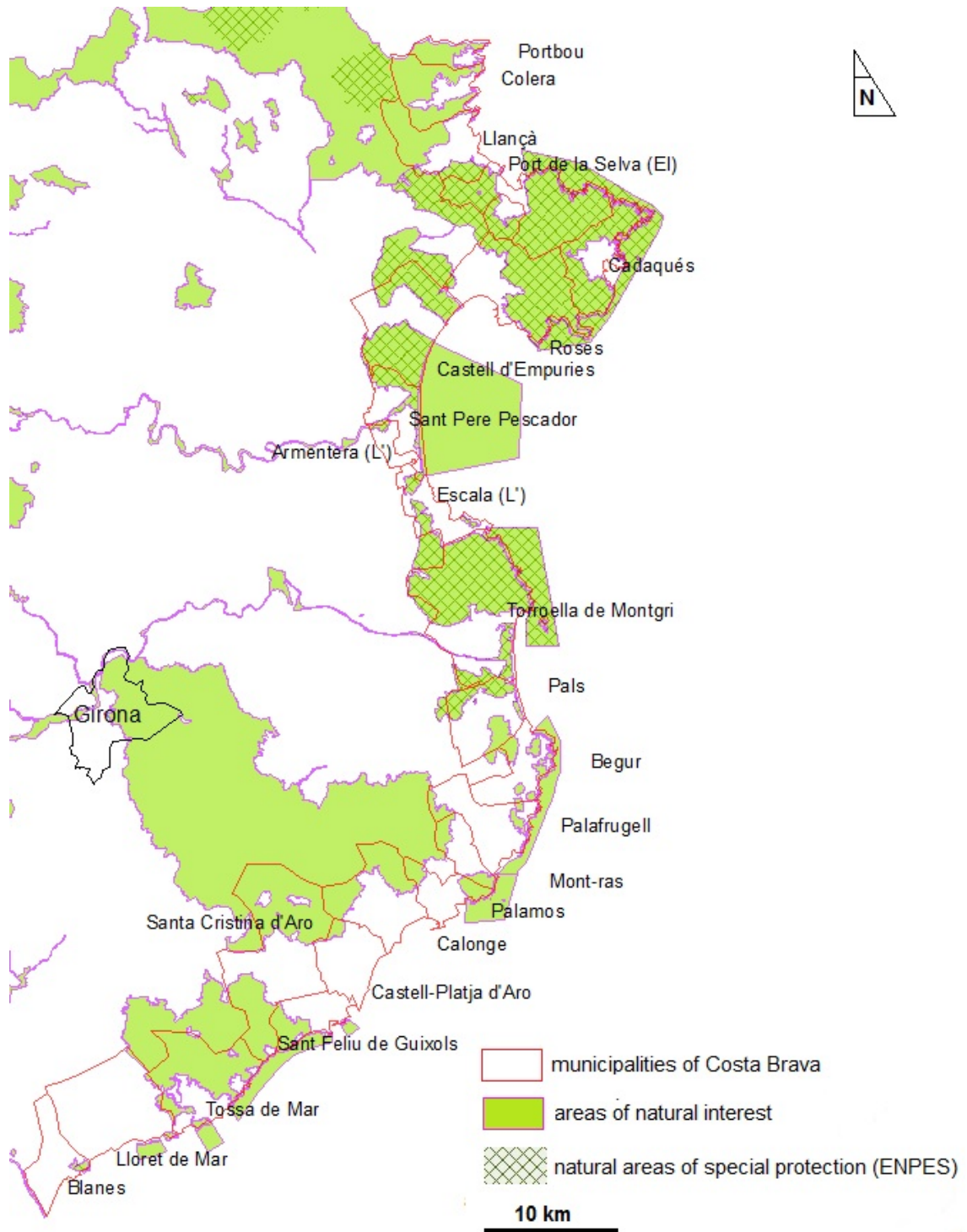
The distribution of these natural zones are shown in Figure 22. Considering the huge amount of natural protected areas and parks in the region, the area of this valuable land cover per capita has been calculated to compare the municipalities. Measuring the Forest and shrubbery lands (km²) per 1000 people, indicates that the greenest municipality is Port de la Selva and with a high difference, Santa Cristina d'Aro has a high share of green area per capita (Figure 21).

Figure 21. The forest area per capita in the municipalities of the Costa Brava (Km² per 1000 population)



Source: Own Elaboration based on official statistics.

Figure 22. Natural sites in the Costa Brava region



Source: Personal elaboration retrieved from database of Department of Territory and Sustainability of Catalonia

Land use analysis

In the field of land use, no linear correlation has yet been identified between second home distribution and different land use coverage in the region. In this section, in order to categorize the municipalities based on the land cover, the different land covers in each municipality are calculated based on the Corine GIS maps. After which, the Principal Component Analysis has been applied, which encompasses the five principal land use patterns that can be used to create different categories of municipalities based on their land use.

The results show that three variables have the highest percentages in the variance of variables: sport and recreation, farmlands, and commercial-industrial land use (Table 3). Result shows the two principal components while their factor loadings show the weight of each component in terms of describing land use variables.

Table 3. Total variance explained by the Principal Component Analysis of land use

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.574	31.470	31.470	1.574	31.470	31.470	1.572	31.435	31.435
2	1.436	28.718	60.188	1.436	28.718	60.188	1.438	28.754	60.188
3	.950	18.995	79.184						
4	.750	15.009	94.193						
5	.290	5.807	100.000						

Extraction Method: Principal Component Analysis.

Looking at the rotated component matrix, this shows the weight of each factor in terms of the created components (Table 4). The resultant components are therefore:

Component 1: created by the factors of sport, recreation and farmlands (can be called as 'green land use' component)

Component 2: referring to the commercial and industrial land use.

Table 4. Rotated matrix for land use in the Principal Component Analysis

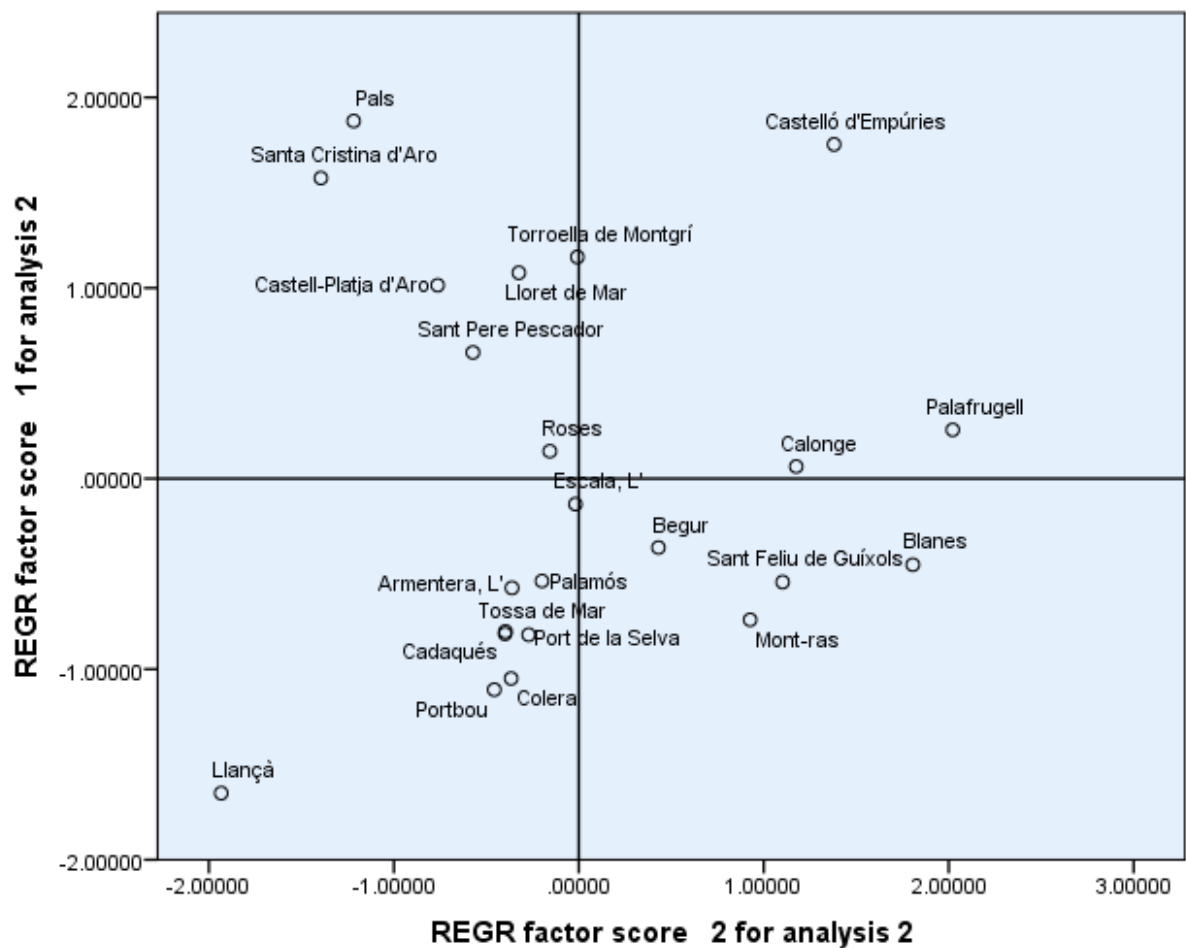
Component Matrix ^a

land cover	Component	
	1	2
forest land cover	-.568	-.415
urban land	-.053	.681
commercial	-.120	.849
farmland	.795	.124
sport-recreation	.775	-.254

Source: Own elaboration.

As it's shown, the forest areas has a low factor loading, having no determinant weight in any of these components. Based on the resulting components, the distribution of the municipalities can be observed in the scatterplots (Figure 23).

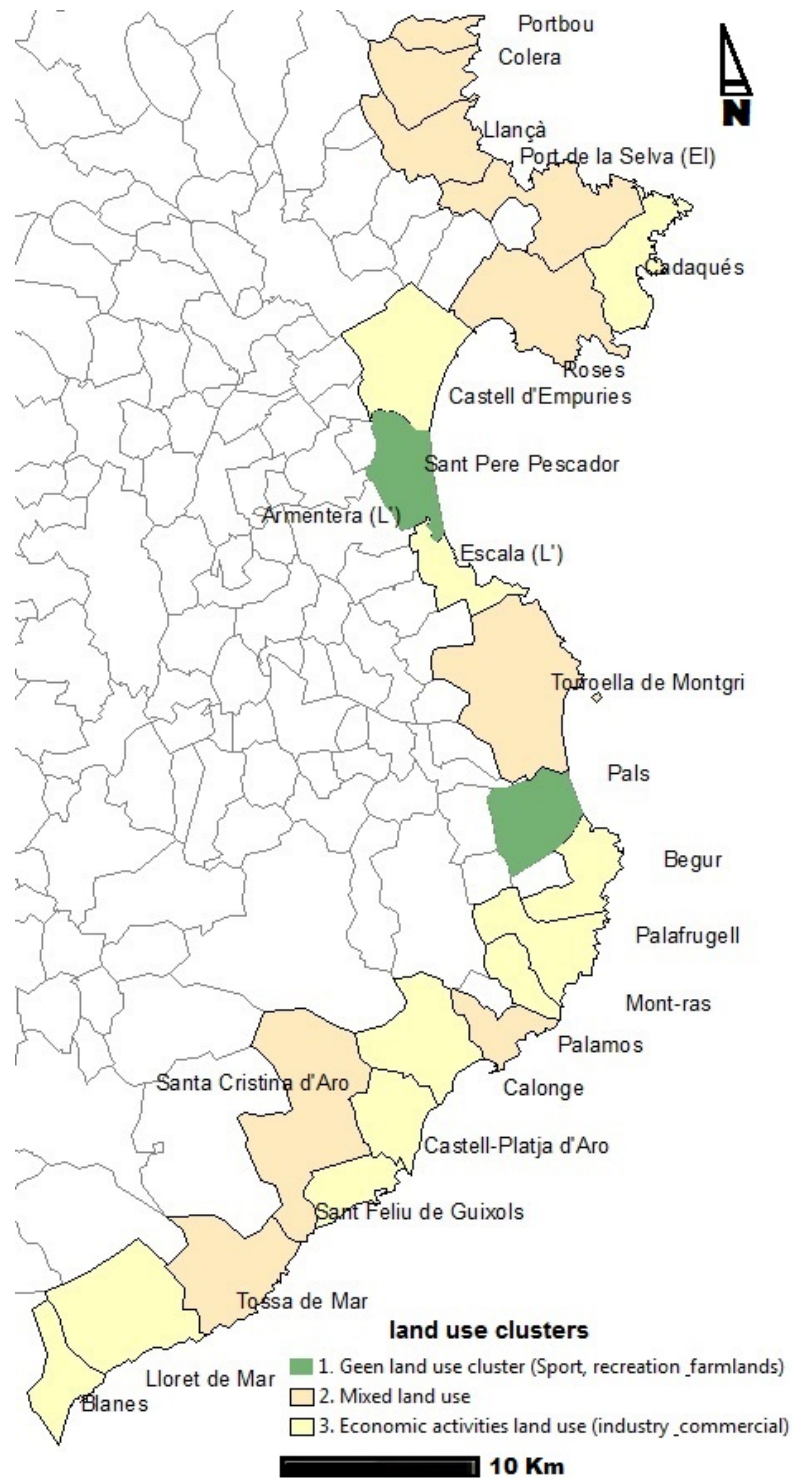
Figure 23. The scatter plot of the 'municipalities' distribution between 2 land use components



Source: Own elaboration.

Finally, the result of this analysis was used to create clusters in order to categorize municipalities based on their similarities in land use. Applying K-means cluster method, the municipalities divided in 3 clusters of: 1. green land use including sport, recreation and farmlands, 2. Mixed land use and 3. Economic land use including municipalities with higher ratio of industrial and commercial land use (Figure 24). The locations chosen for the survey in the next chapter are also from all of the three clusters (categories), including l'Escala, Lloret de Mar, Blanes, Palafrugell and Roses.

Figure 24. Land use clusters of the Costa Brava



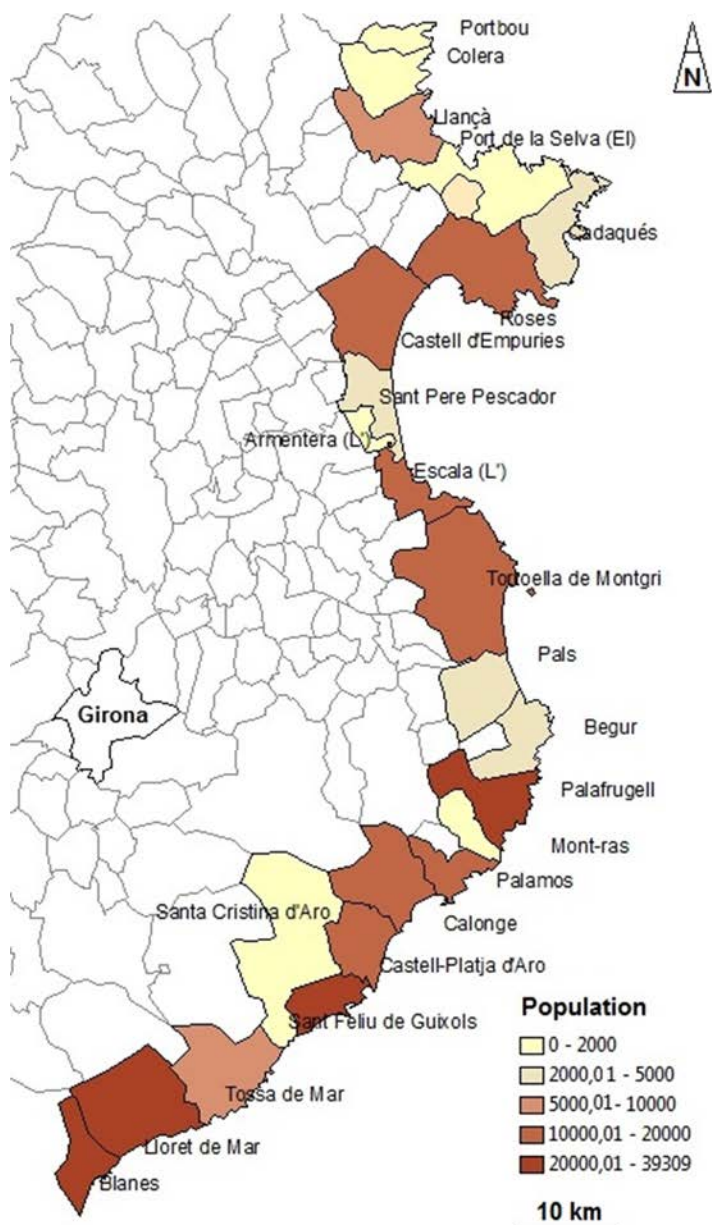
Source: Own elaboration.

3.3 Demographic study

Studying the demographic situation of the Costa Brava leads us to better understand the current dynamics within this zone, especially those resulting from tourism, migration and second home tourism. Based on their population, the municipalities of the Costa Brava are shown in Figure 25,

illustrating a considerable heterogeneity in the distribution of the population. The most populated areas are in the southern part and are closer in distance to Barcelona; thus, Lloret de Mar and Blanes have the highest populations, which might be attributable to the influence of Barcelona's metropolitan area.

Figure 25. The population of the Costa Brava in 2011

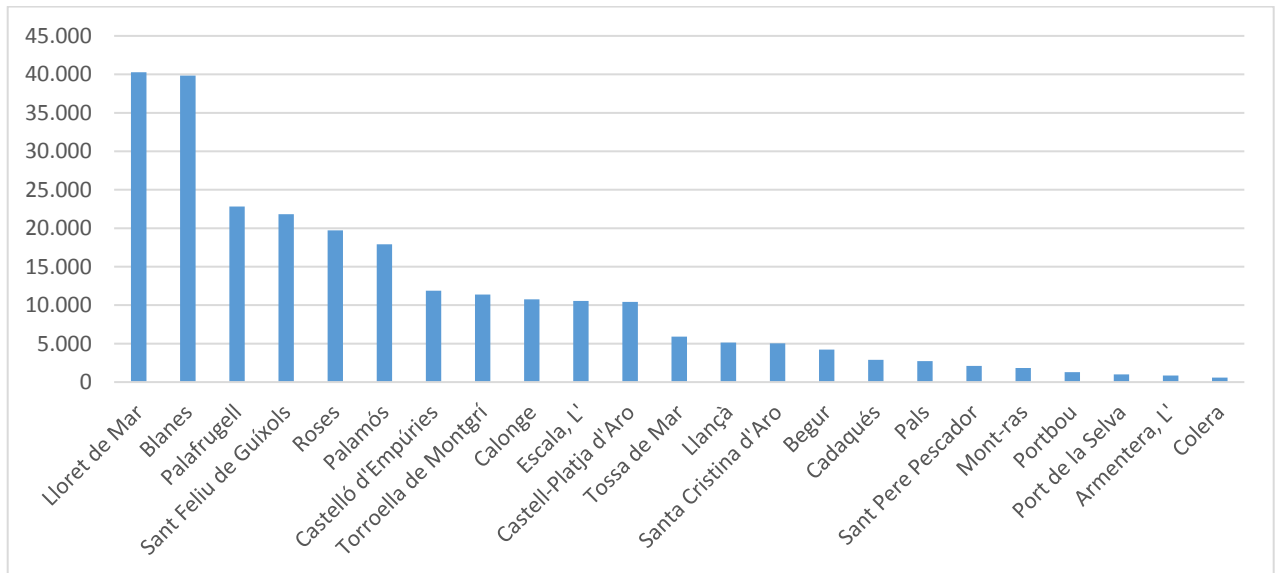


Source: Own Elaboration based on IDESCAT population database available at: <http://www.idescat.cat/pub/?id=censph&n=538&geo=mun:170118&lang=en>

As shown in Figure 26, the most populated towns are Lloret de Mar and Blanes, while half of the municipalities have a population of less than 5000. These less populated settlements may be called villages or small towns, depending on the references and the standards of the different countries. While in Spanish, these small towns are called “pueblos”, meaning village. In this

sense, for instance Roses, has a population about 40,000, which has therefore changed into a town as it's now called a "Villa" due to its city hall, while Begur is called a "pueblo" or village. The definition of villages and towns in Spain has traditionally been based on their religious importance and their relationship with the surrounding settlements therefore, a clear-cut distinction between villages and towns is difficult.

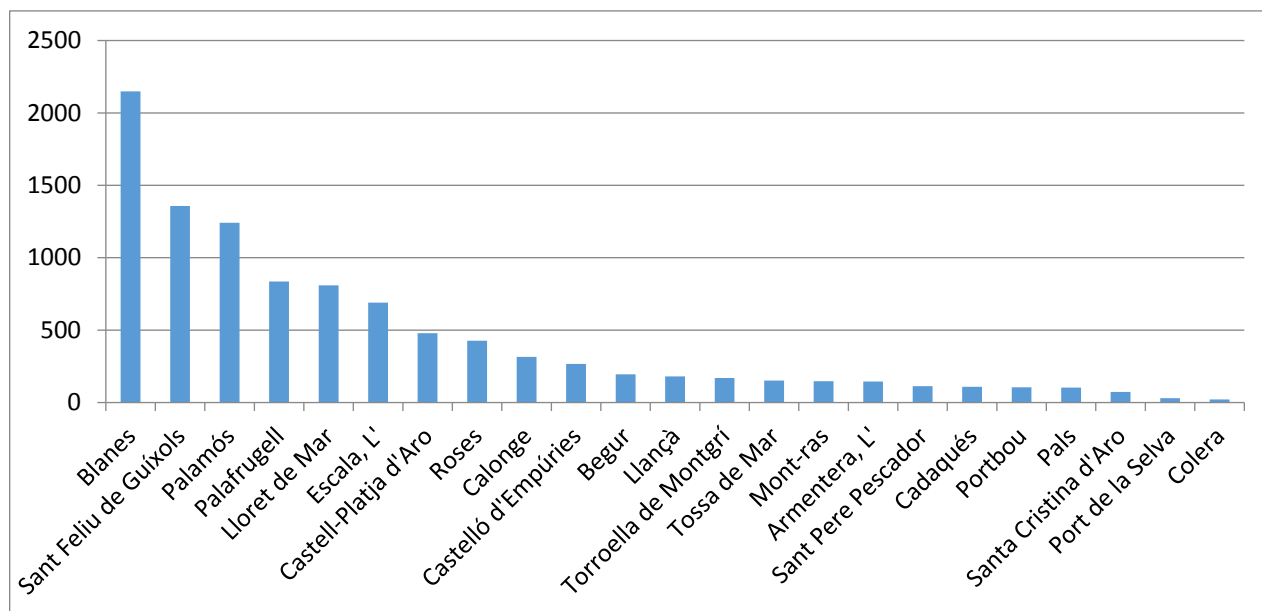
Figure 26. The municipalities of the Costa Brava by population in 2011



Source: Elaboration based on *Census 2011*.

The other aspect regarding population is the density of the population, which is the population per square kilometre. By dividing the population into urban areas, this can provide a more rigorous density, hence impacting on the urban area's quality of life. As shown in Figure 27, Blanes is the most densely populated municipality, which is even considered dense in comparison to huge capitals in the world.

Figure 27. Population densities of the Costa Brava regions (person/km²)

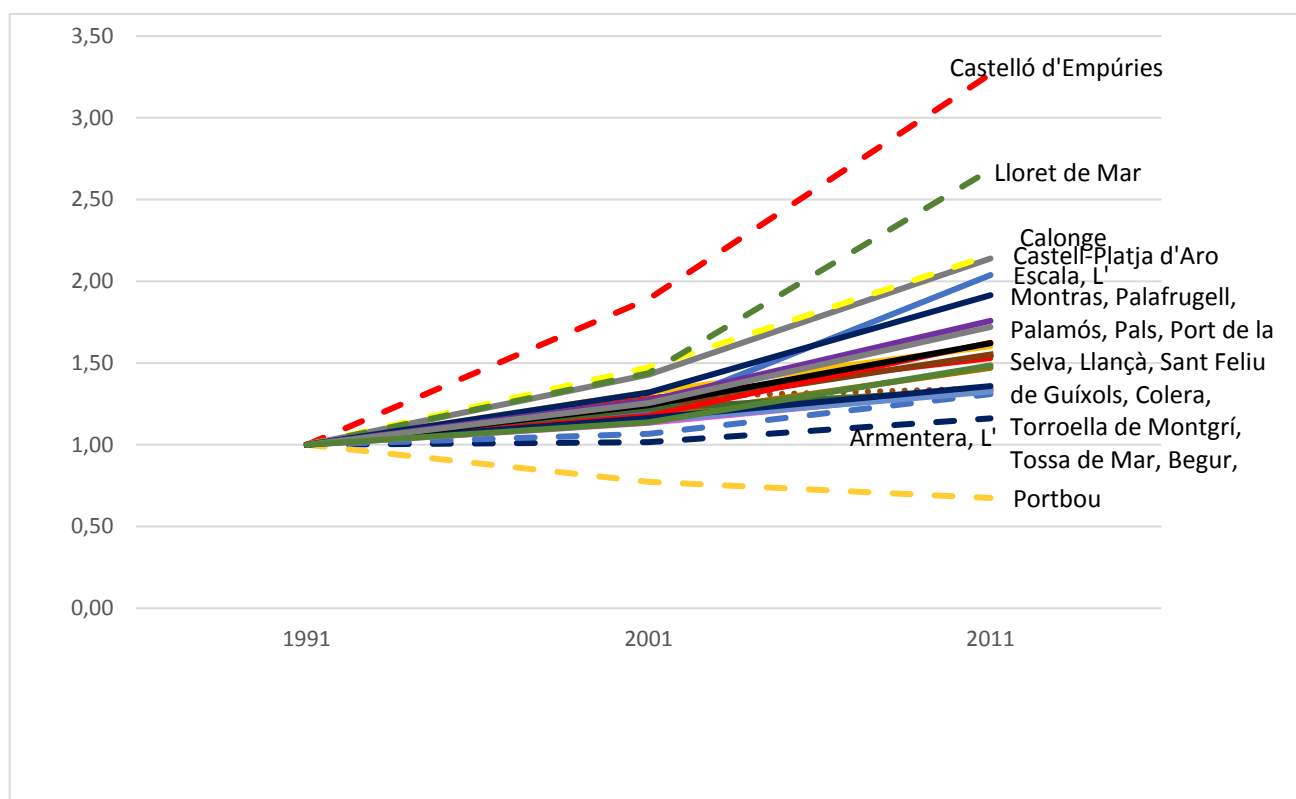


Source: Elaboration based on *Census* 2011.

3.3.1 Population Evolution on the Costa Brava

Based on a census of 3 decades (1991-2011), the population in the Costa Brava exhibits a constant increase in most municipalities, except for a fall in population for Portbou, the northern municipality located on the border of France (Figure 28). The sharpest increase can be seen in Castelló d'Empúries, which rose by 300% over 2 decades, and Lloret de Mar, who saw a 25% increase in the same period. At a slower rate, the populations of Calonge, Castell-Platja d'Aro and L'Escala have also doubled in this period. However, comparing this with data for the province, the average rate of population growth in the Costa Brava, at 15.79%, is relatively lower than the average rate of the province of Girona, which is 18.86%.

Figure 28. The population evolution of the municipalities of the Costa Brava



Source: Elaboration based on Census 1991, 2002 and 2011.

3.3.2 Age of the Population

Since the target group of the study is retiree groups, the actual age of the population residing on the Costa Brava has been considered. The dependency ratio was thus chosen as a structural indicator of the population. This ratio is the potentially dependent population divided by the potentially independent population, meaning that the independent population is potentially understood to be those of working age (between 16 and 65), while the rest of the population is considered the potentially dependent including children and elderly.

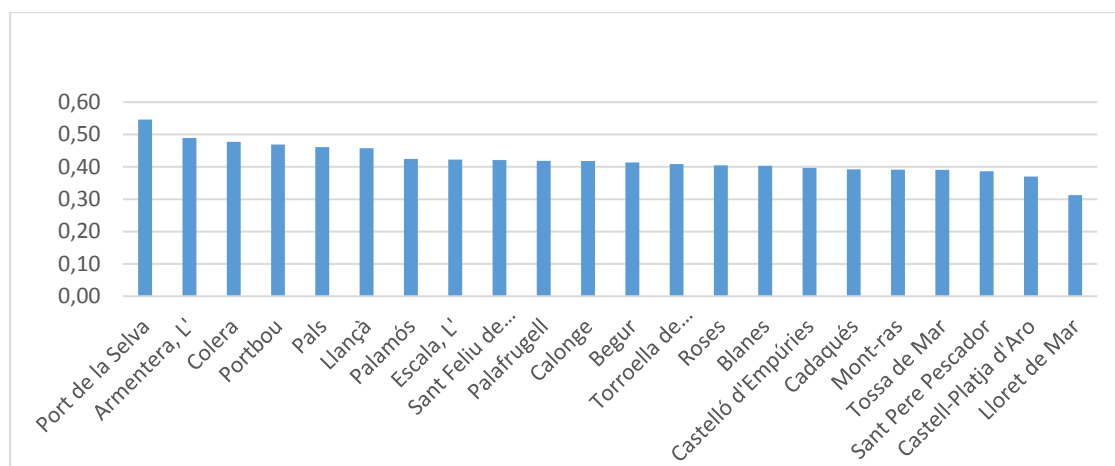
In the Costa Brava, the overall dependency ratio calculated by the following formula is 42.1%, meaning that for every five people of working age, there are two people who are potentially dependent, while the highest ratio belongs to Port de la Selva, with a level of more than 50% (Figure 29).

$$\text{Dependency ratio} = \frac{\text{Number of people under the age of 15 and over the age of 65}}{\text{The population between 15 – 64 Y.O}}$$

Furthermore, in comparison to the scale for Spain, the dependency ratio in this region is slightly higher. This ratio is useful in establishing the rate of ageing for the region, especially for those

working in the senior residence market, whereby they can determine the actual and future elderly population.

Figure 29. The dependency ratio for the Costa Brava

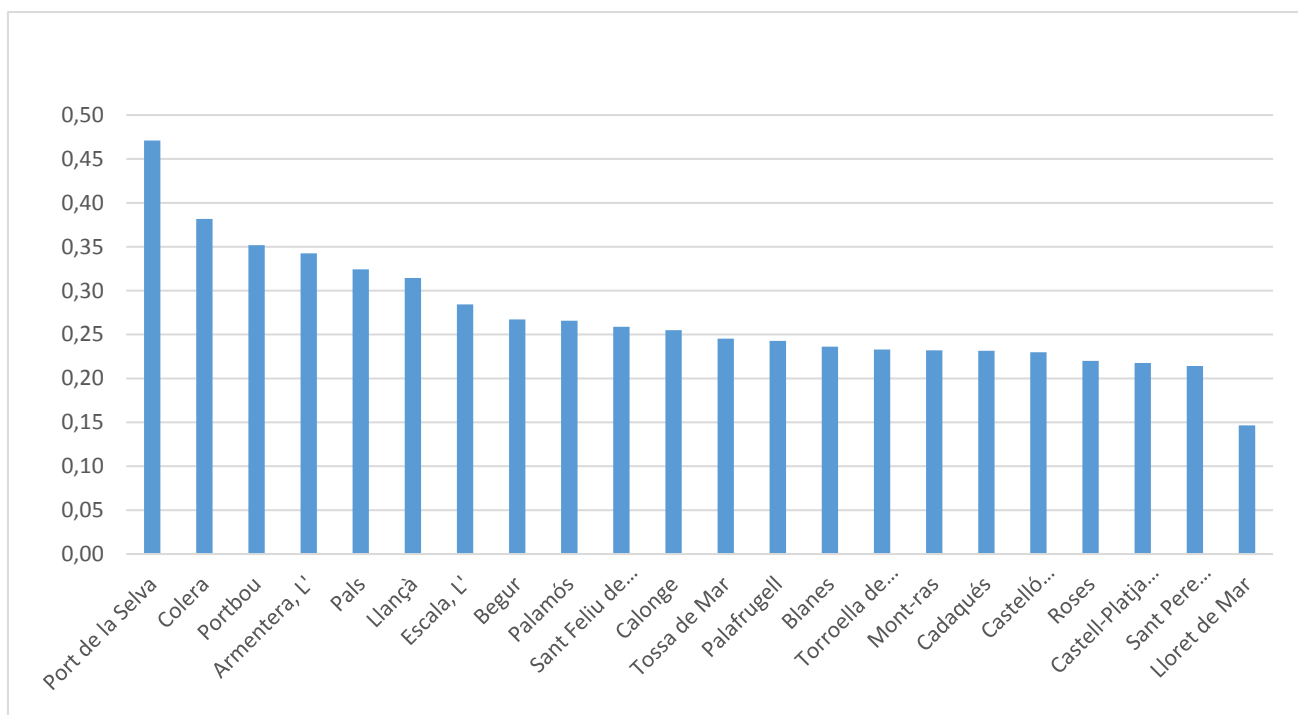


Source: *Elaboration, based on Census 2011.*

Moreover, by focusing on the old-age population, the old-age dependency ratio of the Costa Brava is calculated by following formula and is shown in Figure 30. The overall old-age ratio for the Costa Brava is 27%, which is higher than the overall ratio for Catalonia, which is 25%.

$$\text{Old-Age dependency ratio} = \frac{\text{over the age of 65}}{\text{The working age population (15-64 Y.O)}}$$

Figure 30. The old-age dependency ratio of Costa Brava

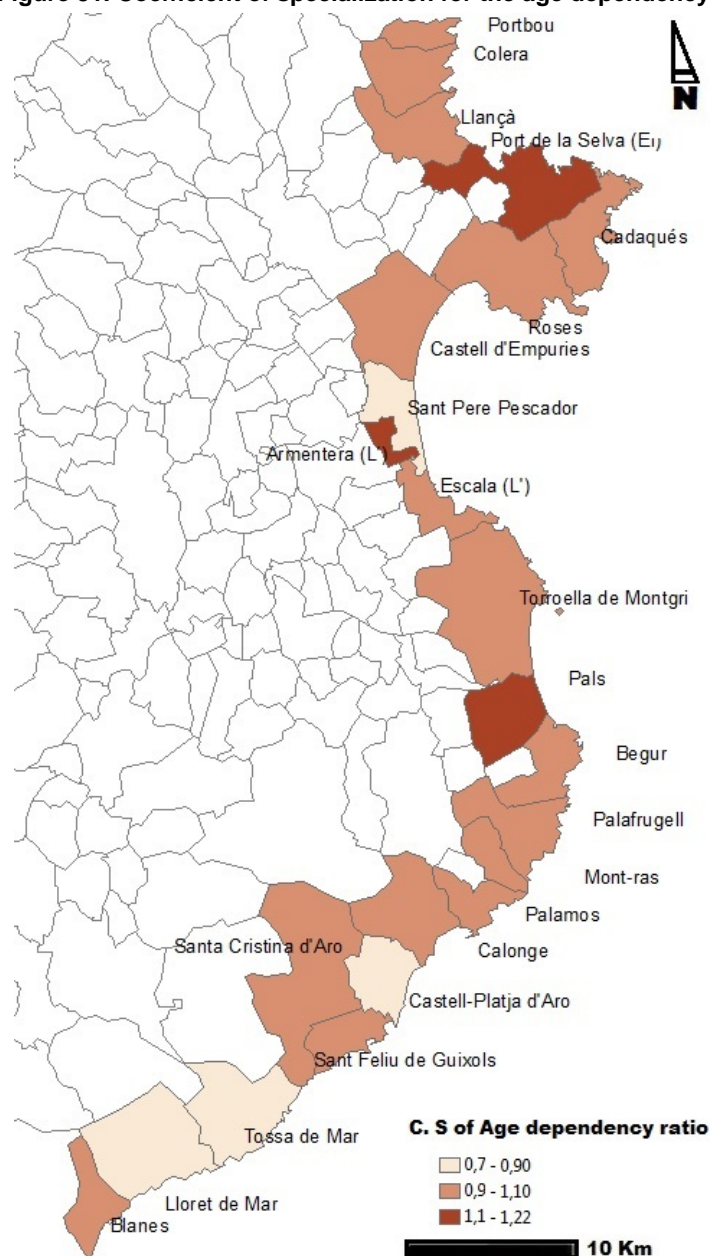


Source: *Elaboration, based on Census 2011.*

Coefficient of specialization (C.S)

In this study, the coefficient of specialization was used as a measure indicating to which degree a municipality is specialized with regard to the dependency ratio in comparison to the rest of the municipalities and to the regional scales. This coefficient is calculated by dividing the ratio of each location to the average ratio of the region. In this section, the coefficient of specialization of the age dependency ratio and the old age dependency ratio is calculated for each municipality using the aforementioned formula and is shown in Figure 31. These maps thus offer a clearer picture regarding how the active working population and those of dependent age vary across different municipalities. While most of municipalities' C.S are proportional to the total C.S for age dependency, the three municipalities of Port de la Selva, Armentera and Pals, are significant in

Figure 31. Coefficient of specialization for the age dependency ratio



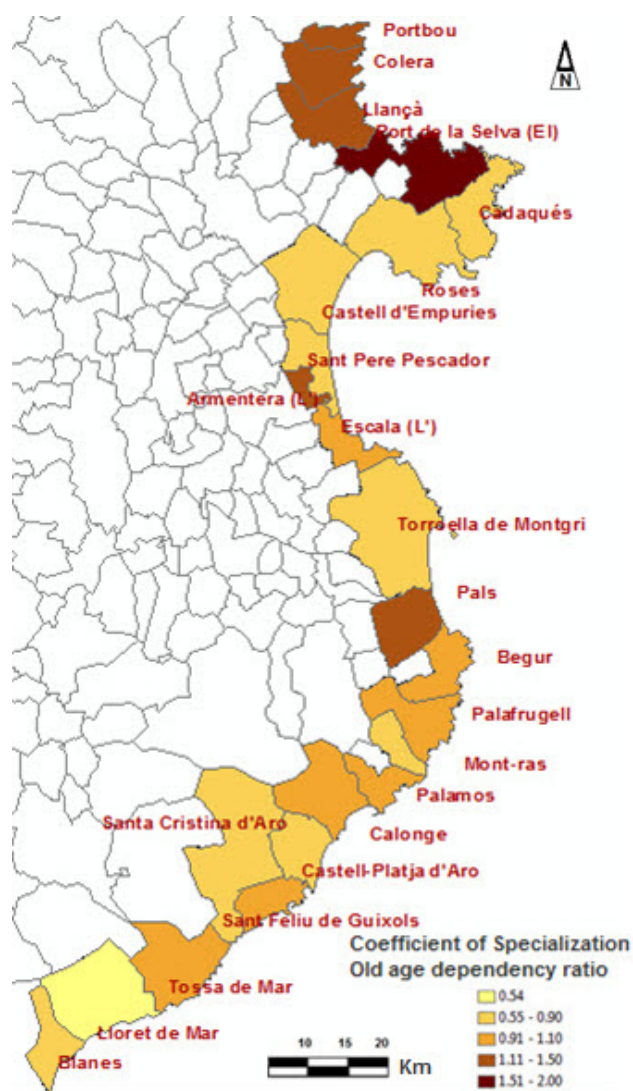
Source: Own elaboration.

terms of their total age dependency ratio. This indicates that the percentage of those of an older age and children under 16 years old are much higher here than in other municipalities.

The coefficient of specialisation with the focus being on just old age through the use of the old age dependency ratio helps determine the specific area with a high ratio of elderly people, as shown in Figure 32. The highest concentrations are mostly in the northern part of the Costa Brava. Among them are Port de la Selva, which has a ratio of 1.75, which is preponderant in terms of the total old-age dependency ratio for the area. Since this study focuses on retirement migration, the actual age dependency ratio in this area illustrated which municipalities have a higher ratio, thus the age friendly criteria that was discussed in previous chapters needs to be assessed in these municipalities.

Other preponderant municipalities are Portbou, Colera and Llança, which are located in the northern part of the region, as well as Pals, which is in the centre of the coastline. These municipalities thus demonstrate an urgent attention needed in terms of the senior health services, as well as in terms of their urban requirements.

Figure 32. Coefficient of specialization for the old-age dependency ratio



Source: Own elaboration.

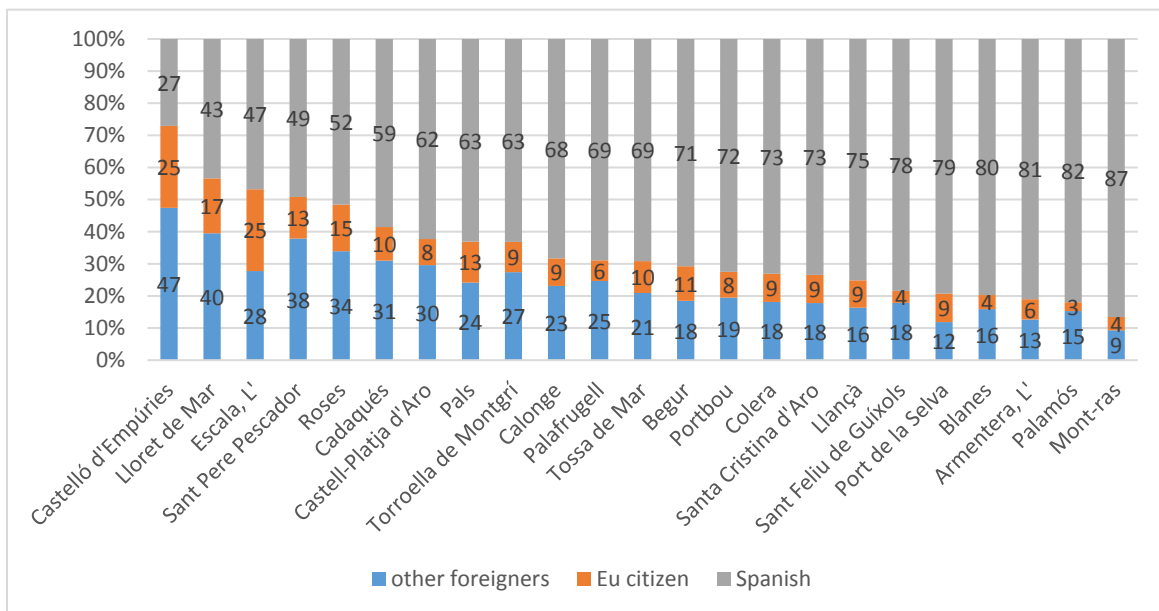
3.3.3 Immigration

According to the census of 2011, 148,408 foreign nationalities were registered in the province of Girona, including a share of the foreign second-homers. In the Costa Brava in 2011, in the 22 selected municipalities for this research, which makes up one tenth of all the municipalities of Girona, 63900 foreigners were living, which constitutes almost half of the foreigners in the province overall. As studied in chapter 1, this may be due to a higher interest for immigrants to coastal areas.

The distribution of foreigners in the area shows that the majority of citizens in Castelló d'Empúries, Lloret de Mar and Sant Pere Pescador are foreigners, therefore these cities have an outstanding international character (Figure 33). Other towns with a considerable proportion (over 35%) are Roses, Cadaques, l'Escala, Torroella de Montgri and Castell-Platja d'Aro. The general distribution of foreigners in the Costa Brava is illustrated in Figure 34.

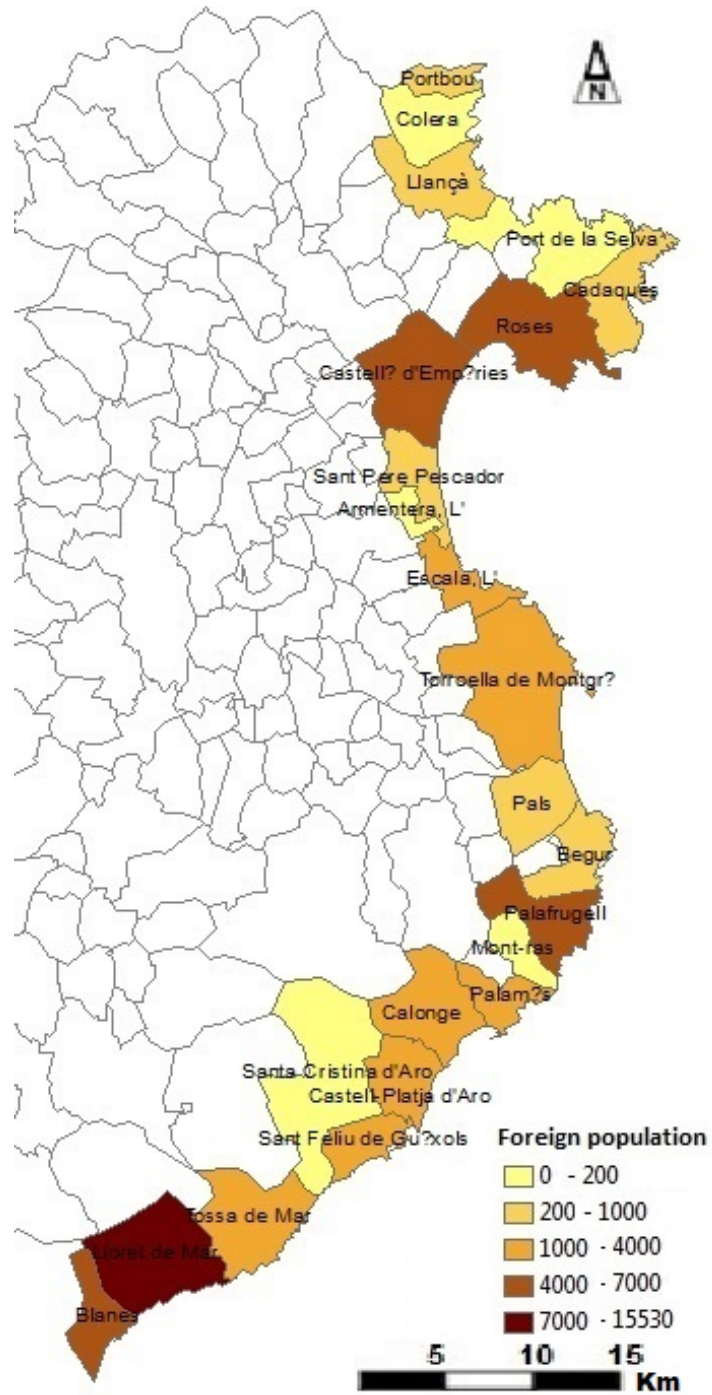
Among foreigners, the share of European Union citizens in specific varies from 4% in Sant Feliu de Guíxols to 25% in Castelló d'Empúries and Escala. This share shows the municipalities with more concentration of Europeans but may also suggest that these towns are more convenient for them.

Figure 33. The proportion of foreigners / locals in the municipalities of the Costa Brava



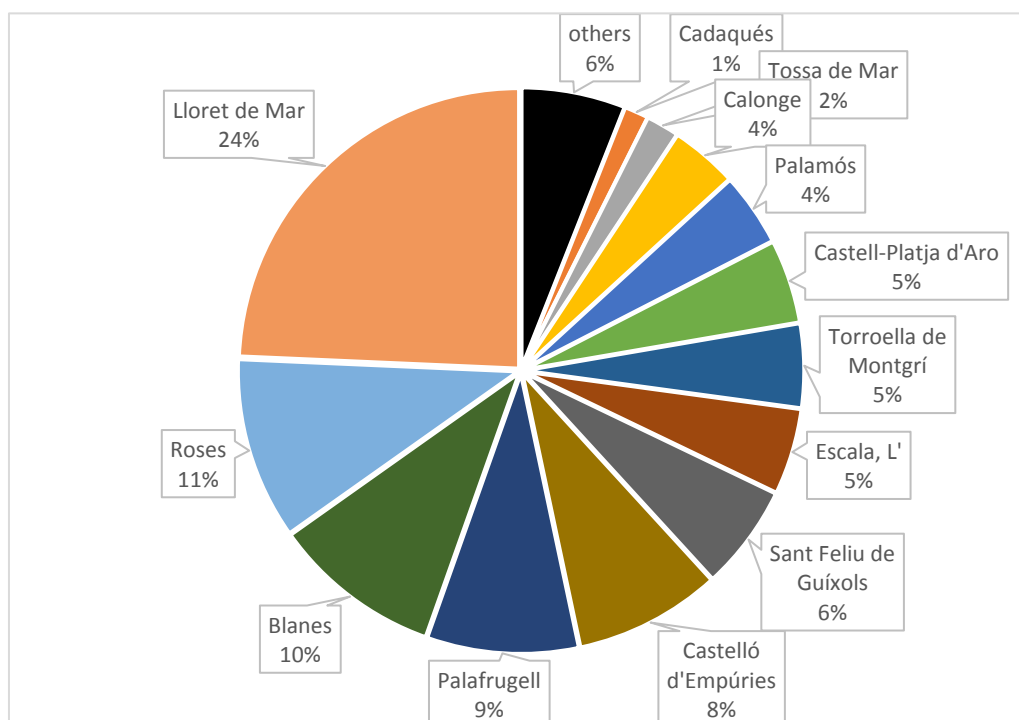
Source: Elaboration based on Census 2011.

Figure 34. The foreign population distribution in the Costa Brava



Source: *Elaboration based on Census 2011.*

Figure 35. The share of foreign citizens in the municipalities of the Costa Brava



Source: *Elaboration based on Census 2011.*

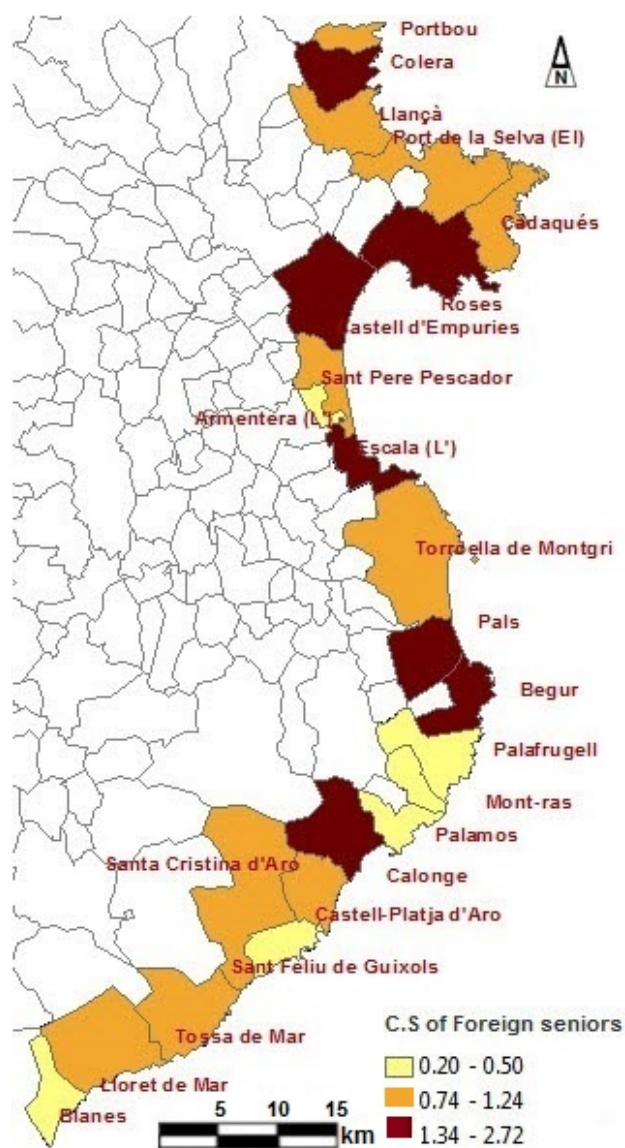
Considering the population of foreigners, one fourth of foreign citizens of the Costa Brava live in the municipality of Lloret de Mar, which alongside Roses, Blanes and Palafrugell, contain more than half of the foreign citizens of this region (Figure 35). These municipalities are concentration centres for foreigners, which needs to be evaluated further with a second home distribution study in order to ascertain whether they are destinations of second-homers or whether they are the centres for other types of immigrants such as migrant workers.

The distribution of foreign citizens in Europe/overseas

Based on previous studies conducted in Catalonia, Europeans constitute the biggest group of international customers of the residential tourism market. Of which, the French, Germans, the British and Scandinavia citizens form the majority. Based on the statistics, the municipalities with a higher portion of European residents are listed as: Llança, Escala, Castelló d'Empúries, Castell-Platja d'Aro and Lloret de Mar.

Since there is an interest in the retirement migration in the current study, the European retiree residing in the area could be a determinant in the evaluation of retirement migration. Regarding this target group, statistics show that the highest proportion of “foreigner senior residence” is in Port de la Selva, Begur, Escala and Castelló d’Empúries. This therefore suggests that these retirees may be part of the retiree migrant group; however, it is uncertain since they may be residing there for other reasons and/or have moved there before their retirement age. The coefficient of specialization for foreign seniors is calculated and as shown in Figure 36 Castelló d’Empúries, with a coefficient of 2.7, is the most significant among all the municipalities, while other preponderant coefficients belong to Calonge, Escala, Begur, Pals, Roses and Colera (Figure 36). The share of foreign seniors in these municipalities is higher than the share of other municipalities, therefore, these municipalities need to be studied in terms of if they are the destinations for retirement migration or not. There also needs to be an evaluation of

Figure 36. The coefficient of specialization for foreign seniors



Source: *Elaboration, based on Census 2011.*

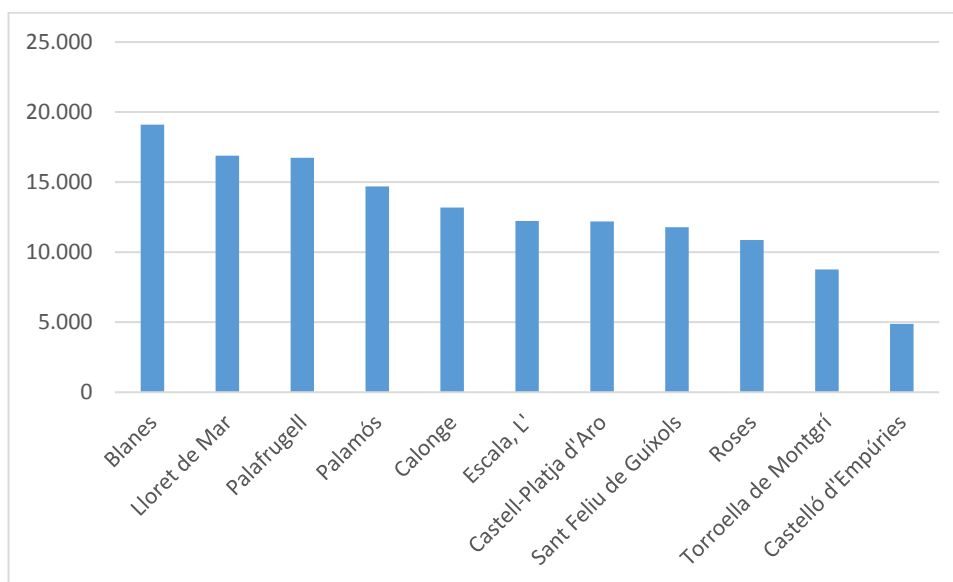
foreigners' preferences with regard to selecting the location for their second home, so that it could be evaluated if these municipalities match with their preferences or not.

Non-resident population

The “non-resident population” is a demographic category defined by the national statistics institute of Spain (INE) as the population who do not live in a place but spend more than 14 days in the area. This population was evaluated in the census of 2011 for the cities with a population over 5000 (Figure 37).

Three listed motivations are work, study and “other motivations”, consisting of tourism and second home tourism. Therefore, the third category may be considered to be the population involved in tourism and second home tourism in the Costa Brava. It should be noted that this population consists of national second-homers or foreigners who were residing in Spain during the census data collection and contributed to the census.

Figure 37. Non-residents' population with more than 14 days of stay in an area



Source: Census of 2011, national statistics institute of Spain (INE) available at: <http://www.ine.es/jaxi/Tabla.htm?path=/t20/e244/vinculada/I0/&file=01001.px&L=0>

3.4 Dwellings' evaluation

Based on the census of 2011¹⁰, a high ratio of the dwellings in the municipalities of the Costa Brava were in good condition; thus as an average, 96% of all dwellings were considered suitable

¹⁰ In the census of 2011, the municipalities with a population lower than 2000 were not considered.

for living, while the average for the Girona province is 93.72%. Other items in the evaluation of dwellings included the percentage of principal and second homes, central heating, phone lines, natural gas availability, parking, lift, accessible dwellings, average number of floors, and the building's average age. All of the criteria are listed in Table 5.

Table 5. Dwelling conditions in the Costa Brava

Municipality	% good condition	central heating system	phone line	gas	parking	with lift	% accessible dwellings	average floor	age of buildings (mean)
Begur	99	27	84	7	38	2	33	2	36
Blanes	96	56	99	82	31	40	26	5	32
Cadaqués	91	12	65	11	17	3	8	2	55
Calonge	95	32	94	52	30	31	42	4	31
Castelló d'Empúries	97	51	87	24	32	27	18	3	31
Castell-Platja d'Aro	98	29	96	79	45	42	30	5	28
Escala, L'	94	29	86	21	32	20	18	3	37
Llançà	96	42	95	48	45	11	5	3	30
Lloret de Mar	97	32	99	64	32	56	40	4	27
Palafrugell	97	47	95	44	30	12	15	3	39
Palamós	95	24	98	55	31	21	48	4	32
Pals	99	71	100	50	59	13	5	3	33
Roses	95	37	99	28	30	33	21	4	29
Sant Feliu de Guíxols	96	48	99	82	37	20	36	3	36
Sant Pere Pescador	98	36	95	74	34	14	7	2	33
Torroella de Montgrí	97	57	96	25	28	21	54	3	32
Tossa de Mar	98	8	100	18	44	60	58	4	32
Santa Cristina d'Aro	96	0	100	34	73	1	31	2	32

Source: *Elaboration based on Census 2011.*

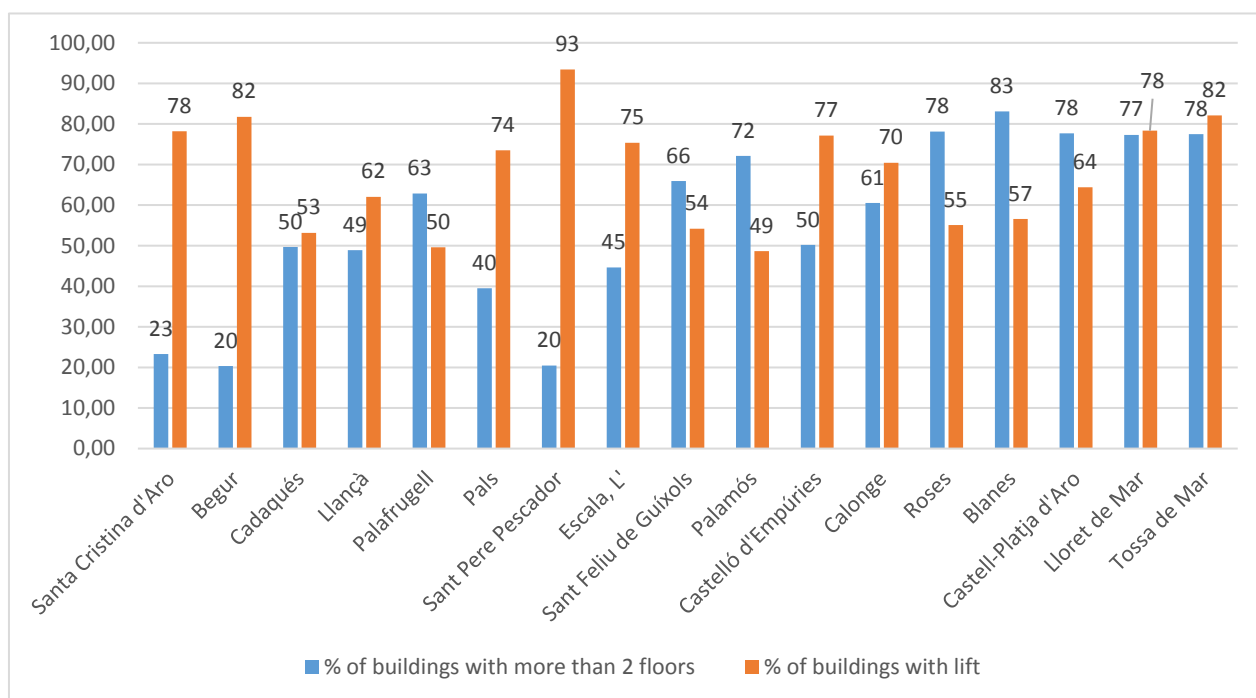
The average age of buildings varied between towns, while Cadaques had an average of 55 years, demonstrating that there is a high ratio of old buildings here, which could be partially attributed to the disuse of some buildings and partly the there being many valuable and historic buildings. In contrast, Lloret de Mar had the lowest average age for dwellings (27 years), illustrating the high proportion of newly constructed projects in this area.

According to the literature review, there is an increasing number of seniors in these areas, whereas in the current condition, it seems that there is a huge amount of non-elderly friendly accommodation in these tourist areas, which is an urgent issue requiring the creation of public policies in order for these buildings to be modified according to proper standards.

Regarding the height of the buildings, as it's shown in Figure 38, the average number of floor varies from 2 to 5, while Blanes has the highest building heights overall. Even though the height of the buildings is not sufficient for determining the housing density, by comparing the height of the buildings and the share of dwellings with a lift, this gives insight with regard to age friendly characteristics in these municipalities. As shown in Figure 38, describes the situation of flats in the case of accessibility by lift for elderlies. For instance, in Tossa de Mar 78% of buildings have

more than 2 floors while the share of buildings with lift is 82%, such a condition makes most of flats in this town age friendly, however just in the term of having lift.

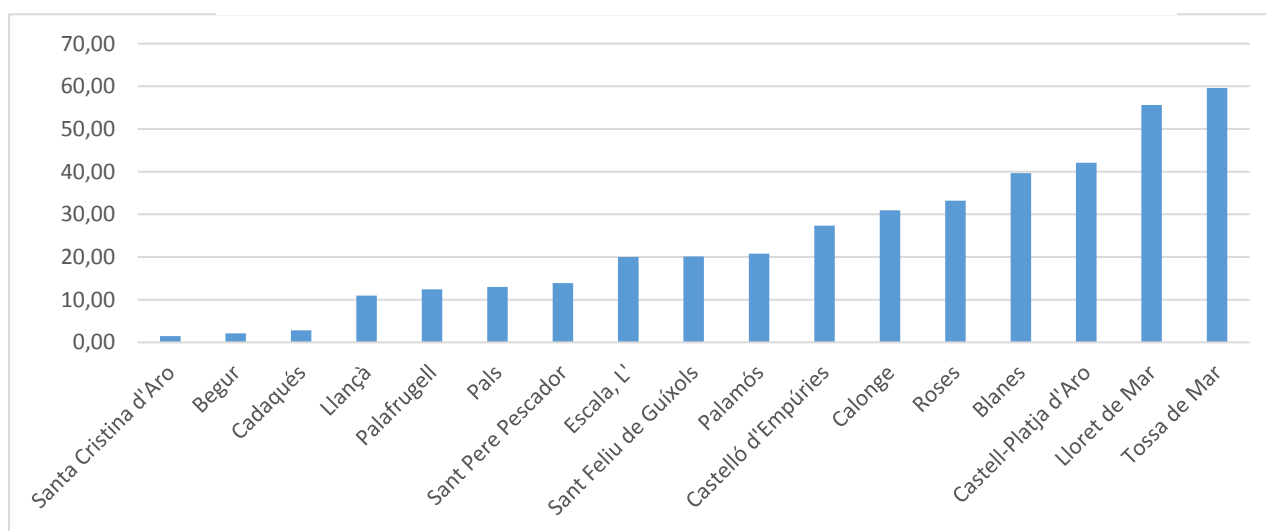
Figure 38. The share of dwellings with more than 2 floors and with lift



Source: Elaboration based on Census 2011.

Correspondingly, by subtracting the percentage of buildings with a lift from the whole percentage of buildings higher than 2 floors, the municipalities with an urgent problem regarding the accessibility of buildings for elderly people are listed. According to Figure 38, Santa Cristina d'Aro, is considered to be the municipality with the biggest problem in relation to this issue, while most of its tall buildings have no lift and thus, access for elderly people is a challenge (Figure 39).

Figure 39. Percentage of buildings higher than two floors with a lift

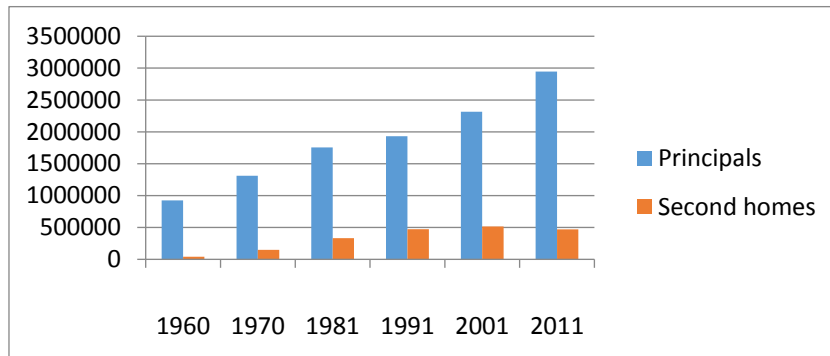


Source: Elaboration based on Census 2011.

3.5 The Second Home phenomenon in the Costa Brava

As discussed in the first chapter, the second home phenomenon has been a driver in urban development of the Spanish Mediterranean Coasts since the 1970s. Accordingly, the increase rate of those buying second homes is considerable on the Catalonian coasts, as illustrated in Figure 40. It can be observed that there was a sharp increase between the 70s and the 90s, while currently, it is at a constant level, with a relatively lower level than the increase rate of principal home ownership in Catalonia. In this section, the second home distribution and evolution on the Costa Brava will be studied.

Figure 40. Principal and second homes ownership increases in Catalonia

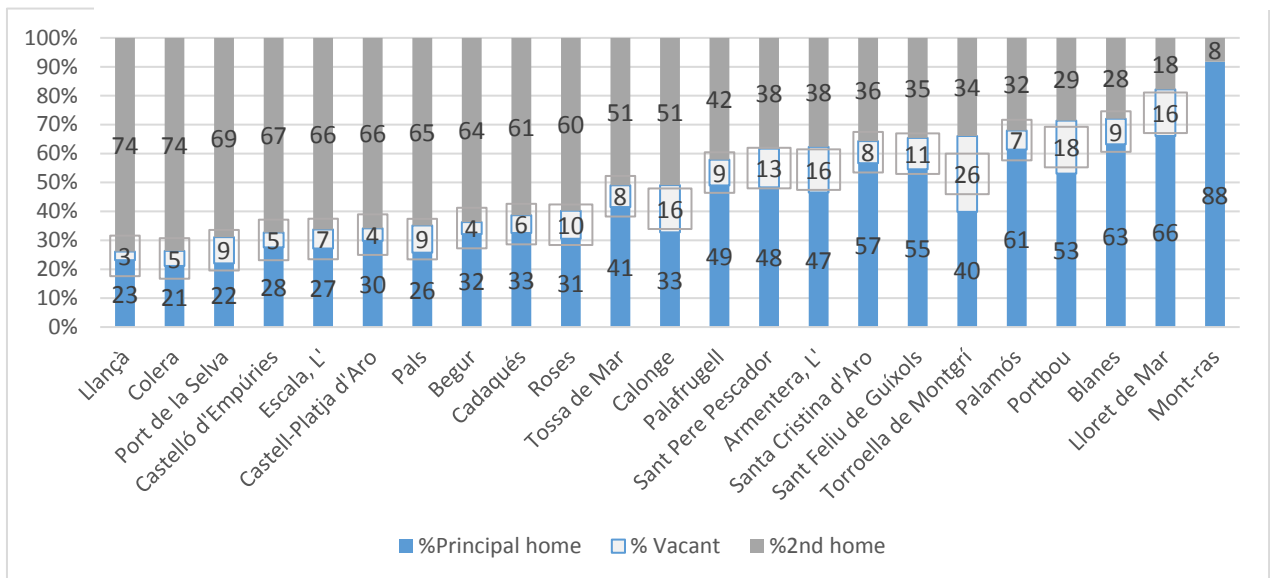


Source: Elaboration based on Census data available at IDESCAT.

As demonstrated in Figure 41, almost half of the municipalities in the study area are strongly involved in the second home market, meaning that more than half of the available dwellings are second homes. Moreover, this share of second homes represents a temporal occupation of buildings and therefore, impacts seasonally on the local economy.

Regarding the second home statistics for the Costa Brava, there is a limitation in terms of the method of calculation for the number of second homes. In the national census, in order to obtain

Figure 41. Second homes and vacant homes percentages in the Costa Brava

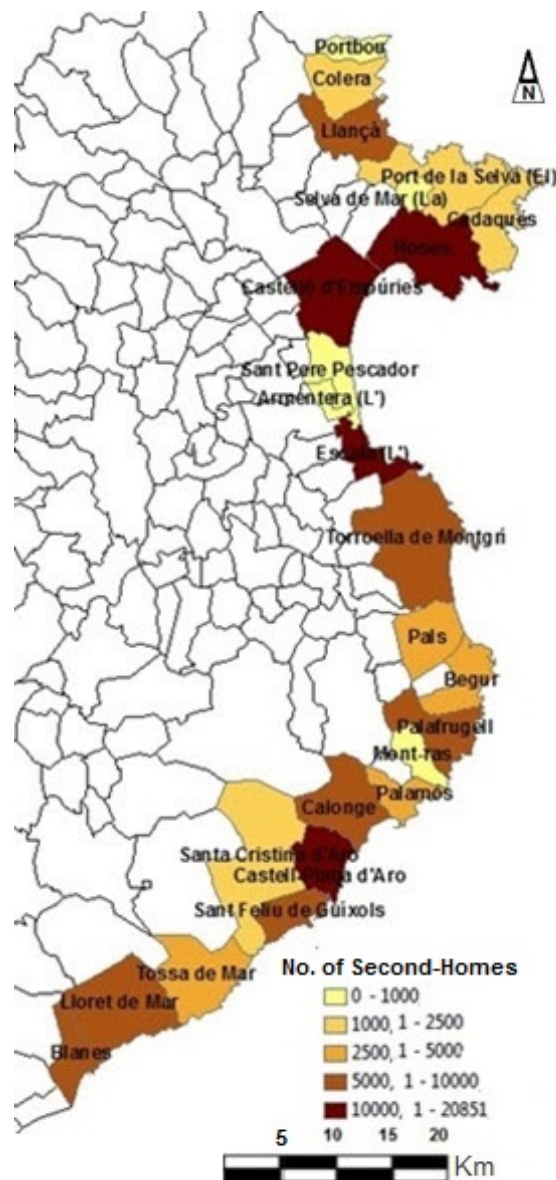


Source: Elaboration based on Census 2011.

the second home number, people who already lived in Spain were asked to indicate if they had a second home in the country, while those who did not live in Spain did not participate in the census so their homes were considered vacant. Therefore, the actual number of second homes includes the sum of second homes and a part of those which are considered as vacant homes by INE (National statistics institute) and thus is a higher number than that stated by the INE.

The distribution of second homes in the Costa Brava shows a remarkable spatial heterogeneity in this field. As Figure 42 shows, municipalities like Roses and Castelló d'Empúries, who have over 10,000 second homes, represent a spatial concentration of second homes.

Figure 42. Second home distribution in the Costa Brava

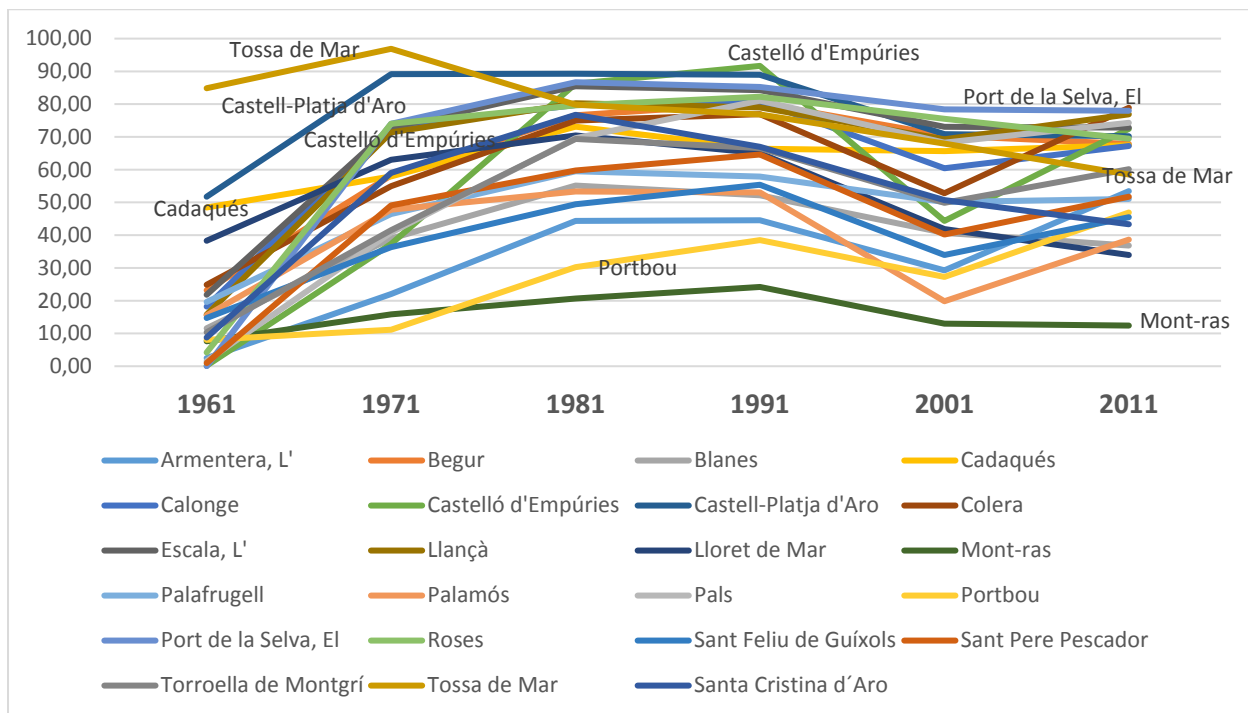


Source: Elaboration based on Census 2011.

3.5.1 The Evolution of Second Homes in the Costa Brava

The evolution of second homes since 1960s by the share of second homes and vacant homes¹¹ are shown in Figure 43. While municipalities of Castell-Platja d'Aro and Tossa de Mar show a high share of second homes from the beginning of 1960s, Castelló d'Empúries shows the sharpest increase of second home development in in this decade. While among the different municipalities of the Costa Brava, only Santa Cristina d'Aro showed a dramatic increase in 2001 and witnessed a decrease until 2011. Blanes and Torroella de Montgri had a constant increase during 3 decades. All the other municipalities however, have shown growth in the two recent decades, which could be explained as a recovery period after the economic crisis of 2009.

Figure 43. The Evolution of Second Homes in the Costa Brava



Source: Personal elaboration. Retrieved from National Statistics Institute of Spain (INE)¹².

¹¹ Since the share of second home in the census is calculated based on declaration of residents in Spain, a share of second homes which do not belong to Spanish residents are calculated as vacants in the census. Therefore, in this chart the sum of vacant and second homes are demonstrated.

¹² The former statistics of 1960s and 1970s were not available in online database and are collected through personal communications with National Statistics Institute of Spain (INE). The share of second homes in 1960 is based on the number of dwellings indicated as "dwellings with seasonal use" and are not called as second home.

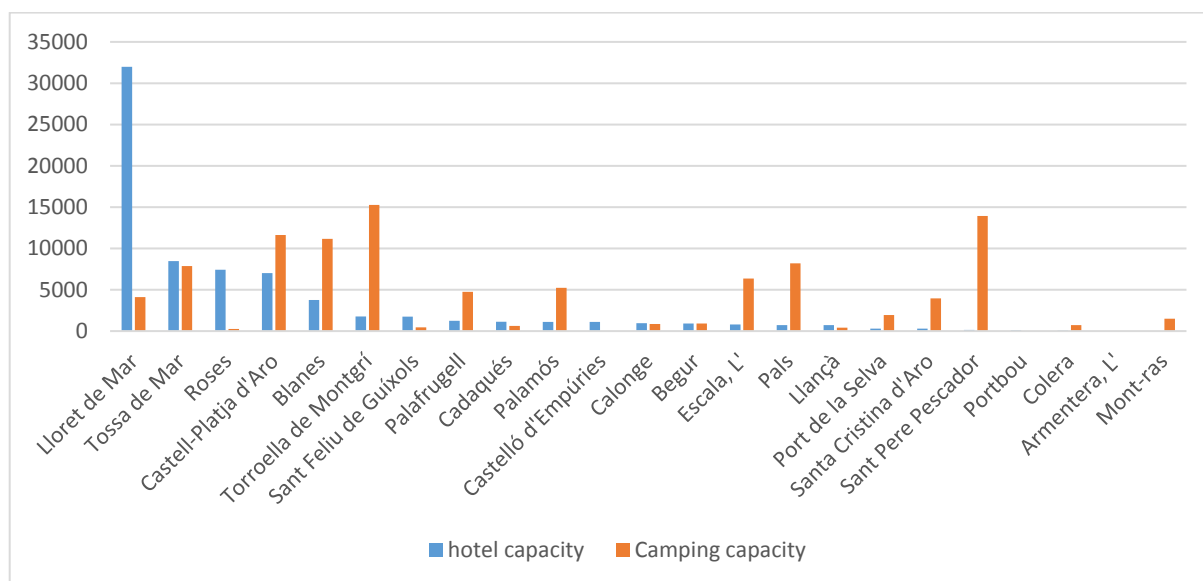
3.6 Tourism Status in the Costa Brava

Considering the brief explanation on tourism evolution at the beginning of this chapter, the current status of tourism in the Costa Brava will be studied through its accommodation and restaurants.

3.6.1 Tourist Accommodation

The two most important accommodations based on the tourist capacity are hotels/hostels, and camping. The capacity of these tourist accommodations of the Costa Brava are shown in Figure 44. As illustrated in the figure, Lloret de Mar has the highest capacity of hotels, with 32,000 beds being offered, representing their dominant position in the mass tourism of this region, whereas other towns have a hotel capacity of less than 10,000 beds.

Figure 44. Tourist accommodation capacity in the Costa Brava



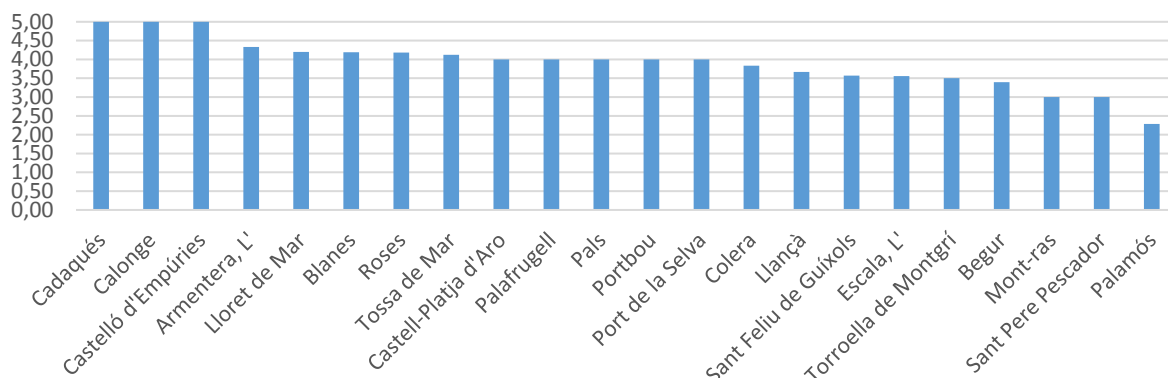
Source: Retrieved from Statistics Institute of Catalonia (IDESCAT) available at: <http://www.idescat.cat/pub/?id=turall&n=6031>

3.6.2 Restaurants

Gastronomy is known as a famous attraction of the Spanish Mediterranean coasts. Considering the global popularity of Mediterranean gastronomy, in this section, the quality of restaurants in the local regions of the Costa Brava will be studied. This evaluation will be conducted by using the rates given by the clients on the portal Trip advisor, where the overall rating, name of restaurants and their quality for each municipality is available. Using the totals for the restaurants and the sum of given scores (stars) from TripAdvisor, the average quality of restaurants for each

municipality has been calculated and is shown in Figure 45. The average quality of 5 shows a high quality of restaurants in the regions of Cadaques, Calonge and Castelló d’Empúries.

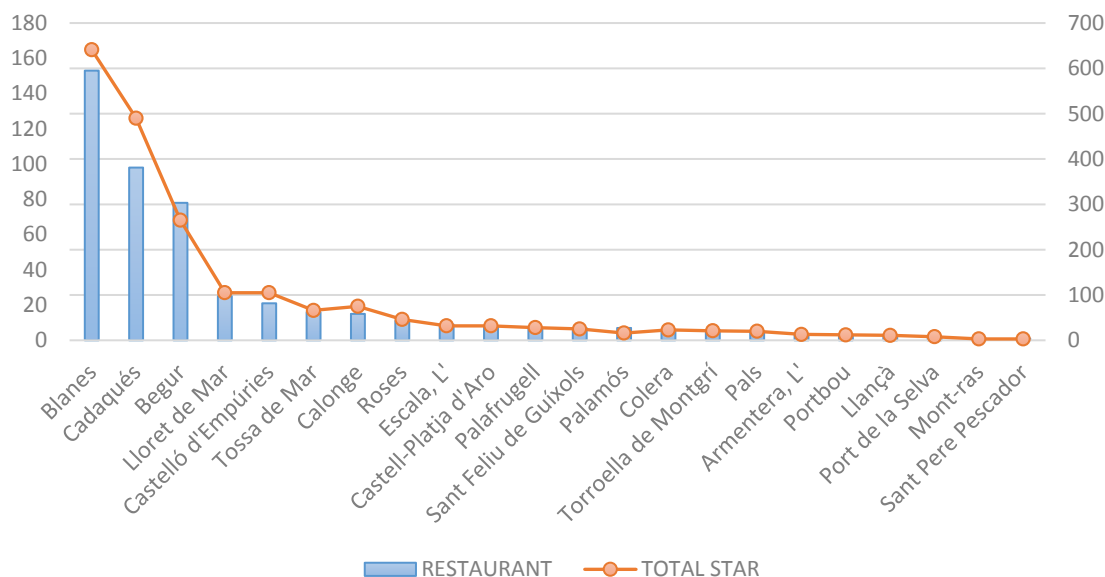
Figure 45. Average quality of restaurants in the Costa Brava



Source: Own Elaboration based on TripAdvisor platform.

In addition to the quality, the quantity of restaurants (the variability) is shown in Figure 46, illustrating a remarkable difference between municipalities in terms of the number of restaurants. Through comparing the number of restaurants with the total scores for each municipality, it can be observed that, in some cases, like with Cadaques, the total stars given to restaurants doesn't correlate with the number of restaurants, thus implying a higher quality than other municipalities. Moreover, the capacity of restaurants can also add information to this evaluation but it's not the concern for this research.

Figure 46. Number of restaurants and their total scores, based on Trip Advisor reviews



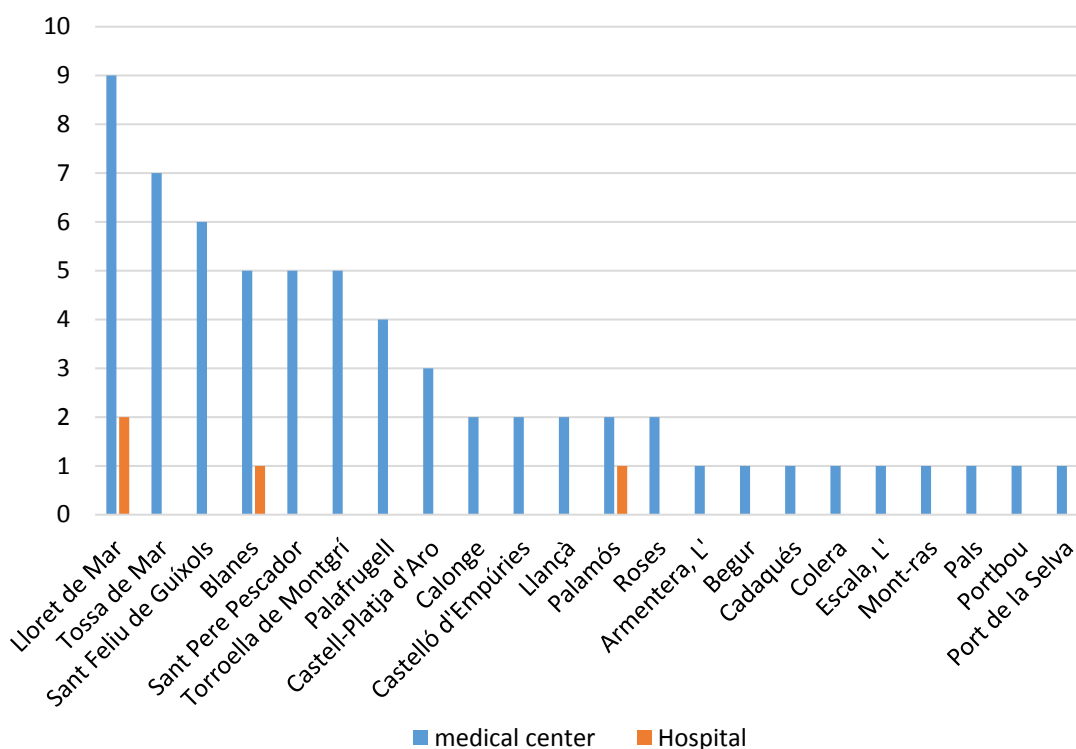
Source: Personal elaboration through Trip advisor platform in Jan. 2016

3.7 The health Care System

Since the study focuses on accommodation for seniors in relation to residential tourism, it requires an evaluation of the condition and distribution of health centres in this region. As illustrated in Figure 47, most of municipalities have no hospital, while there are medical centres in all of them. Generally, it appears that there are several medical centres and hospitals which could be adequate. However, the distribution of these centres should be evaluated in relation to the tourist population as well in relation to the local population.

Furthermore, based on the health centres database¹³, there is a lack of geriatric units in the hospitals in this area, while the proportion of elderly people is relatively high and taking into account the ageing population of Europe, the future European tourists of the region will most likely require special elderly medical services and geriatric units.

Figure 47. Distribution of health centres in the Costa Brava



Source: Personal elaboration through Buscarmedico platform available at: <http://buscarmedico.sanitas.es/>

¹³ Buscarmedico platform available at: <http://buscarmedico.sanitas.es>

3.8 Analysis of the Second Home Distribution

By pulling out information from the database regarding geographical attributes dwelling quality, tourism facilities; and demographic characteristics, the correlation between second home distribution and these variables can be tested. The aim here is to establish if there is any significant correlation between second home distribution in these municipalities and territorial-urban characteristics. Furthermore, it is intended to determine which factors are more correlated with the distribution of second homes.

3.8.1 Actual Distribution of Second Homes and Geographical Quantitative attributes

In this section, the aim is to examine if there is any significant correlation between second home distribution in these municipalities and territorial-urban characteristics? Moreover, to find out which factors are more significant in relation to this issue?

A wide range of quantitative and qualitative factors; which were generally highlighted in the previous sections of this chapter; were entered into a multiple regression analysis. The factors were into four categories:

Geographic attributes: land use and accessibility factors, including the distance to Barcelona, the distance to Girona, distance to the railway and train stations, distance to the airport, and distance to the ports and the highway.

Dwelling quality: parking, gas, phone line, central heating, average age of the building, percentage of new buildings (younger than 25 years), accessible homes, average number of floors, percentage of houses with one floor.

Urban and tourist attractions: hospitals and health centres, the existence of a marina, small bays, the length of the beach, hotel capacity, camping capacity, hotel beds per 1000 citizens, etc.

Demographic characteristics: the percentage of foreigners, the percentage of EU citizens, the ageing ratio, the coefficient of specialisation of foreigners, the coefficient of specialisation in general.

Through applying a correlation analysis, the correlation with geographical attributes (accessibility attributes) was tested and significant correlations were identified, which were a moderate uphill (positive) relationship between the distance to the airport and the distance to Barcelona with the percentage of second homes (Table 6). This finding indicates that, in some zones that have a relatively greater distance to the airport of Girona and Barcelona, there is a higher concentration of second homes; however, the scatterplots did not indicate a linear relationship. It is considerable that the other factors specially the distance to highways indicating the role of personal vehicles were not correlated with second home distribution.

The distance to Barcelona explains a direct relationship between this factor and second home distribution. One suggested reason could be that the greater the distance to an urban, the higher the attraction there is to have a second home. Yet, it may also be due to the concept of a

microclimate, or the unknown attractions in the Roses Gulf, where there is the highest concentration of second homes. Moreover, beyond geographic attributes, the role of agencies and property owners in promoting such a distribution of second home requires further studies.

Table 6. Correlation analysis of the territorial attributes and second home distribution

		%2nd home & vacant	train station	distance to train	port	distance to airport	distance to Girona	distance to Barcelona	distance to highway
percent age of 2nd home & vacant	Pearson Correlation	1	.071	.039	-.040	,496*	.379	,522*	.236
	Sig. (2-tailed)		.747	.861	.856	.016	.074	.011	.278
	N	23	23	23	23	23	23	23	23
train station	Pearson Correlation	.071	1	-,762**	-.142	.321	,424*	.248	-.162
	Sig. (2-tailed)	.747		.000	.519	.135	.044	.254	.461
	N	23	23	23	23	23	23	23	23
distance to train	Pearson Correlation	.039	-,762**	1	.388	-.170	-.190	-.141	.387
	Sig. (2-tailed)	.861	.000		.067	.437	.384	.522	.068
	N	23	23	23	23	23	23	23	23
port	Pearson Correlation	-.040	-.142	.388	1	.144	.165	.059	.262
	Sig. (2-tailed)	.856	.519	.067		.511	.452	.788	.227
	N	23	23	23	23	23	23	23	23
distance to airport	Pearson Correlation	,496*	.321	-.170	.144	1	,934**	,927**	,496*
	Sig. (2-tailed)	.016	.135	.437	.511		.000	.000	.016
	N	23	23	23	23	23	23	23	23
distance to Girona	Pearson Correlation	.379	,424*	-.190	.165	,934**	1	,823**	,495*
	Sig. (2-tailed)	.074	.044	.384	.452	.000		.000	.016
	N	23	23	23	23	23	23	23	23
distance to Barcelona	Pearson Correlation	,522*	.248	-.141	.059	,927**	,823**	1	,491*
	Sig. (2-tailed)	.011	.254	.522	.788	.000	.000		.017
	N	23	23	23	23	23	23	23	23
distance to highway	Pearson Correlation	.236	-.162	.387	.262	,496*	,495*	,491*	1
	Sig. (2-tailed)	.278	.461	.068	.227	.016	.016	.017	
	N	23	23	23	23	23	23	23	23

Source: Own elaboration.

In order to determine the weight of these attributes on the distribution of second homes in the Costa Brava, a multiple regression was run to assess how and to what extent a set of independent variables impact on the distribution of second homes. A set of independent variables associated with the urban quality and tourist attractions were inserted into the regression including: the existence of attractions like a small bay, the length of the beach, the existence of a marina, the quality of restaurants, distance to the highway, distance to the train station, distance to the airport, the average age of the buildings, the average number of floors in the town, and the share of land uses in each municipality (including forest, urban, commercial, farmland and sport-recreation)

Furthermore, the demographic characteristics, such as population density per sq. km and the share of foreigners in the population were introduced into the model.

In the regression model, summarized in Table 7, in addition to the constant, the predictors are population density, percentage of European residents, distance to the highway, percentage of urban land, distance to the airport, and the average number of floors.

Table 7. Regression model summary for the distribution of second homes in the Costa Brava

Model	R	R square	Adjusted R square	Std. error of the estimate
	,818	.669	.544	12.724

Source: Own *elaboration*.

Table 8. ANOVA test of the model fit

	Sum of squares	df	Mean square	F	Sig.
Regression	5227.252	6	871.209	5.382	,003k
Residual	2590.226	16	161.889		
Total	7817.478	22			

Source: Own *elaboration*.

The multiple correlation coefficient ($R=0.818$) indicates a good level of prediction. The R^2 value (or the coefficient of determination) is 0.699. While the F -ratio in the ANOVA tests in Table 8 indicates that the overall regression model is a good fit for the data.

Since the aim of regression is not prediction, the form of the equation and the constant significance is not a case for concern. Therefore, in conclusion, excepting the variable of “distance to the highway”, the other five variables are statistically significant ($p < .05$) and can be interpreted as associated attributes with the distribution of second homes in the area, $F(6, 16) = 5.382, p < .003, R^2 = .669$.

Table 9. Coefficients of the regression model

model	Unstandardised coefficients		Standardised coefficients	t	Sig.	95,0% Confidence interval for B	
	B	Std. Error	Beta			Lower bound	Upper bound
(Constant)	.523	14.689		.036	.972	-30.615	31.662
distance to airport	.904	.214	.898	4.226	.001	.450	1.357
%urban land	1.033	.366	.639	2.822	.012	.257	1.808
average floors	6.020	2.400	.517	2.509	.023	.933	11.107
European residents	-.005	.002	-.408	-2.242	.040	-.010	.000
population density	-.019	.007	-.540	-2.813	.013	-.034	-.005

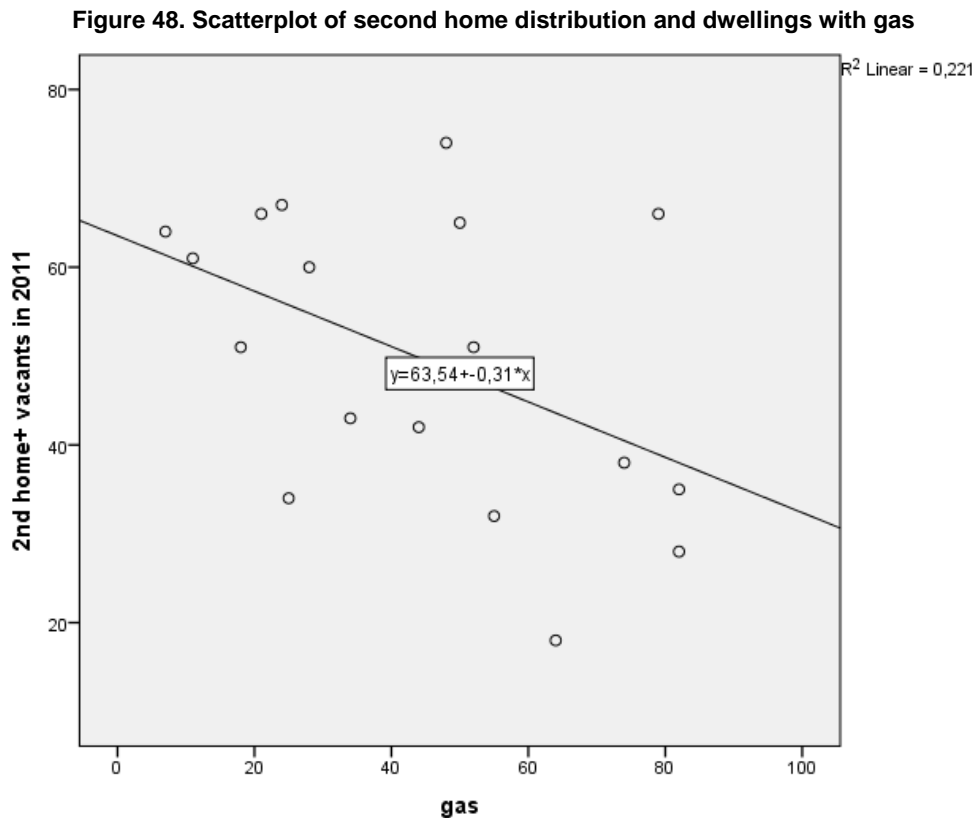
Source: Own *elaboration*.

Among the independent variables in the model, the distance to the airport, urban land cover, and the average number of floors show a moderate positive relation with the second homes' distribution, whereas the population density and the share of European residents are negatively associated with the distribution of second homes (Table 9). Therefore, this result demonstrates that the share of second homes in the towns with a higher average number of floors, such as Lloret de Mar, are higher but the reason for such a findings is dubious since, according to the literature, people generally look for a quiet and less densely populated area in which to live. In chapter 4, the importance of population density will be examined using a questionnaire asking about the size of the urban fabric that people wish to live in. Moreover, the desired type of housing for a second home (flat or house) and the distance to various transport modes (airport-highway, train, etc.) as other associated attributes for this analysis will be assessed in the following chapters.

It should be noted that since the sample of this study is small (23 municipalities), it was not expected that a powerful model for second home distribution would be generated.

3.8.2 Dwelling Characteristics and Second Home Distribution

A correlation analysis of dwelling quality, characteristics and facilities showed a moderate downhill relationship between the proportion of second homes and the percentage of flats that had natural gas, however, the scatter plot didn't indicate a strong relationship between these variables (Figure 48).



Source: Own *elaboration*

A regression model could help with indicating the impact and weight of different dwellings' facilities and quality variables in relation to second home density in the area. Thus, by considering the dwelling facilities, the weight of these factors was tested in a multiple regression model. The percentage of variation in second home density was accounted by all of the dwelling variables together in the regression model, but based on the coefficient table, the results were not statistical significant ($R^2=0.31$, P value >0.05). Moreover, the analysis of variance showed that there was no linear relationship among the variables.

3.8.3 The Correlation of Demographic and Tourism Attributes with Second Home Distribution

Regarding the demographic characteristics, there is a case of interest regarding if distribution of Europeans, as the major group of foreigners in the second home market of Spain, correlates with second home distribution. Through applying a correlation test, no significant correlation between the distribution of second homes and the European population and foreigner distributions was identified. Moreover, in the fields of urban attributes and tourism attractions and demographic

characteristics, no significant correlation with the distribution of second homes was found either. However, this finding may be due to the small sample size of municipalities in this study.

3.9 Summary

A brief review of tourism evolution in the Costa Brava has illustrated some challenges arising due to tourism related developments; for instance, the lack of architectural identification in some tourist accommodation. These such characteristics were highlighted in the literature review and will be considered further in subsequent discussions.

In this chapter, a general evaluation regarding the characteristics of the study area, including demography, geographical attributes, dwelling characteristics, tourism and second homes, was also undertaken. While the study area is relatively small, in many aspects, heterogeneity was determined, for instance, in terms of the population evolution, land use and second home spatial concentration.

The heterogeneity in second home distribution was also analysed in order to identify the geographical attributes influencing the distribution of second homes. The correlation study accompanied with the regression analysis provided a set of attributes associated with the distribution of second home, including the distance to the airport, urban land cover and the average number of floors, which was associated positively with the share of second homes in the municipalities. These cases should be taken into account when evaluating the geographic and urban factors in destination selection for second homes in the next chapter. However, some other attributes which didn't show a significant relationship may have been impacted upon by the size of the sample, which is considered small.

In this chapter, a small significant negative relationship was established between European residents and second home concentration in the Costa Brava, which may imply that the share of second homes is not associated with this population since a huge number of these second homes belong to national second-homers with a Spanish residence. However, according to statistics, Europeans make up a large share of tourists in this area. Correspondingly, foreign seniors visiting the Costa Brava are the target group of this research and the heterogeneity nature of the municipalities was considered in selecting the municipalities for administering the survey.

In order to further determine the attributes impacting on the location of second homes, the next chapter will include an analysis via the conducting of a questionnaire. The urban and geographical preferences of international tourists of retirement age or those who will retire in the next two decades will be studied in order to identify which preferences they have with regard to the selection of their second home area.

Chapter 4. Geographic and Urban Characteristics Influencing the Choice of Second Home Area

4.1 Introduction

Following the first aim of this research, which is to evaluate the urban and geographical attributes of attraction in the selection of a second home area, one will explore alternative factors, (including traditional pull-factors along with socio-cultural capital factors), that affect the decision to select the area. This, along with the second aim of this research, about assisted-residence demand and responsive-residence model for foreign retirees, will be explored through a questionnaire containing the following objectives:

- The evaluation of satisfaction of the area, the trip experience including prices, the efficiency of the transport and services and the intention to have a second home in the area.

- Looking for favourite geographical settings, urban fabric and tenure for the second home. Evaluation of attributes in the categories of built environment, natural environment and cultural environment. As studied in the previous chapter, the quantitative analysis of geographic and housing variables, for the distribution of second homes was not able to express the geographical attributes affecting the distribution of second homes. However, the results suggested some correlated attributes.

- Residence typology and evaluation of desirability of assisted living services.

This chapter will provide an explanation of the survey used for this research, and will analyze the results of the first three parts. Residential preferences will be discussed in the next chapter. By interviewing people who are interested in having a second home in Costa Brava, here referred to as 'potential second-homers', the author will consider built, natural and cultural environments, and will seek to introduce a logistic model to provide an image of the area. The analysis will be followed by a comparison of the age of people and their preferences, as their specific valuations will be indicated.

4.1.1 Urban and Geographical Attributes Determining the Location for a Second Home

The factors affecting the choice of location for a second home are relatively like those considered when selecting the location for the principal home. These include a set of qualities in the surrounding area, among which residential facilities, urban attributes, geographical characteristics and infrastructure. However, in the case of a second home, the attraction is towards an area, which is mostly sought after for leisure and vacation, especially in the case of retirees who seek relaxation and a comfortable life.

As discussed in Chapter 2, the urban and geographical variables somehow refer to quality-of-life indicators. By evaluating the attributes affecting on location choice, this research will show how quality-of-life components can influence the decision-making process. However, the phrase 'quality-of-life' refers to both objective and subjective indicators; which may refer to personal definitions and this fact makes it difficult to obtain general conclusions (Senlier et al. 2008).

However the focus of this study will be on the physical and socio-cultural attributes affecting the location choice for a second home. Considering mentioned categories, a set of subsequent variables in more detail have derived from the components suggested by Boyer and Savageau (1981) as mentioned in chapter 2, including Health, Climate, Housing, (tenure, quality in housing stock, etc.) Transportation; easy access to services like health, sports, education, shopping, etc., Crime, security and privacy, Recreation facilities & activities, Education and Art and by excepting the Economic. Without concerning about the economic indicators, the indicators that are gathered in the questionnaire, are derived from these categories but with more detail.

On the other hand, one should consider that a second home for retirees, requires special old-age spatial requirements. Therefore, a guideline to the selection of variables/indicators can be obtained from a research conducted by the World Health Organization outlining recommendations for elderly-friendly environments. Results of the research of WHO steer the current study to analyse a set of urban features which are considered important by elderlies collaborated in a comprehensive survey (WHO, 2007):

1. Pleasant and clean environment referring to the beauty of the city's natural surroundings.
2. Importance of green spaces.

These two features are questioned through a couple of questions about the proximity to natural attraction areas such as parks, farms and gardens.

3. Somewhere to rest: referring the availability of seating areas in public spaces.
4. Age-friendly pavements; the condition of pavements has an obvious impact on the ability to walk in the local area; this issue is queried in the questionnaire through the importance of good maintained streets and sidewalks.
5. Safe pedestrian crossings; which in the case of the area studied in this research is not of concern – since the streets in study area have a clear standard in crossings-.
6. Accessibility refers to ease of access to shopping facilities, offices, hospitals, or other popular places; the questionnaire asks about this by asking interviewees how much they were interested in a location close to city centres, hospitals, shopping venues and public transport stations.
7. A secure environment refers to feeling safe and secure in their living environment, a factor that increases the elderlies' willingness to independently move about in their environment.
8. Walkways and cycle paths without hazards.
9. Age-friendly buildings.
10. Adequate public toilets.

11. Older customers referred to information and services catering for elderly requirements.

Derived factors that may affect retirees' location choice for their second home, may be divided in three categories:

- The natural environmental factors such as the climate and natural features,
- The built environment including infrastructure, accessibility, facilities and transport.
- The socio-cultural environment referring to demographic characteristics of the place and of the respondents, its culture, social activities and so on.

In addition to these listed characteristics, a set of urban, Mediterranean characteristics of the area were added to the questionnaire to evaluate the respondents' interest in these attributes regarding the area of their second home. All these components will be studied further in this chapter. At the end, the age group preferences in geographical components will be evaluated. More detail on questionnaire is provided in appendix B.

4.2 Collecting Research Data: Questionnaire

The draft of the questionnaire was prepared based on the geographical and urban attributes mentioned above, and in addition to the reviewed literature. In the pre-interview phase, the feasibility of the questionnaire was tested, in three interviews; one with a local academic in the field of second homes from the Department of Geography, University of Girona, and another two from the Costa Brava Tourism board, and the Tourism Department of the Government of Catalonia respectively. They suggested some modifications in the list of attributes to match local characteristics.

The final list of questions was selected in the three categories of natural, socio-cultural and built environments. They include the reasons why tourists choose the Mediterranean coasts according to the literature review. The list also includes local attributes which alternatively can be assumed to be attractive elements in tourism and second home tourism. The last questions of the first part of the questionnaire, are related with environmental preferences associated with old age. These have been mentioned in the introduction of this chapter. The second part of questionnaire relates to the second aim of this study which seeks to investigate residential and assisted living preferences.

By adding a set of local attributes typical to the region to the list, the questions evaluate the weight of natural, built and socio-cultural attributes on the choice of location for the second home. The residential preferences and assisted services also add to the first part of questionnaire about urban and geographical preferences. Therefore, the questionnaire used, combines the two aims of the research. The questionnaire is available in appendix C and D.

4.2.1 Defining the Target Group

There has been a remarkable impact from 'short-term stay' visitors, travelling for a vacation or other purposes on 'long-term stay' like residential tourism or migration. Regarding the intention of visitors, it should be considered a fact that their mobility will likely remain integral to their lifestyle and to their relation to their new 'home'. This means that the attraction of 'temporary mobility' lies at the heart of tourism policy", (Hall, 2008).

Furthermore, tourism as a form of temporary international migration, can affect the distribution of population especially when an increasing number of tourists take an immigration decision and decide to stay in the host country for a longer period of time. In this sense, tourism is a pre-immigration facilitator, (Oigenblick & Kirschenbaum, 2002). Although the impact of tourism on subsequent migration decisions requires more research, the tourists in the current research may also represent a sample of visitors who potentially could also purchase their second home in the area or become expats or migrants.

This study aims to understand European preferences in the location choice for their second home. Empirically the survey targeted European visitors on the Costa Brava and where in the world they would like their second home, then the researcher focused on those who were interested in Costa Brava itself. Regarding the age of respondents, since the object of the thesis is focused on the location choices of retired respondents and on international retirement migration through a second home market, the target group of this survey had to be Europeans who were either retired or will retire in the next 20 years.

Since it's impossible to spot potential second-homers, the researcher surveyed all the tourists found in public spaces, then after data collection, focused on those who are interested in second home in the area. A limitation of this research may be that out of the sample taken, there is a potential number of people that would have chosen Costa Brava as a retirement destination, but there was no possibility to access this proportion of the people directly. In the European Union, the general retirement age is about 65 years, as is shown in Table 10. Although with ever-increasing life expectancies, most of EU Member States have decided to increase the retirement age from 65 to 67 years. In the UK the age is even higher, at 68.

Considering this range of retirement ages, the research focused on European tourists who were over 50 years of age. In some cases they were a little younger but no interviewee was younger than 46 years of age. Some younger participants filled the survey through the web.

Table 10. Current and Future Retirement Age in European Countries

Country	Current general	Future retirement age
	Men/ Women	General retirement age or men/women
Austria	65 / 60	65 (2033)
Belgium	65	67 (GP 2030)
Bulgaria	64y4month / 61y4month	65 (2017) / 63 (2020)
Croatia	65 / 61y3month	67 (2038) / 65 (2030); 67 (2038)
Cyprus	65	65+ (2018)
Czech	62y10month / 58y-62	67+ (2041)
Denmark	65 ; 67	67+ (2022; 2030)
Estonia	63 / 62y6month	65 (2026) / 63 (2016); 65 (2026)
Finland	63-68 ; 65	65+ (RA 2027)
France	65	67 (2023)
Germany	65y3month	67 (2031)
United Kingdom (UK)	65 / 62y4month	67+ (2028), 68 (2046)
Greece	67	67+ (2021)
Hungary	62y6month	65 (2022)
Ireland	66	68 (2028)
Italy	66y3month / 63y9month	67+ (2022)
Latvia	62y6month	65 (2025)
Lithuania	63y2month / 61y4month	65 (2026)
Luxembourg	65	–
Malta	62	65 (2027)
Netherlands	65y3month	67+ (2024; GP 2021)
Poland	65y7month / 60y7month	67 (2020) / 67 (2040)
Portugal	66	66+ (2016)
Romania	65 / 60	65 (2030)
Slovakia	62 / 58y3month-62	62+ (2017)
Slovenia	64y4month	65 (2016)
Spain	65y3month	67 (2027)
Sweden	61-67; 65	–

GP: Government proposal or plan of equivalent administrative level.

RA: Reform agreement by the central labour market organizations and the Government.

+: Rising retirement age according to life expectancy

Source: Reprinted from *Finnish centre for pensions, n.d, Retrieved October 20, 2016, from <http://www.etk.fi/en/the-pension-system-2/the-pension-system/international-comparison/retirement-ages/>*

4.2.2 Sample Size Calculation

As explained in the previous section the initial phase of this study focused on European visitors, over 50 years of age. The available statistics on European visitors to Costa Brava where difficult to work with, even without focusing on the age group, because of following points:

1- First, the available statistics only take into account the number of foreigners who booked an overnight stay in each area. Meaning that day-trippers were not counted. The overnight stay data comes from tourist accommodation categories including hotels, camping-sites, rental

apartments and rural houses. However, the share of those who stay in their own second home, or at friends' or relatives' home is not published. It was therefore an appropriate solution to review the share of visitors in the last mentioned category on a national scale as shown by the share of accommodation for foreign tourists in Spain published by Frontur in Table 12. As a remarkable share, almost 19.3% of foreign visitors in Spain stay overnight in the mentioned category of their own second home or in friends' and family's home.

Table 12. The Share of Accommodations for Foreigner Visitors of Spain in 2014

Accommodation	No. of Foreign Visitors	%	Annual rate of change
Hotels and hostels	41,042,919	63,20%	5
Own or friend's/family's home	12,517,845	19,30%	6,8
Rented apt./house	7,399,722	11,40%	17,1
Others	3,978,459	6,10%	12
Total	64,938,945	100%	7

Source: Retrieved from Tourspain database available at <http://estadisticas.tourspain.es/>

Focusing on statistics of Costa Brava and based on the statistics shown in Table 13 below, there are an average of 2.6 tourists overnighing in registered tourist accommodations while there are no statistics on those who stay overnight in their own or a relative's homes (Idescat, 2016). This number should be added to the total number above but it is not published in the mentioned database of TourSpain. Referring to the statistics in Table 12, it could be estimated that 19% of these visitors are staying in their friend's or family's home and by summing this percentage, the number of foreign tourists with over-night stay in the area is estimated at 3.15 million people a year.

Table 13. The Foreign Visitors with Overnight Stay on the Costa Brava Based on the Accommodation Type

Accommodation type	Visitors
Hotel	1,818,554
Camping	581,228
Rural House	25,932
Tourist apartment	220,400
Total number	2,646,114

Source: Retrieved from Statistics Institute of Catalonia (IDESCAT), Available at www.idescat.cat/economia/inec?tc=3&id=5417

2- The available statistics held little or no data about the age of tourists in the area and this data was also missing from the national database. Based on the statistics of ¹⁴ the United Nations

¹⁴ Reference: United Nations, Department of Economic and Social Affairs, Population Division. World Population Prospects: The 2015 Revision, available in <https://populationpyramid.net/europe/2016/>.

in 2015, 38.7% of Europe's population are over 50 years old; therefore if we assume that the visitors are also representing this proportion of the sample, the percentage of visitors over 50 years old can be estimated. Hence, the total number of European visitors to Costa Brava can be estimated as 1.2 million.

After determining the sample size, calculations were made to determine the margin of error with a specific confidence level. To calculate the margin of error, with a confidence level of 95%, (which is a regular confidence level in social science), the following formula is usually applied for any population over 100,000 like the target group in this research:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

where :

n = sample size

Z = deviation from the mean we accept to achieve the desired level of confidence.

Confidence Level: 90% -> Z=1.645, 95% -> Z=1.96 and if it's 99% -> Z=2.575

Therefore, the sample size in an optimum condition by a margin of 5% of error is calculated as

$$n = 1,96^2 * 0.5 * (1 - 0.5) / 0,05^2 = 384.16 \rightarrow \mathbf{385}$$

with a margin of error of 7% , the sample size would be:

$$n = 1,96^2 * 0.5 * (1 - 0.5) / 0,07^2 = 195.8 \rightarrow \mathbf{196}$$

Since the access to the target population in this study was difficult, it was decided to take the margin of error to 7%. Therefore, based on this number, the researcher would need to collect 196 valid responses.

4.2.3 Pilot Study

The term pilot study refers to a feasibility study, which is a 'small scale version of the test in preparation for the major study', (Polit et al., 2001). A pilot study can also be the pre-testing or 'trying out' of a research instrument (Baker, 1994) which is the questionnaire in this research. From this pilot study, the researcher can note the likeliness of success and effectiveness of the research, or indications on whether proposed methods or instruments are inappropriate or too complicated, (De Vos et al., 2005).

Regarding the sample size for the pilot study, a sample size of 12 respondents, (Julious ,2005; Van Belle, 2002), or a range of 10 to 30 is suggested for pilot studies (Johanson & Brooks, 2010; Isaac & Michael,1995), whereas some authors have suggested 10% of the total sample size (Catinella et al., 2008; Treece & Treece, 1986). Hence, to examine the feasibility, validity, adequacy and reliability of the questionnaires, a pilot study was conducted. In this study, 11 persons among the researcher's colleagues and friends were interviewed.

Since the qualitative data collection and analysis is usually progressive, the next interview in a series is 'better' than the previous one, this pilot study helped to gain some experience and insights for further contacts with the target sample. The results and the feedback from the pilot study, led to some modifications in order to design a more understandable and reasonable questionnaire.

4.2.4 Fieldwork and Access to the Target Group

To find access to the target group, the researcher considered different platforms, which foreign tourists in Costa Brava may use.

Web Survey through Social Networks

Facebook groups like 'Barcelona Expats' are online fora where foreigners commonly seek advice about the place they are exploring. Many use such platforms to market several events and activities. Therefore, the researcher linked the survey, translated in both English and French - which are the most common foreign languages learnt per students in upper secondary education¹⁵, on 'Barcelona Expats'. The link also asked the responder to invite friends or relatives, (who were also older than 50 and had visited Costa Brava), to complete this survey too. Even after three re-posting attempts, the response rate was too low, (only 17 fulfilled questionnaires received), to be representative.

Self-administrated questionnaire

Finally, the researcher had to resort to self-administered questionnaires to ensure that enough research material was collected. The procedure started by looking for foreign tourists about or over 50 years old, explaining to them the aim of the research as expressed in the questionnaire, (which is to find geographical and residential preferences of the foreign tourists, over 50 years of age, who have visited Costa Brava, compared to their retirement plan). For ethical considerations, all responses were voluntary, confidential and anonymous.

Since most respondents from the target group were on their leisure time, the response rate was so low that almost 5% of interviews concluded to the collaboration in the survey. Furthermore, some of those who collaborated did not fill the questionnaire correctly or left it incomplete. The other section of the questionnaire was gathered with the help of a private tour guide in the area (in Roses region).

¹⁵ Foreign Language learning statistics of Eurostat, available at [http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Foreign_languages_learned_per_pupil_in_upper_secondary_education_\(general\),_2009_and_2014_\(%C2%B9\)_\(%25\)_YB16-II.png](http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Foreign_languages_learned_per_pupil_in_upper_secondary_education_(general),_2009_and_2014_(%C2%B9)_(%25)_YB16-II.png)

Finally, 174 complete questionnaires were collected through self-administrated questionnaires and adding those received by web survey, a total 191 samples were gathered for this research.

4.2.5 The Fieldwork Location of the Survey

Considering the heterogeneity of the study area and based on the statistics and the demographic profile of Costa Brava studied in the previous chapter, the interviewer conducted the research in the following municipalities, (which were chosen as most representative of the image of the Costa Brava region): Roses, Lloret de Mar, Tossa de Mar, L'Escala and Palafrugell.

To find more respondents, the city center of Girona, (Plaça de la Independència and the bus terminal called as "Punt de Benvinguda"), as well as 'Flaçà, (the train station of the north of Costa Brava), were also taken into consideration. Both these places are highly touristic, as Girona is the capital of the region.

It is worth mentioning that the fieldwork locations are not only chosen based on their high portion of second homes. Actually, they are different municipalities with a considerable number of tourists that are the target group of this study.

To ensure a random sample of people interviewed, the researchers chose random people in different areas, including public spaces, outdoor restaurants, beaches and bus stations.

The target group of this research were foreign tourists, who had reached or were close to retirement age. This meant that the researcher had to spot people who seemed over 45 years old. Data collection was conducted during the touristic high season, from June 2016 to September 2016, which is also the peak season for tourism in the region and all of Spain. This ensured a good-sized sample, to ensure randomness. Findings presented in this chapter are based on aggregated data, totalling 191 randomly sampled tourists who have been visited the selected areas.

4.2.6 Data Entry and Data Management Process

After collecting all the fulfilled questionnaires, the data was entered in IBM SPSS Statistics version 22, determining the scale, categories and all required characteristics. By providing this database, the following statistical procedure became available.

4.2.7 Reliability of the Data

Reliability tests define the internal consistency of indicators for a construct, (Hair et al., 1998). The aim of this test is to measure how well a set of variables taps into some common sources of variance (Viswanathan, 2005).

The reliability coefficient is usually determined by the number of items in the scale and the mean inter-item correlation, and is in the range of 0.0 – 1.0. The closer Cronbach's Alpha coefficient is to 1.0, then the internal consistency of the items in the scale is greater. To interpret this scale, one takes a general rule of thumb as follows > 0.9 – Excellent, > 0.8 – Good, > 0.7 – Acceptable, > 0.6 – Questionable, > 0.5 – Poor, and < .5 – Unacceptable” (George & Mallery, 2003).

To analyse the reliability of the data gathered from the questionnaire, a reliability test was conducted. The researcher chose the Cronbach method to test the answers for variables in geographical and residential fields. As previously mentioned, all variables have been compared to the Likert Scale. Cronbach's reliability test is applied for different categories of variables. The results showed that all Cronbach's alpha values are greater than 0.7 are interpreted as good or acceptable as shown in Table 14. The questionable reliability of residence typology is considerable and will be checked in Chapter 5.

Table 14. Reliability Test of Variables

Indicators	N. of Items	Cronbach Alpha
Satisfaction items and intention to live in the area	6	0.75
Geographical attributes	31	0.87
Mediterranean urban characteristics of the region	11	0.89
Residence typology for the second home	7	0.62
Assisted services for the second home	12	0.85

Source: Own elaboration.

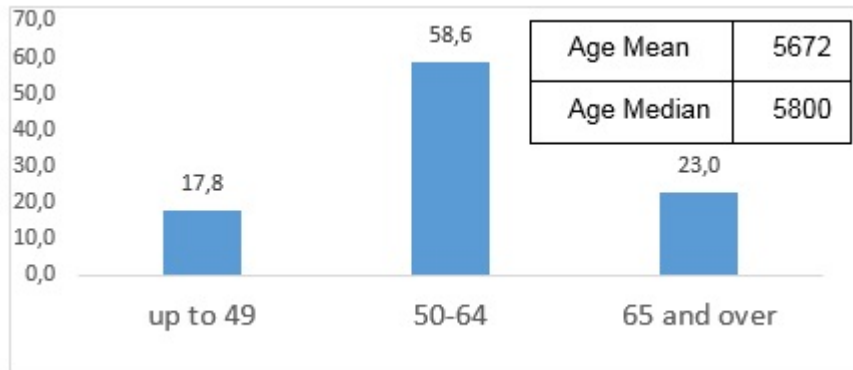
4.3 Descriptive Analysis of the Survey

The results of the survey, will be analysed descriptively using SPSS version 22, and interpreted in separated themes. First by studying demographic characteristics and then by general categories of the questions on geographical attributes, Mediterranean urban characteristics of the region, and old age preferences.

4.3.1 The Profile of Respondents

From the total 191, randomly sampled valid questionnaires, nearly half of the respondents were male (48%) and more than half were female (52%). The average age was 56.7 and the distribution of age groups is shown in Figure 49.

Figure 49. Age of Respondents (n=191)



Source: Own elaboration.

Regarding the nationality of those interviewed, (shown in Figure 50), those of British nationality amounted to a proportion of 38%. This was predictable since British people make up the largest share of international tourist on the Spanish coasts. Comparing the sample with the tourist profile of Catalonia and of all Spain, as in Figure 51 one can see that on a national scale, there are similarities with the percentage of French and German people. However, on the scale of Catalonia, the share of nationalities doesn't accurately match the sample especially in the share of British and French visitors (Figure 51).

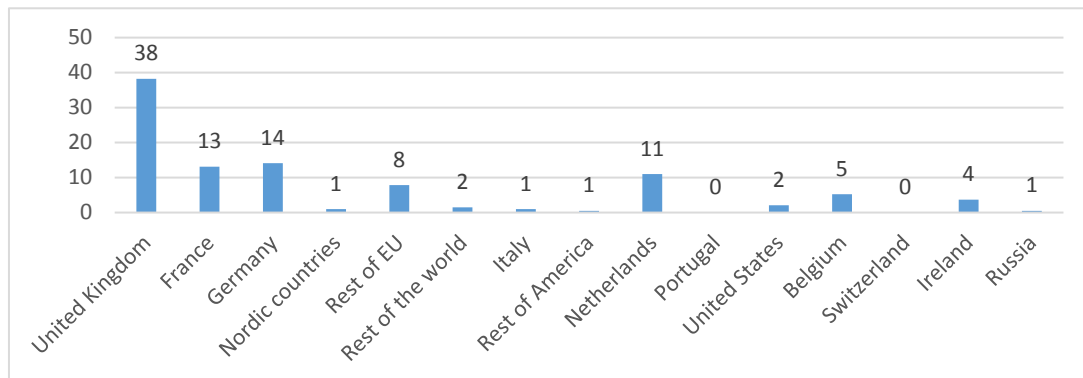
There are some points that should be considered with this mismatch:

- The demographic statistics of tourists in Spain-Catalonia in Figure 51 includes the non-European tourists (7% in Spain and 14% in Catalonia), while the present research focuses on Europeans. Then the percentage of all European nationalities in this survey differs with statistics in Figure 51, which contains all nationalities.
- Since the questionnaires were offered in just English and French languages, the share of nationalities in the sample depended on the language knowledge of those interviewed. Also, it depended on the level of interest to collaborate. For instance, even though during the survey there were some interviews with Russians or Italians, they didn't show an interest to fill the questionnaires in another language.
- The statistics of Catalonia include tourism in Barcelona and Costa Daurada in the south. It is probable that in different zones of the region, the distribution of nationalities varies to some extent as it's confirmed by two interviews with tourist office staff in the two regions respectively. Based on these interviews in Lloret de Mar and in Palaufrugell, it was noted that besides this geographic concentration of nationalities, the demographic profile of tourists changes seasonally;

for instance the retired French seems more interested in travelling during September-October rather than during the usual high season.

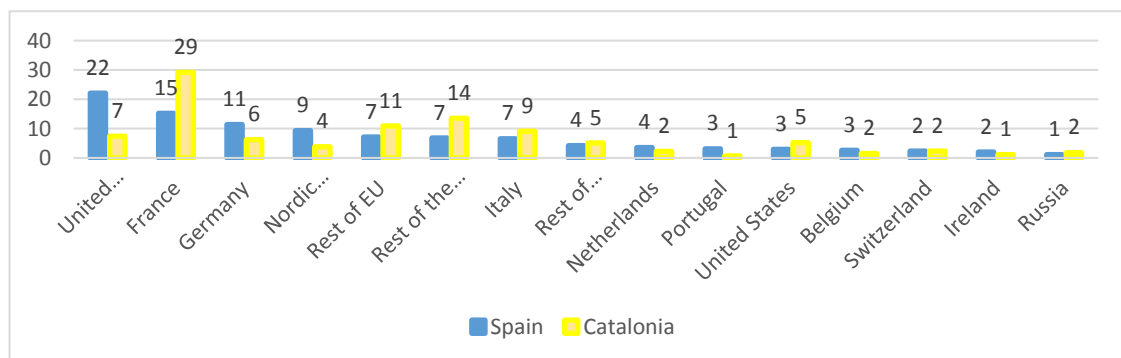
- Moreover, one should also consider that this sample size has a 7% margin of error which can often explain the differences between the sample and the demography of the real population.

Figure 50. Nationality of Respondents (n=191)



Source: Own elaboration.

Figure 51. International Tourists by Origin in Spain and Catalonia

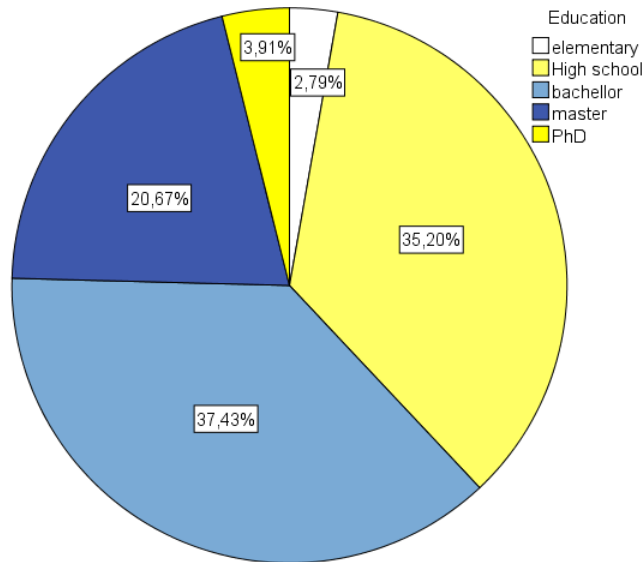


Source: Adapted from Tourspain available at:

<http://estadisticas.tourspain.es/WebPartInformes/paginas/rsvisor.aspx?ruta=%2fFrontur%2fEstructura%2fAnual%2fEntradas+de+turistas+seg%u00fan+Pa%u00eds+de+Residencia.+-+Ref.203&par=1&idioma=es-ES&anio=2014>

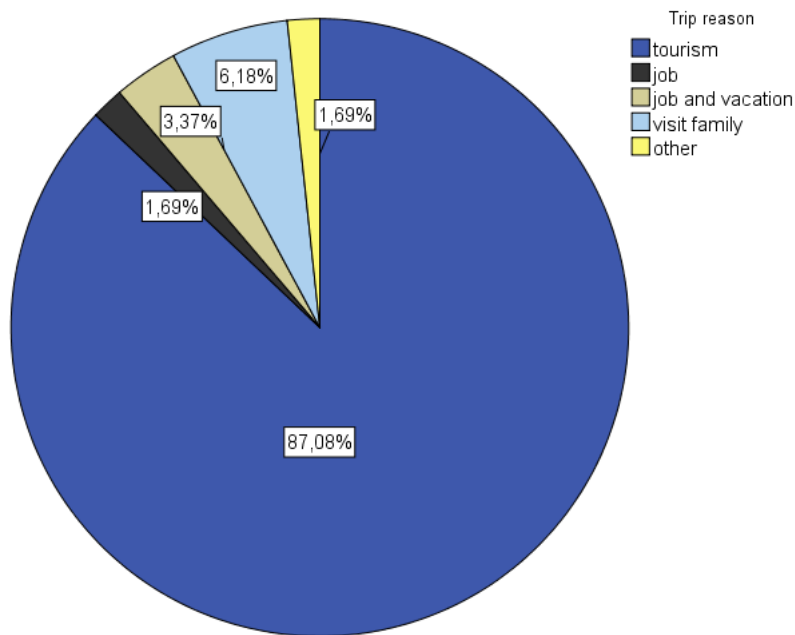
The level of education among those interviewed is shown in Figure 52 illustrating 35% of those interviewed possess a high school degree while 37% had a bachelor's degree, also almost a quarter of the respondents had a masters' degree or a doctorate.

Figure 53. The Level of Education (n=191)



Source: Own elaboration.

Figure 52. The Trip Reason (n=191)



Source: Own elaboration.

The purpose of travel was questioned and the absolute majority of the respondents (87%), was visiting the area for tourism, while less than 9% of them indicated other reasons like employment, family visits or a combination of job issues and vacation. The purpose of travel is shown in Figure 53. The result shows how touristy is the area based on the concept of visitors subject of travel.

4.3.2 Satisfaction

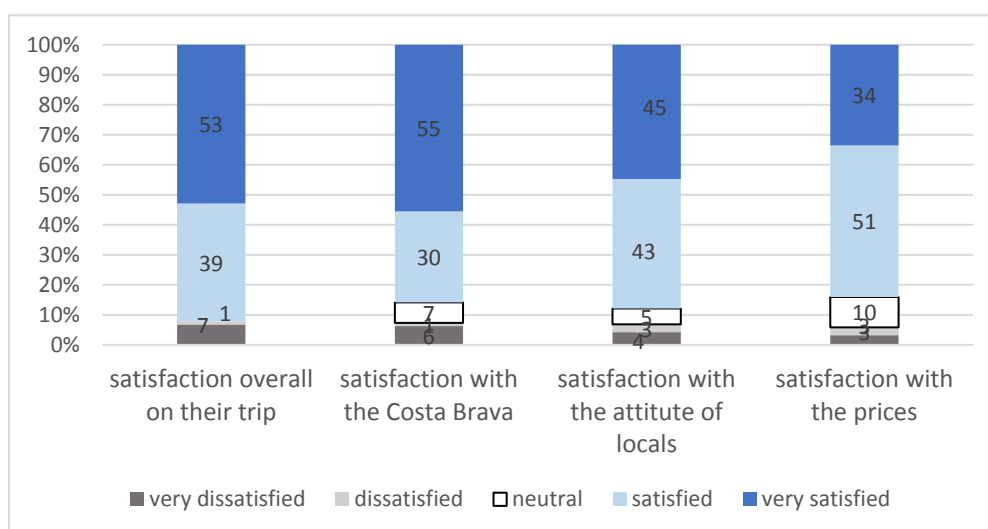
Since the target group were tourists and as mentioned before, there is evidence that tourism may lead to an immigration decision (Oigenblick & Kirschenbaum, 2002), the satisfaction of

visitors may play a key role in their decision about a longer-term stay in a second home, or a migration decision.

The satisfaction of the trip refers to the quality of tour/individual visit, which Oigenblick & Kirschenbaum (2002) called by “visit impact”, and may have a role in location choice of the second home area. In this section, the satisfaction level with overall experience of the trip, prices, local people and satisfaction with the destination (Costa Brava), is questioned through a set of questions in Likert scale (*Figure 54*). These questions were followed with questioning whether there was an intention for a return visit and the intention to have a second home in the area. The aim was to correlate satisfaction levels with the intention to return and with having a second home in the area.

Generally speaking, as shown below, the majority of people were satisfied or very satisfied with their overall experience of their trip in the Costa Brava area. However people were less pleased with the prices than with the Costa Brava area and overall trip experience.

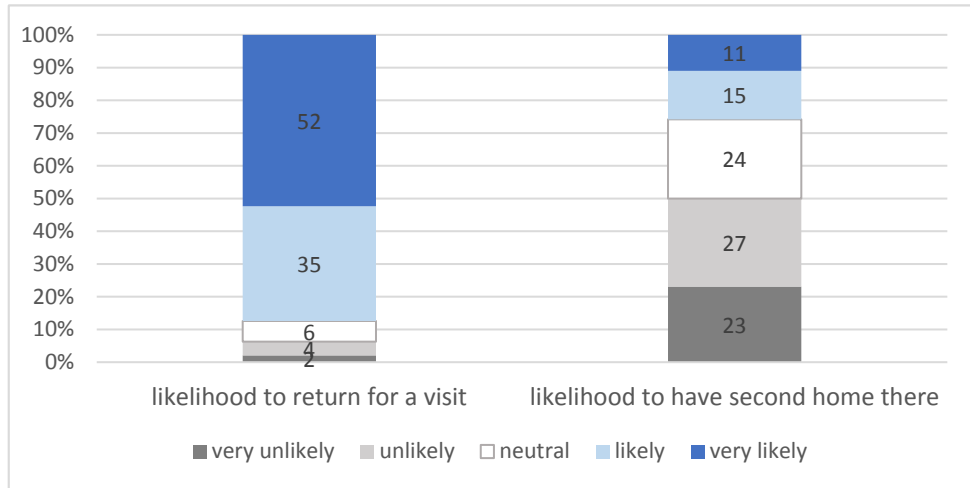
Figure 54. The Satisfaction level of Respondents (n= 191)



Source: Own elaboration.

In addition, two concepts have been asked and scored by the respondents: “the intention to return” and “the intention to have a second home on the Costa Brava” (*Figure 55*). As it shown, almost half of the people are interested to return for a visit (a valuable rate for the tourism authorities). However, the time they are interested to visit again is not clear in this study, and may vary from a range of few months to several years later. Another aspect is the likelihood to have a second home on the Costa Brava, and shows that a quarter of the visitors interviewed are ‘likely’ or ‘very likely’ to have a second home in the area and this share shows a high potential of desirability for a second home market in Costa Brava.

Figure 55. The Likelihood to Return for a Visit and Likelihood to Have a Second Home in the Area



Source: Own elaboration.

Now by considering the previous indicators of tourist satisfaction, two concrete questions need to be tackled:

- Is there any correlation between satisfaction levels and the intention to return for visit?
- Is there any correlation between satisfaction levels and the intention to have a second home in the area? These two relationships will be further studied.

Satisfaction levels and the intention to return

The intention to return, refers to the concept of 'loyalty' in tourism, and as has been mentioned above, developing the potential of this trend, is another important aspect of marketing for this field, (Palmer, 1994). The importance of loyal customers has generally been stressed by economists (Oliver, 1999; Reichheld & Sasser, 1990). Hence, a constructive evaluation of the factors affecting the intention to return, would suggest criteria for attracting and retaining repeat visitors. Those who came as tourists and then chose to invest in their second home in the area are creating a new phenomenon. Not only are they foreign visitors, but they are also taking the plunge to change their type of residence and their lifestyle. However, just as a hypothesis, the positive factors affecting on visitors' intention to return, may affect decision of a longer-term stay such as decision to stay in the area in a second home. Therefore, even though the measurement of the loyalty in tourism is not the focus of this study, there is value in comparing the satisfaction levels with the intention to return.

To determine these relationships, the data was processed using Spearman's Correlation Analysis. As shown in *Table 15*, there is a weak, however positive, monotonic correlation between the intention to return and the satisfaction levels of the overall experience, the attitudes of the locals and the price, ($r_{s} < .22$, $n = 191$, $p < .01$). The correlation coefficient is about 0.2 for all

three attributes. This test confirms that the satisfaction of these three attributes are positively affecting the intention of tourists to return.

A main factor that foreign visitors considered, was the perceived attitude of the local people, and a positive attitude was directly related to a higher probability of return. The attitude of the locals refers to the attitude of people in the area, the friendliness of the staff at their accommodation, and also of the authorities including staff at tourist offices, the police, etc. It's worth mentioning that there is evidence of conflict between locals and second-homers with negative impacts of mass tourism in touristy areas (Jamal & Getz, 1999; Valenzuela, 1988; Pollard & Rodriguez, 1993). This evidence can also be observed in Costa Brava as a touristic area, so increasing of the conflicts reduces the quality of local people's attitude toward tourists.

Satisfaction levels and intention to have a second home

In this section, the pull factors of price, the beauty of Costa Brava, the satisfaction experienced during the trip, and the social capital of the country in question, will affect the decision about an investment in a second home. The relationship between the satisfaction levels and the intention to have a second home, is tested through Spearman's correlation. Among all items of price, attitude of locals, etc., there is a positive monotonic correlation just between intention to have a second home on the Costa Brava and satisfaction with the Costa Brava, even the coefficient is weak ($r_s=0.2$, $n = 182$, $p < .01$).

The 'satisfaction of the Costa Brava area', refers to a mix of different attributes of the area including specific natural attractions, gastronomy, social characteristics and even the state of tourism in the area which is considered touristic. The visitor may associate the area to these attributes and forms an image about the region. From the results of the correlation test performed as explained above, the satisfaction associated with the Costa Brava area is directly related to the increase of the intention to have a second home in the area; in other words, the image of the destination influenced the interest in living there.

The role of the country's image is as an essential factor in destination marketing (Bigne et. Al, 2001). The 'destination image management' is described as a crucial factor of a tourism development plan, (Di Marino, 2008). Looking at the strategic plan of tourism in Costa Brava, one can note that the local authorities are looking to establish a destination brand. This process which is known as 'destination branding' and presents a portrait of the different attributes of the place as well as of the leisure activities of the area. Regardless of what is promoted in the branding, it seems essential to study how this image of Costa Brava is perceived from the point of view of visitors, and to determine which characteristics are most significant in the mind of the viewers. This issue will be studied in further detail in this chapter.

Regarding the other satisfaction factors, the correlation was not significantly important. It is interesting to note that satisfaction with the prices did not have a significant correlation with the intention to have a second home while it has a correlation with the intention to return. This means that the price is not a determinant in the intention to have a second home in the area.

Table 15. Correlations between the Satisfaction Levels and Intention to Return for a Visit or to have a 2nd Home There

Spearman's rho		Trip overall experience	Costa Brava	attitude of locals	prices	interest to visit again	interest in having a 2 nd home on the Costa Brava
Satisfaction with overall experience	Correlation Coefficient	1,000	,458**	,547**	,422**	,190**	,101
	Sig. (bilateral)		,000	,000	,000	,008	,174
	N	191	191	190	188	191	182
Satisfaction with the Costa Brava	Correlation coefficient	,458**	1,000	,433**	,284**	,110	,199**
	Sig. (bilateral)	,000		,000	,000	,129	,007
	N	191	191	190	188	191	182
Satisfaction with attitude of locals	Correlation coefficient	,547**	,433**	1,000	,405**	,205**	,091
	Sig. (bilateral)	,000	,000		,000	,004	,225
	N	190	190	190	187	190	181
Satisfaction with Prices (of food & accommodation)	Correlation coefficient	,422**	,284**	,405**	1,000	,172*	,037
	Sig. (bilateral)	,000	,000	,000		,018	,624
	N	188	188	187	188	188	179
interest in return for visit	Correlation coefficient	,190**	,110	,205**	,172*	1,000	<u>,126</u>
	Sig. (bilateral)	,008	,129	,004	,018		,090
	N	191	191	190	188	191	182
interest in having a 2nd home on the Costa Brava	Correlation coefficient	,101	,199**	,091	,037	<u>,126</u>	1,000
	Sig. (bilateral)	,174	,007	,225	,624	,090	
	N	182	182	181	179	182	182

** The correlation is significant at the 0.01 level (2-tailed).

* The correlation is significant at the 0.05 level (2-tailed).

Note. Spearman Correlation method was applied.

Source: Own elaboration

The Pearson Chi-Square test was applied to find out if the correlation between the different satisfaction variables is statistically significant between these two categories of respondents.

Table 16. Pearson Chi-Square Test for Satisfaction of Potential Second-homers vs. others

Pearson Chi-Square Tests		
potential second-homers vs. other respondents		
satisfaction overall on their trip	Chi-square	,823
	df	3
	Sig.	,844 ^{a,b}
satisfaction with the Costa Brava	Chi-square	12,201
	df	4
	Sig.	,016^{a,b,*}
satisfaction with the attitude of locals	Chi-square	3,852
	df	4
	Sig.	,426 ^a
satisfaction with the prices	Chi-square	4,386
	df	4
	Sig.	,356 ^{a,b}
likelihood to return for a visit	Chi-square	5,579
	df	4
	Sig.	,233 ^a

Results are based on nonempty rows and columns in each innermost subtable.

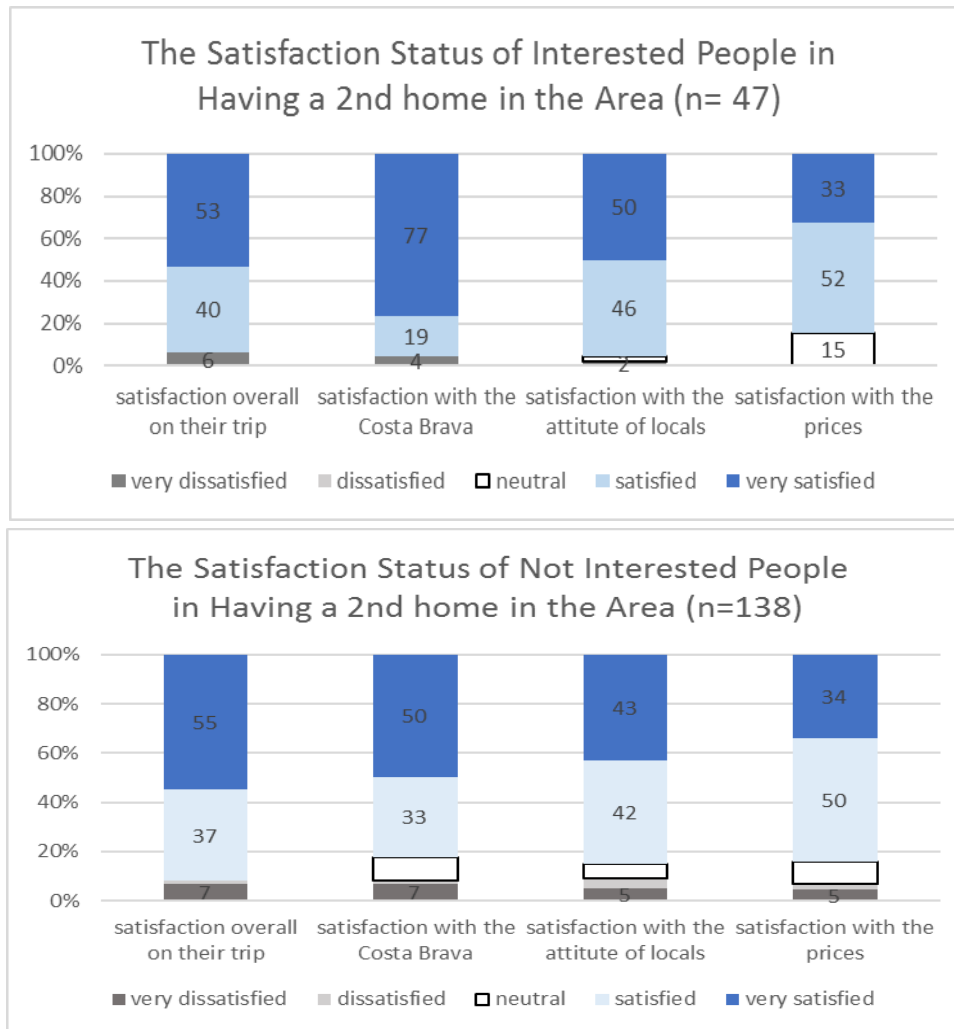
*. The Chi-square statistic is significant at the .05 level.

Source: Own elaboration.

As shown in Table 16, those who are likely to have a second home on the Costa Brava (potential second-homers) are more interested in the destination (the Costa Brava) than other respondents. This is graphically shown in Figure 56. The difference lies in the percentage of the people who are 'very satisfied' this means that this issue is correlated with the impact of attractiveness of the zone.

As previously mentioned, the interest in the destination is perceived in the image that the visitors have formed of the area and is the result of a set of variables including subjective variables (like personal interests, memories, expectations, etc.) and objective variables (like geographical characteristics and facilities, etc.). The second home area, can be described as a 'long-term destination', so the mental process of creating an image of the destination (as discussed in chapter 2) may be expanded and considered as the gauge for choosing a second home area;

Figure 56. The Satisfaction Status of Potential Second Homers vs. Others



Source: Own elaboration.

The mentioned process starts from the visit, the satisfaction derived from it, the intention to return, whether they would recommend the destination, and finally if they would return to the destination (Bigne et al., 2001). Therefore these steps. In his research, the satisfaction is assessed by the intention to return and intention to have a second home.

In the following sections, the research explores the determinant geographical and urban attributes in selection of the second home area in general; and then more specifically the determinant geographical and urban factors for the selection of Costa Brava as the second home are evaluated in more detail.

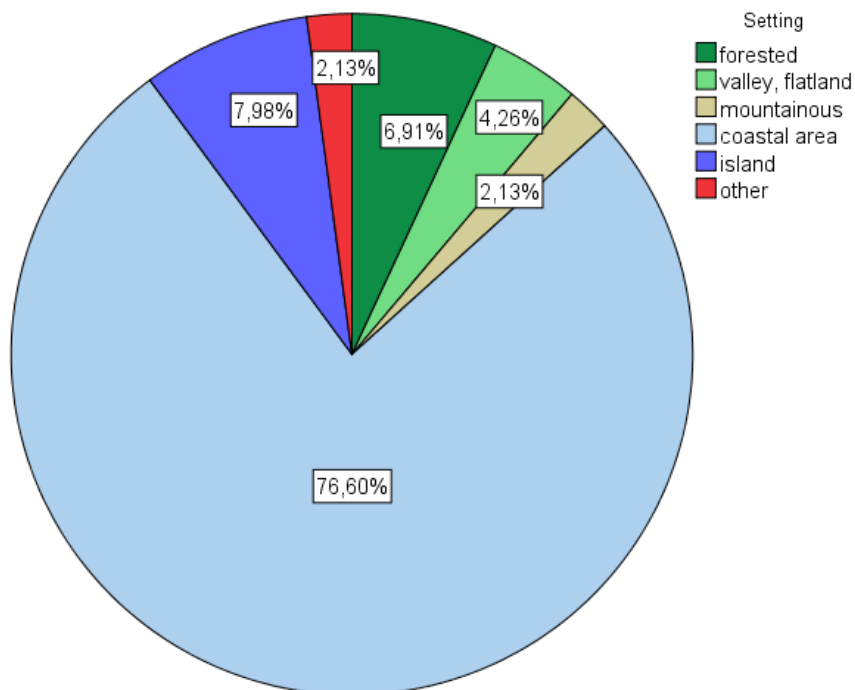
4.3.3 Geographic Setting Preferences for a Second Home

It is essential to determine which geographic settings, people choose as the location of a second home. Some of the main settings are forests, valleys (flatland), coastal area, islands, mountainous areas. The questionnaire asked respondents to list their favourite settings. Based

on the results, most preferred natural settings for a second home was coastal areas with more than 76% of desirability (

Figure 57). At a glance, it seems that this high preference for coastal areas confirms the phenomenon that a second home on the Mediterranean Coast is highly desirable. This was observed in much of the literature found on the subject and has influenced the field of second home developments in coastal areas. Regarding the high desirability of coast, it should be noted that this study was conducted during the high season in coastal areas, and the respondents were mostly 'sun and sand' tourists who of course had a favourable bias towards coastal areas. One may predict that repeating this question in a mainland area, or with a different category of people, would have yielded different results.

Figure 57. The preferred Setting for the Second Home (N=191)

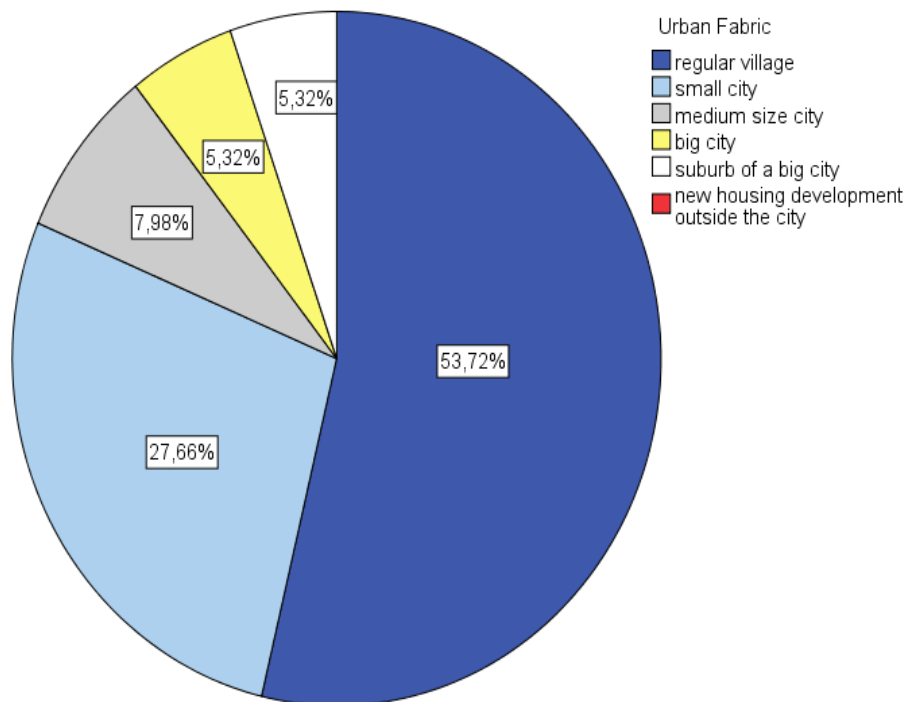


Source: Own elaboration.

4.3.4 Urban Fabric

Urban fabric in this research refers to the size and location of the area: village, small city (up to 99,000 population), medium sized city (100,000 – 1,000,000), big city, suburbs of a big city and new housing developments outside the city. Almost half of the respondents chose the regular village as their favourite urban fabric, compared to a quarter who chose small cities as their favourite place for their second home (Figure 58). The attractiveness of villages and small cities are popular for those planning a second home for their retirement, as these spaces have rest and relaxation facilities. This may be discussed in term of ‘Life Style Migration Theory’ as described by several authors in related literature (Benson, 2016; Williams et Al, 2000; Cribier, 1980).

Figure 58. Preferred Urban Fabric for the Second Home (n=191)



Source: Own elaboration.

The least desirable model among the respondents of this research was the ‘new housing development outside the city’, (also known as “Urbanizacion” in Spain) as none of the respondents chose this option. Given that there are retirement communities constructed in large housing projects basically in United States, the result of this survey may imply that this kind of new developments are not popular among Europeans.

4.3.4 Living in a Touristic Area

This section will analyse whether 'touristic' areas attract second-homers, and whether Costa Brava is touristic. According to statistics, one can safely say that Costa Brava, with hundreds of thousands of tourists a year, is generally known as a popular touristic destination and the name of this coast has become a brand in the tourism market.

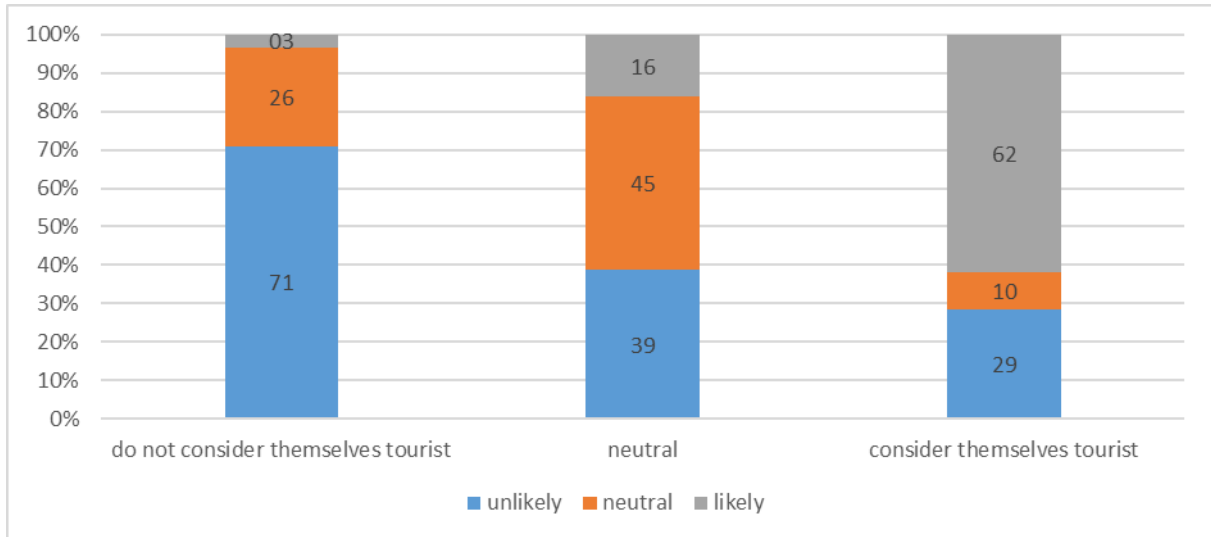
Accordingly, since the main subject of this research concerns second home desirability on a Mediterranean coast, a fundamental question arises: Do people want to have a second home in a touristic area? This question poses another question: Do the people consider themselves as tourists, when staying and visiting in their second home area? Would they want their second home in a touristic area? The first question, refers to the 'social-categorization' of the second home owners which is still the case of debate in the field, since based on a midterm length of stay and their linkage with the destination, they are in a middle status between tourists and locals (Hall, 2008).

To determine these feelings, a couple of questions were asked in the questionnaire: Would they consider themselves to be tourists in their current/future second home area? And how likely were they to choose a second home in a touristic area (Figure 59). Surprisingly, more than half of people left this question unanswered; maybe it was not clear enough or it may indicate there is ambiguity on the subject.

Based on the results, 36.3% of respondents would not consider themselves 'tourists' in their second home area whereas, the 25.3% most of them would consider themselves 'tourists'.

Most of those respondents who said that they would not consider themselves as tourists in their second home area, did not like to live in a touristic area and Vice versa, i.e. when they believe that they are 'tourists' in the area of their second home, most of them are likely to live in a touristic area. Correspondingly, depends on the self-consideration of people, their decision is different in the issue of touristy area concluding that the attitude of second-homers about living in a touristic area were mostly related to their consideration of being a tourist.

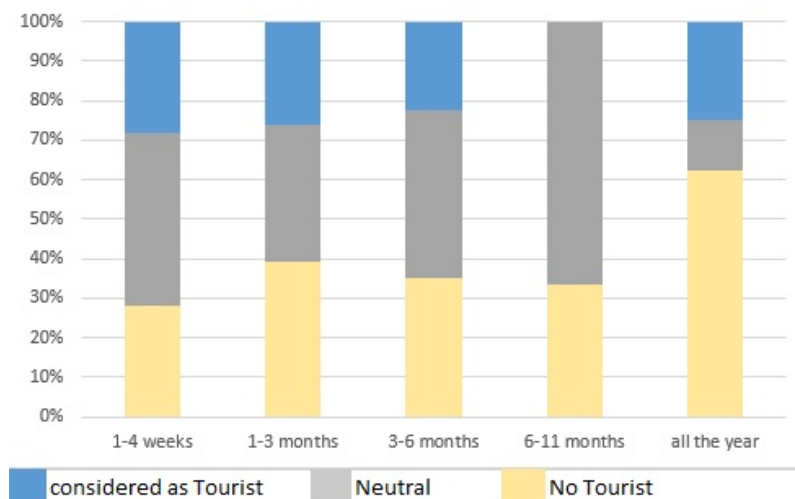
Figure 59. Likelihood to Live in a Touristy Area & Self-consideration as Tourist (n=191)



Source: Own elaboration.

Furthermore, the relationship between considering themselves as tourists and the desired length of stay in the second home area is shown in Figure 60.

Figure 60. Self-Consideration of Respondents as Tourist in the Second Home Area and Their Desired Length of Stay, (n= 84)



Note: The values in Figure are percentages of responded questions.

Source: Own elaboration.

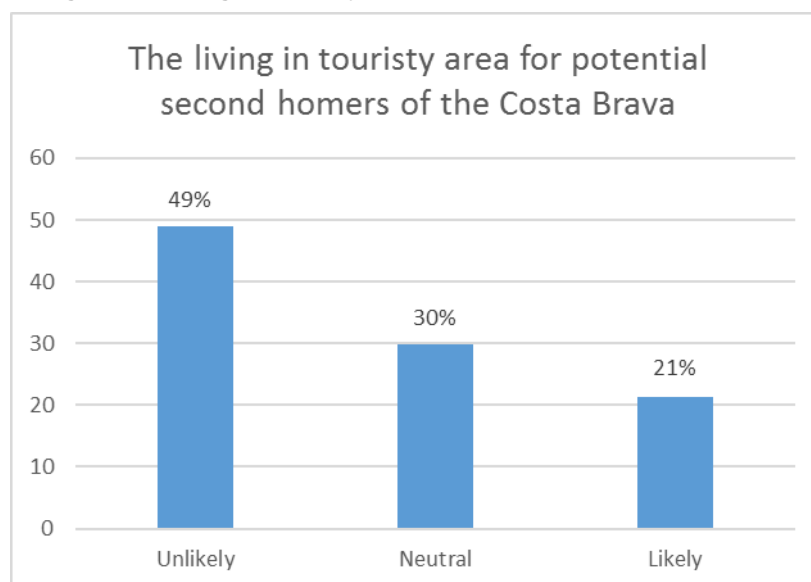
The interest in having a second home in a touristic area becomes more remarkable by focusing on the potential second-homers of the Costa Brava (Table 17). Even though these people would consider living in Costa Brava, almost half of them would not choose to live in a touristic area (Figure 61). There seems to be a contradiction, since most parts of the area welcome mass tourism in the high season. Therefore, the area can be evaluated on the levels of mass tourism and can be categorized by its tourist capacity.

Table 17. Having a second home in a touristy area (n= 191)

Having a 2nd home on the Costa Brava	Having a second home in a touristy area			
	Unlikely	Neutral	Likely	Total
Unlikely	26,4	12,4	10,1	48,9
Neutral	8,4	10,1	6,2	24,7
Likely	12,9	7,9	5,6	26,4
Total	47,7	30,4	21,9	100,0

Source: Own elaboration.

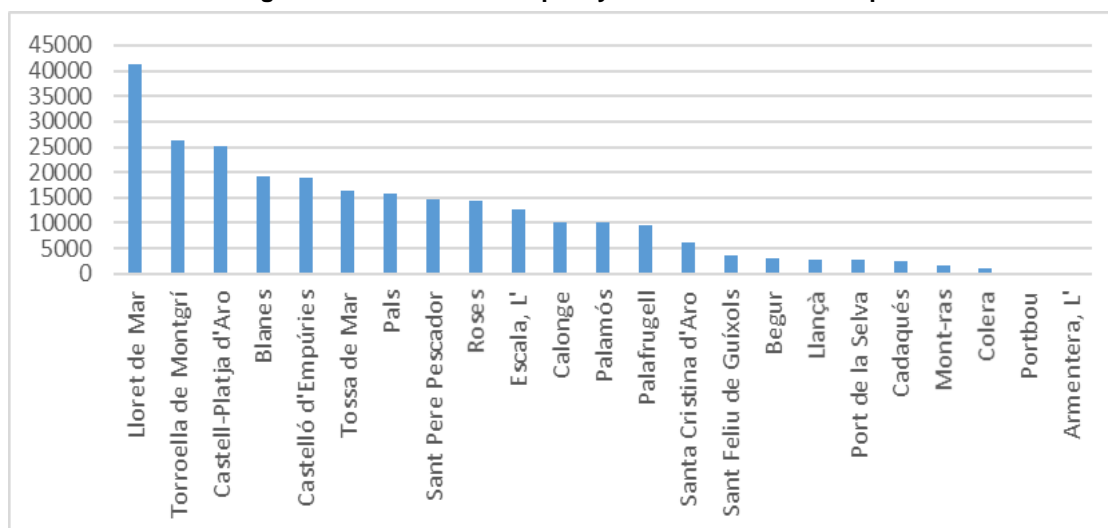
Figure 61. Living in Touristy Area for Potential Second Homers (n=45)



Source: Own elaboration.

Accordingly, by looking at the distribution of tourist accommodation and tourist capacity in the different municipalities, it is possible to determine those municipalities with the highest concentration of tourist in Costa Brava. *Figure 62* shows the touristic capacity of municipalities.

Figure 62. Total Tourist Capacity of Costa Brava Municipalities



Source: Own elaboration.

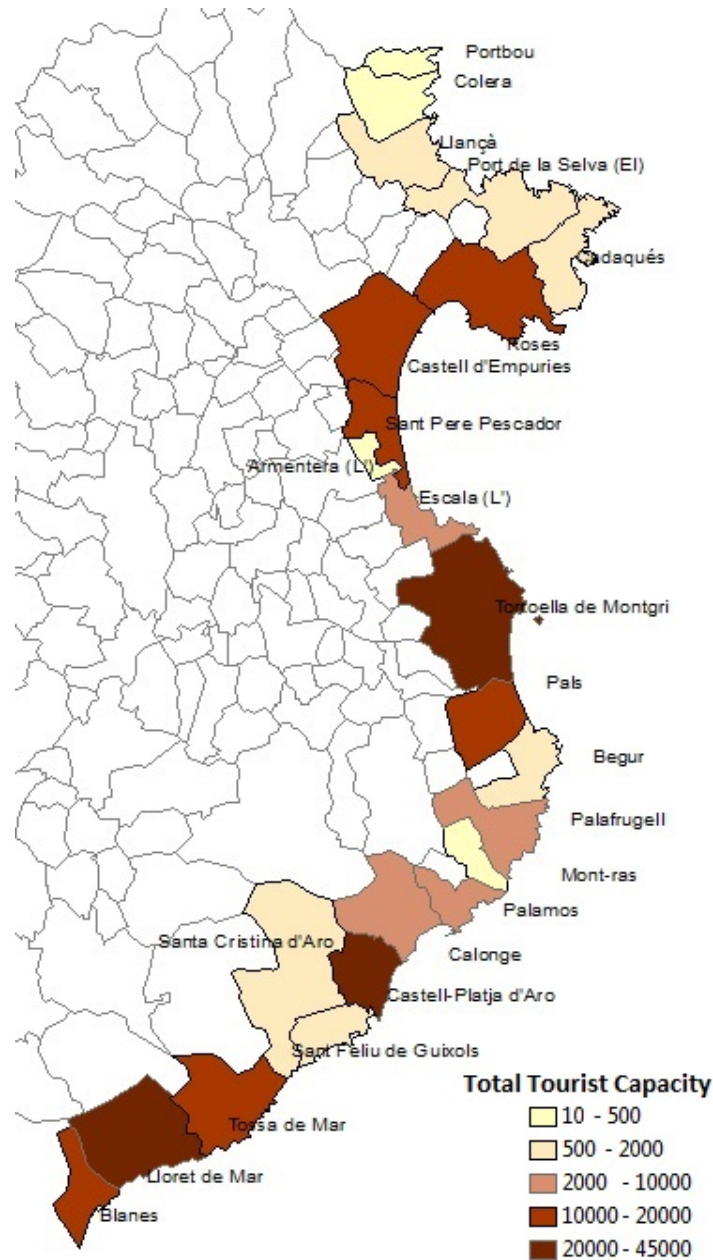
Looking at the touristic capacity of municipalities in *Figure 62*, one can get a better image of which places have less tourists and could therefore, be selected by those respondents who do not want to have a second home in touristic area.

There is an alternative model, mentioned in the Introduction Chapter, about the complementary use of tourist accommodation as assisted living in second homes, during lower peak seasons. This idea suggests that the transformation of tourist accommodation into a responsive housing type, could be a possible solution for the problem caused by seasonal tourism in the region. Looking for accommodation suitable for this idea, will require a consideration of the fact that respondents' are less likely to want such assisted living in a touristic area. Therefore, municipalities receiving relatively less numbers of tourists per year can become potential areas for such second-homers.

Therefore, which municipalities in Costa Brava would meet this category of potential second-homers? The assessment of municipalities suitable for developing a second home can be developed by calculating the actual capacity of tourist accommodation. Considering the lower attraction of touristic areas for potential second-homers, one should immediately eliminate Lloret de Mar, Torroella de Montgrí, and Castell-Platja d'Aro. The remaining municipalities should be evaluated to find which of them can accommodate retirees' second homes, which would still require a considerable capacity of tourist accommodation. This approach, suggests a list of municipalities which still have a modest number of accommodation available , but at the same time receive less number of tourists each year; for instance Roses, Castelló d'Empúries and Pals (*Figure 63*).

However, the transformation process from a current tourist accommodation to this kind of temporal assisted living in a second home is a concept, which should be evaluated further. Moreover, in the next chapter, the study on desirability of assisted living will seek to assess the demand for this type of second homes.

Figure 63. Total Tourist Accommodation Capacity of Municipalities on the Costa Brava



Source: Personal elaboration retrieved from database of www.exceltur.org

4.4 The Impact of Urban and Geographical Indicators on the Selection of the Second Home Area

The evaluation of geographical and urban attributes affecting the selection of an area for a second home is the first aim of this research. A set of urban quality of life variables, elderly friendly indicators, general destination selection elements and tourist attractions toward Mediterranean coastal areas are combined together to be evaluated in people's decisions about a second home

area for retirement period. Based on the literature reviewed, the set of attractive variables are listed and placed in three main categories:

- 1- Natural Environment (including climate, natural attractions, etc.)
- 2- Built Environment (including infrastructures and services)
- 3- Socio-Cultural Environment

Each category contains general attributes in addition to some others describing the specific local attributes of the region. The researcher has previously conducted a Chi Square Test to check if the answers were reliable, (McHugh, 2013; Snedecor & Cochran, 1989). The data was analyzed using a 'Chi-Square Goodness of Fit Test' and the results indicated that there is a statistically significant relationship in the answers. ($\chi^2 > 19.2$; $df = 4$, $p < 0.00$). Furthermore, a reliability test was applied for all the data (Table 18), and Cronbach's alpha reliability coefficient was 0.83, which is considered as a good level of reliability (Gliem & Gliem, 2003).

Table 18. Reliability Test of the Survey Collected Data

Indicators	N. of Items	Cronbach Alpha
Satisfaction items and intention to live in the area	6	0.75
Geographical and urban attributes	31	0.87
Mediterranean urban characteristics of the region	11	0.89
Residence typology	7	0.52
Assisted Services	12	0.85

Source: Own elaboration.

4.4.1 Method of Evaluation

The people were asked to evaluate the importance of variables, and the answers were scored from 'not important' (1) to 'very important' (5) in 5-point Likert scale. The ordinal scale, which is used in this research, indicates the application of non-parametric measurements; for instance, Chi-Square Analysis and Spearman Correlation tests. There are debates about the validity of ordinal/categorical values to be treated like scalar variables since the response categories in Likert scales have a rank order. As a fact, these variables should not be calculated or considered for parametric statistics, (Stevens, 1946). Substantial literature argues that, the lack of normal distribution assumption in ordinal scale data leads to abuse the parametric methods (Jamieson, 2004).

A challenge occurs when the mean of ordinal variables in Likert scale can be calculated, and this is method is commonly used in research. In ordinal variables, the calculation of the means generally not accepted since the successive intervals are not equal in size: When a range is for example from 1, (doesn't like), to 3, (like), what may be interpreted as 2.8? Nevertheless, due to pragmatic reasons for obtaining 'fruitful results', this rule can be broken by stating that the results

of this method should be interpreted carefully. Moreover, some studies consistently express that parametric statistics are robust enough with respect to violations of these assumptions (Norman, 2010). In addition, the act of adding up individual Likert Scales and calculating a mean is a universal and robust practice (Streiner & Norman, 2014).

In this study, to make it possible to compare the importance of variables, the sum of scored variables and the mean of them, is calculated declaring that the numbers calculated by this method, cannot be interpreted as a concrete value. In this sense, while the importance levels are from 1 (not important), to 5 (very important), a variable with a mean of 4, indicates the intention of total responses but comparing with a variable with a mean of 2, it could not be interpreted as its importance of the variable is double. Hence, in the first step, by summing the scores of variables in each category, the average weighted score of each category was calculated and shown in Table 19.

Table 19. Average Weighted Score of Categories of Variables

Category	Average weighted score
Natural Environment	3.66
Cultural Environment	3.40
Built Environment *	3.22

*Note: The scores of golf course and geriatric unit has reduced this. Without golf and geriatric unit it is 3.42.

Source: Own elaboration.

Generally, it seems that variables in the natural environment category, are considered as more important in the selection of a second home area, followed by the cultural environment category and the least important category was the built environment. As a fact, the individual indicators of each category determine the mean of each category. In the built environment category, two indicators strongly effected the results; the proximity to a golf course and proximity to a geriatric unit. Therefore, without considering these last two factors, the average score of built environment increases to 3.42 out of 5. The aim of this comparison is to make a general evaluation of categorical fields influencing the destination selection as pull factors. However, none of categories is found as important with a score higher than four; these categories will be studied in detail in the following sections.

4.4.2 Natural Environment in Selection of a Second Home Area

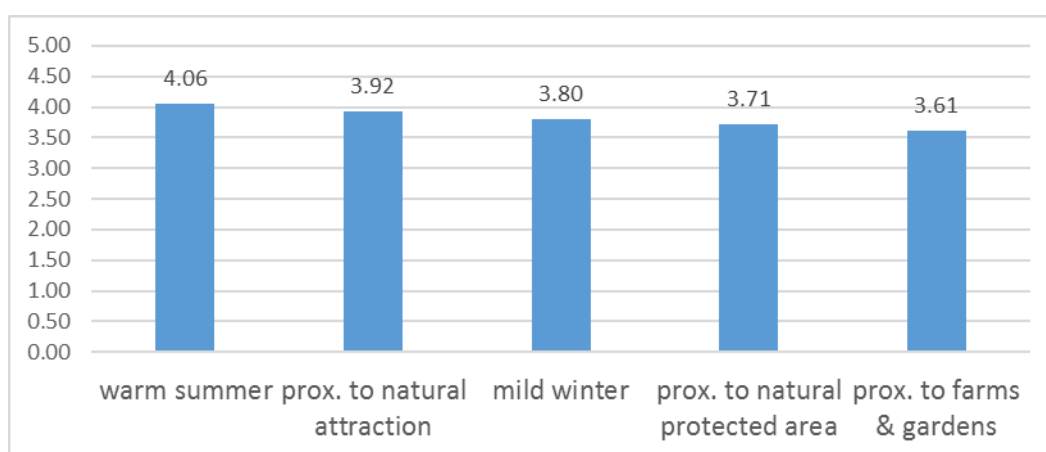
Attributes referring to nature are listed in this category. The list includes climate, (weather and temperatures), the proximity to natural attractions, farms, gardens and natural, protected areas.

The climate of Costa Brava is described as having 'warm summers and mild winters' like many other Mediterranean climate zones. The landscapes of the area could be divided in three

elements: Natural attractions, natural parks and natural, protected areas. These factors are subjected to a Likert Scale (1-5) and the result is shown in Figure 65.

The ‘warm summers’ as expressed in literature, (Dominguez et. al., 2011; Aguilo et al., 2005), is indicated as the most important natural variable in this research (Figure 64). Overall, we can see that of the five qualities, after warm summers, natural attraction proximity rated most highly, with an average weighted score of 3.92. These are following by the ‘mild winters’ and the other two other factors which are proximity to natural protected area and to farms and gardens, all are considered as ‘important’ with the average score higher than 3.6 and close to 4. Assessing this kind of evaluation based on the mean, the total percentage of people who chose these variables as ‘important’ and ‘very important’ are discussed in section 4.4.5.

Figure 64. The average weighted Score of Natural Environment Factors (n= 191)



Source: Own elaboration.

Focusing on Respondents Interested in Having a Second Home in Coastal Areas

A further step in this research, asked interviewees to indicate the importance of coastal attractions. As shown below, those respondents who chose the setting of ‘coastal areas’ for a second home, were asked to value the proximity to the following attractions: small bay, public beach, marina proximity and port proximity.

Findings show that the most desirable proximities are firstly the proximity to a public beach and with a little less popularity, the proximity to a small bay (like Cala in Catalan); whereas ports and marina areas seem less important in the selection of a second home location (Table 20).

While the beach and the small bay show a considerable weighted score and importance in people’s destination selection, policy makers should realize that, environmental protection of beaches and bays is essential, especially when these incur high tourist traffic each year. However, the indicated importance of these natural sites is not just a preference for second-homers, but it also stresses the general attraction of these sites and the importance of environmental protection plans, policies and actions. Therefore, this finding stresses the

importance of enforcement of the coast's law, which is currently enforces on Spanish coasts and which was amended by Law 2/2013. This law aims to protect and create sustainable uses of the coast.

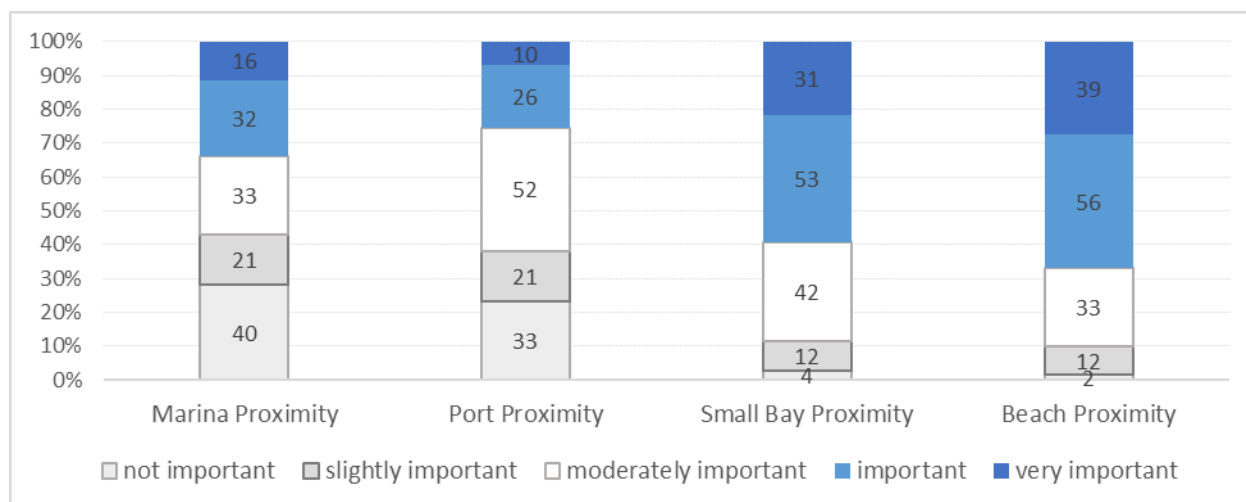
Table 20. The Importance of Coastal Attributes in Selection of the Second Home Location (n=142)

Score	Marina Proximity	Port Proximity	Small Bay Proximity	Beach Proximity
not important	40	33	4	2
slightly important	21	21	12	12
moderately important	33	52	42	33
important	32	26	53	56
very important	16	10	31	39
Total Respondents	142	142	142	142
Average Weighted Score	2,74	2,71	3,67	3,83
Total Weighted Score	389	385	521	544

Source: Own elaboration.

These findings indicate which share of people are interested in each attribute (Figure 65). Again, the share of respondents confirms a similar high importance to the proximity to the beach and small bays.

Figure 65. Indicated Importance of Coastal Attributes by People Interested in a Second Home on the Coast (n=142)



Source: Own elaboration.

In another test, the differences between potential second-homers and other respondents regarding their coastal attributes' preferences were analysed to find any significant differences. However based on a Chi-Square Test, there was no significant difference in the coastal attributes between potential second-homers of Costa Brava and other groups.

4.4.3 Built Environment in Selection of a Second Home Area, Including Infrastructures and Services

A list of built environment factors as discussed at the beginning of this chapter is provided as below:

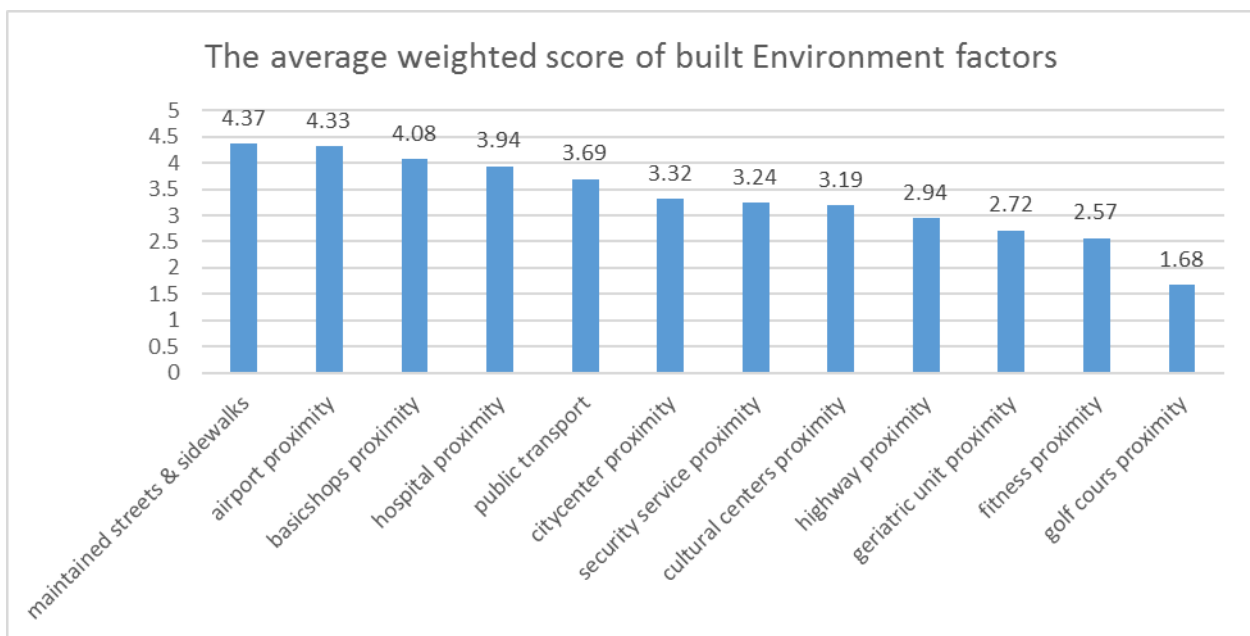
Urban Infrastructure: maintained streets and sidewalks, proximity to the basic shops (up to 20 minutes on foot), proximity to the city centre (up to 20 minutes on foot), and the proximity to security services such as police stations.

Transport and accessibility: ease of access to the public transport, proximity to the airport (up to 40km), and proximity to the highway (up to 10km).

Facilities: proximity to a hospital (up to 20km), proximity to a geriatric unit (up to 20km), proximity to a fitness club, proximity to a golf course.

The average weighted score of the factors above are presented in Figure 66.

Figure 66. Average Weighted Score of Built Environment Factors



Source: Own elaboration.

The weighted score is the mean of each factor and it is statistically the case of debate for ordinal variables. However, it can show the important factors in comparison.

Based on this chart, the factors considered more important were:
1- Well-maintained streets and sidewalks

Based on these results the quality of streets and sidewalks in the selection of the second home neighbourhood is even more important than some facilities like access to public transport. As was previously discussed on the elderly's preferences guideline at beginning of this chapter, it seems that people who are getting to the retirement age are aware about the importance of a

pedestrianized lifestyle. A good and sustainable management of this is not just the case of construction, but also to an extent an essential involvement of locals in preserving and respecting a pedestrian environment. However, not all the procedures of design, construction and public participation, are a costly investment in relation to other infrastructures. Therefore, this finding is important for local policy makers to stress on this in their quest for urban quality.

2- Proximity to the airport

This issue ranked as the second important factor in choosing a neighbourhood showing the importance of the accessibility to the hometown and specifically to the people's principal home. In the case of Costa Brava, it is one of the positive attributes of the zone as most of its municipalities have up to 70 km distance from Costa Brava airport.

3- Proximity to basic shops like grocers and pharmacies (up to 20 minutes on foot)

The ease of access for daily and basic shopping needs is one of the most important factors in the built environment category.

4- Proximity to a hospital

The respondents of the survey (at an average age of 56 years old), seem to value living close to a hospital. This ranked in the fourth place in importance among all built environmental factors and can easily be explained by the age of respondents.

5- To have easy access to public transport access to the city centre

This refers to the public transport network and as respondents indicated, the location of the second home should have this ease of access.

6- The proximity to the city centre is located at a less important level than previous factors, with the average weighted score of 3.32.

7- Proximity to a security service such as a police station was more important than other factors with a weighted score of 3.24 compared to the average of three, but it does not seem as important as previous factors mentioned above.

8- Proximity to the centre for cultural activities and galleries has a less important priority but still has a weighted score higher than the average three.

The least important factors were:

9- Proximity to the highway

This factor did not rank as an important one and the reason may refer to the age of respondents and the aim of the area to be a place used for the retirement period. These would want a quieter area far from highways and their noisy suburbs.

10- Proximity to geriatric unit

The question about geriatric units was asked to find out if was any special importance to these specific health services or whether they were deemed unimportant. The results showed that it was not important for them. Most probably because those who need these facilities, do not travel

to a second home area. It is quite inconsequential then, that Costa Brava has no geriatric units in the hospital. However, there are some nursing homes like "Hospital Geriatrico de Palamos".

11- Proximity to fitness and wellness club

The proximity to these facilities didn't appear as an important element in selection of the area.

12- Proximity to the golf course

This question was asked to find out if the golf related tourism, which is popular in some other coastal areas of Spain like in Alicante, is important in the case of this target group. As the results show, this issue was not considered as important factor. This can be due to the demographical profile of the visitors in this area, which is different to other coastal areas of Spain such as the "Levante" zones.

The compact city and the existence of its attributes between important factors

Compact cities have been the case of debate in urban development concept. Based on a study on a national scale of Spanish second-homers, one can see that a strong statistical relationship exists between the location of principal homes in a very dense compact city and a greater probability of having second homes. It indicates who live in a dense compact city are more likely to have a second home (Modenes & Lopez, 2006). However, considering the intention of this population in having a second home, a question is about the location of the second home: If residents of compact cities are interested in having a second home in a compact area or on the contrast they prefer to have a second home in a sprawl urban fabric. In addition, on the international scale, are compact cities desirable for foreigners who are considering the second home market of Spain?

Among the built environment attributes studied above, four of attributes, which have scored as 'important', somehow represent characteristics of a compact city, which is also a traditional feature of Mediterranean towns and cities. These features are:

- Proximity to the shopping,
- Ease of access to Public transport system,
- Being close to Hospital,
- Being close to the city centre (the least important item between these four)

These are known as important between built environment variables. Therefore, since the respondents are from various origins and different preferences for instance, living in low dense countryside environments, which is very appreciated in England.

Hence, do people prefer to have a second home in a compact urban setting? To find out, it is necessary to study the other attributes of a compact city in the term of residence typology (in the next chapter), where a paradox was noted in the about the typology of the residence desired so that having a detached house is highly desirable.

4.4.4 Socio-Cultural Environment in the Selection of a Second Home Area

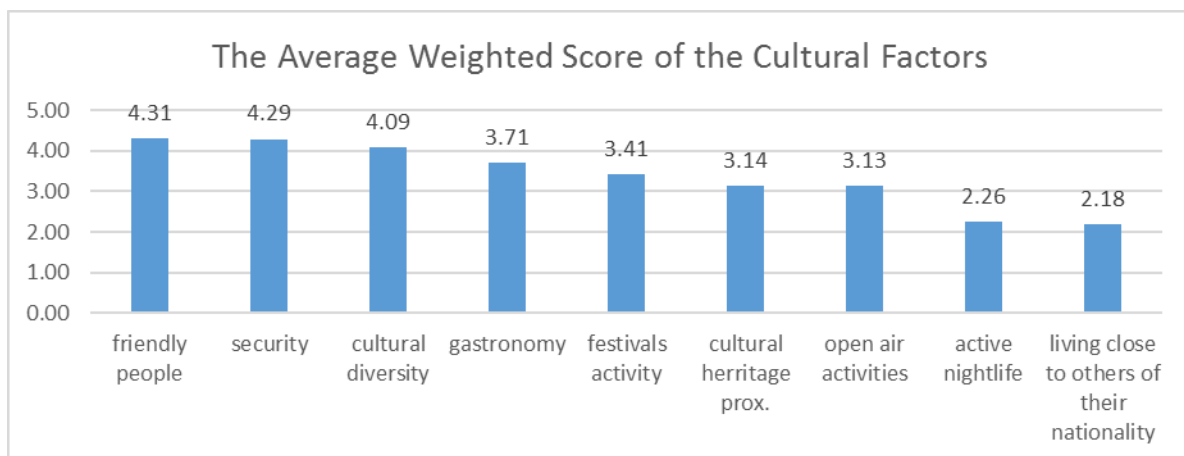
The third category of attributes under question in this research is the socio-cultural environment, which includes:

Security (referred to as being safe during day and night),
cultural diversity (referring to lifestyle migration literature),
diverse and high quality gastronomical options,
social condition of the area such as the attitude of locals, social activities (active night life, festivals, cultural activities, and open air activities),

The desire (or lack of it), to live close to the people of their own nationality.

In the average weighted score of these factors are shown in Figure 67.

Figure 67. Average Weighted Score of the Cultural Factors



Source: Own elaboration.

As shown in the results, the attitude of locals, the security of the area and diversity of the local culture are the most important cultural issues in location choice.

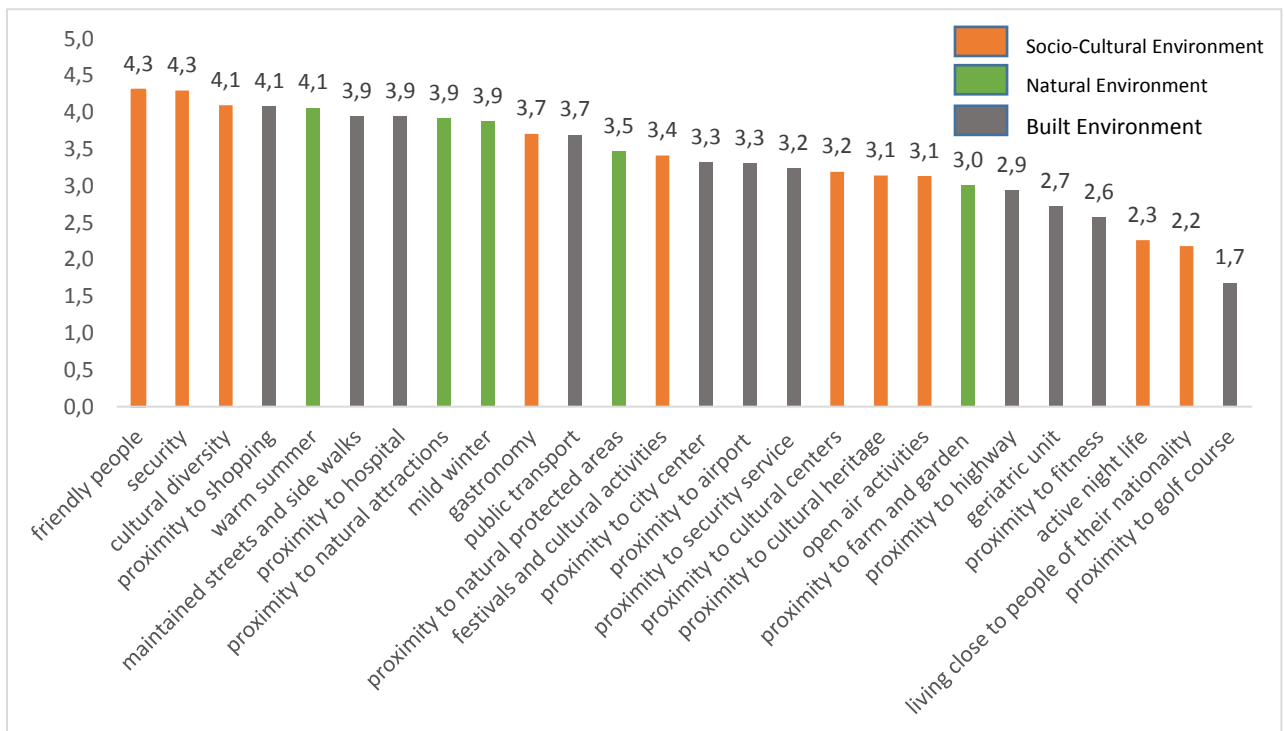
High quality gastronomy, festivals, and cultural activities were considered moderately important to important. The proximity to cultural heritage sites and open-air activities with the score of 3.1 are considered as moderately important. The least important cultural factors were active nightlives and living close to others of their same nationality with the average score of almost 2.2.

4.4.5 The Total Evaluation of All Factors

Since the categories are studied individually, in a general view we can see the evaluation chart of all the categories and factors together to obtain a wider perspective. Figure 68 shows the average weighed score (or mean), of the all variables shown by colour.

The most three important variables are cultural, (friendly people, security and cultural diversity), followed by the proximity to shopping, warm summers, maintained sidewalks and roads, proximity to hospitals and natural attractions as well as mild winter. Gastronomy and public transport were listed as the next desirable factors.

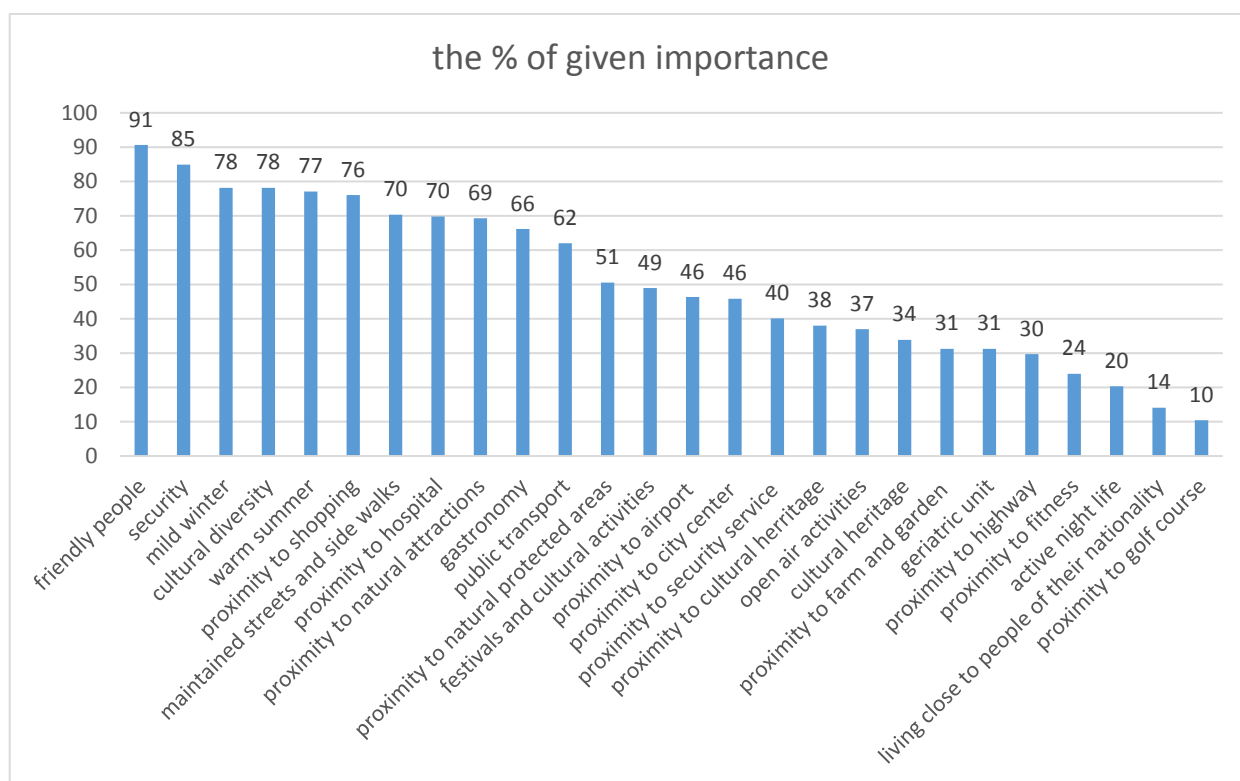
Figure 68. The Average Weighted Score of All Variables (n= 191)



Source: Own elaboration.

To compare the weighted score with the percentage of people who define each variable as important or very important, the sum of 'important' and 'very important' was calculated and *Figure 69* shows the percentage values.

Figure 69. Indicated as Important Factors by the % of Respondents (n= 191)



Source: Own elaboration.

The table showing priority of variables is similar with the previous figure of the sample (n=191) calculated through the weighted mean of variables. This confirms that the use of the mean for this comparison, as well as the variables in an ordinal scale, gives similar results to the method of comparing them by the percentage. Therefore, the list of variables, which are important for most respondents (60%), is listed in order as:

- Friendly locals
- Security
- Mild winter
- Cultural diversity
- Warm summers
- Proximity to basic shops like pharmacies and supermarkets
- Maintained streets and sidewalks
- Proximity to a hospital
- Proximity to natural attractions and mild winters
- Diverse gastronomy
- Ease of access to public transport

Indeed, by comparing most of the positive responds to variables, we have obtained almost the same order of the degree of importance for the listed variables.

As an important conclusion in this evaluation is that social capital features, such as friendly people or cultural diversity and safety and security were important drivers in selecting a second

home area, as these directly affect the quality of life for second-homers. One can then conclude that regions rich in such geographical attributes are potentially desirable areas for second-homers. While the natural attributes and geographical situations are not in the hands of the authorities, they are nonetheless important considerations for planners and policy makers to focus on and evaluate the social capital of the region. Because these features are limited, costly and irreplaceable, they should be appreciated and be well maintained.

Moreover, the list of attributes which are important for about half of the respondents, in their decision about second home area but are less important than those listed above should not be ignored. These attributes are proximity to natural protected areas, festivals and social activities, proximity to the airport and proximity to the city centre.

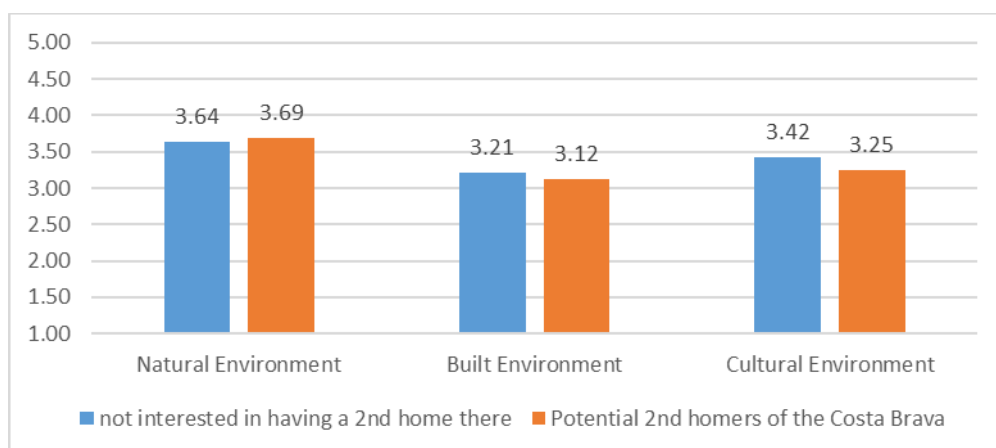
About the least important variables, findings become more revealing when some attributes for example the proximity to security service (police) and cultural centres as well as open-air activities were still important for more than a third of the respondents. At the end of the list, the proximity to a golf course was important for just 10% of respondents. Being close to the people of their nationality was considered important by 14% of them. Even though the percentage of desirability of these attributes is on the low side, it indicates that there still a percentage of the population who significantly want to have a second home close to a golf course or to live close to the people of their nationality.

4.5 The Preferences of Potential Second-homers vs. Others

Is there any significant difference for urban, cultural and natural preferences between those who are interested in having a second home in Costa Brava and other respondents?

At the first level, the difference between the weighted scores of three main categories is analysed through Chi Square Test in SPSS and based on the test, there was no significant difference between them. This issue is shown in Figure 70.

Figure 70. Comparison of the Average Weighted Scores of Categories in Potential Second Homers vs. Others



Source: Own elaboration.

Table 21. Chi-Square Test for Priorities of Potential Second-homers vs. Others

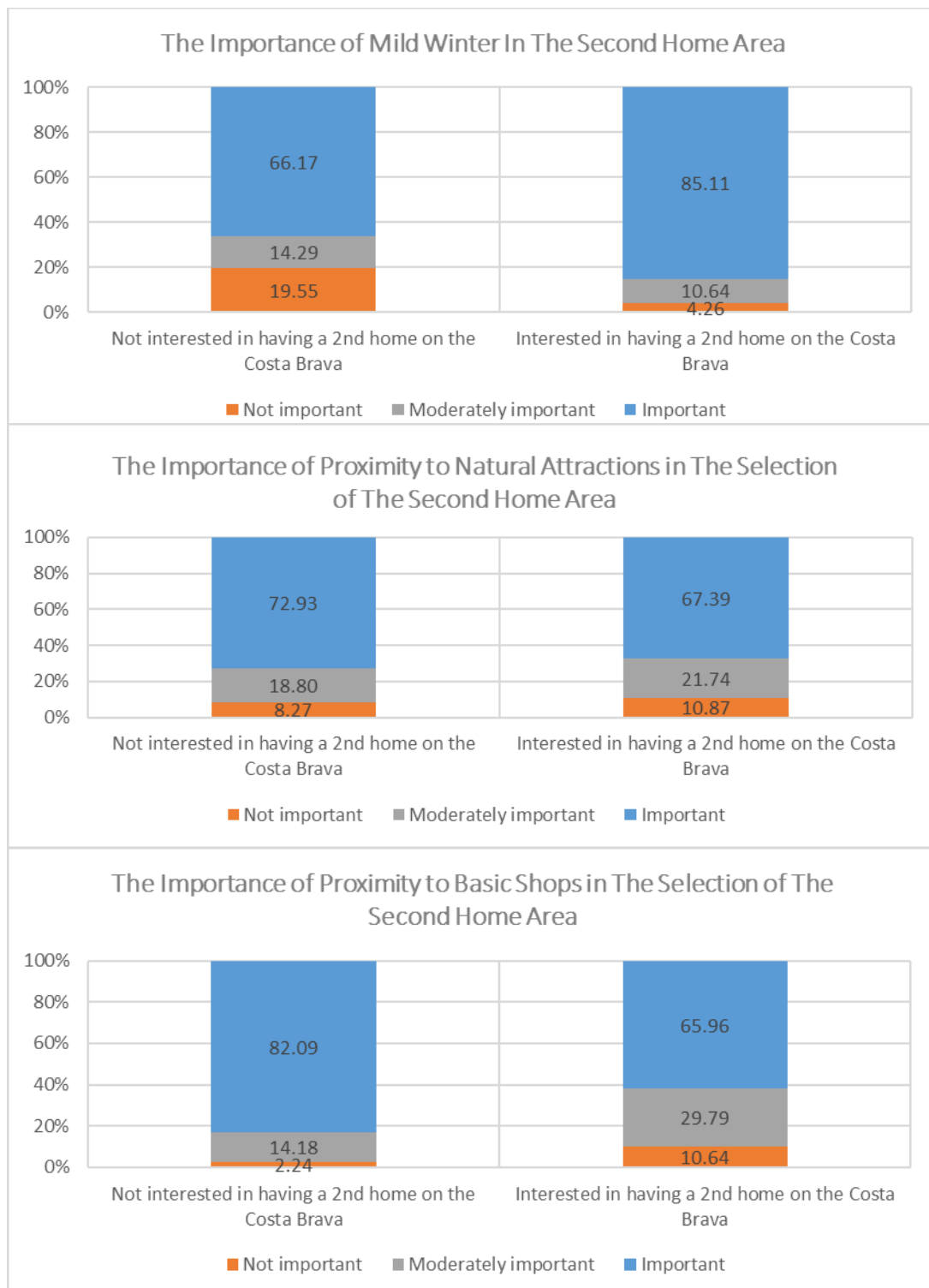
	potential second homers vs. other		
	Chi-square	df	Sig.
mild winter	9,187	4	.057
warm summer	6,829	4	,145 ^a
cultural diversity	8,735	3	.033^{a,*}
active night life	2,550	4	,636
friendly people	1,636	4	,802 ^a
festivals activity	10,223	4	.037[*]
gastronomy	4,387	4	,356 ^a
close to people of their nationality	5,189	5	,393 ^{a,c}
maintained streets and side-walks	3,709	4	,447 ^{a,c}
security	4,414	4	,353 ^{a,c}
proximity to airport	4,504	4	,342
proximity to highway	4,996	4	,288
public transport ease of access	3,629	4	,459 ^a
proximity to city center	3,960	4	,412
proximity to natural attractions	10,081	4	.039^{a,* ,c}
proximity to natural protected area	6,010	4	,198 ^a
proximity to farms and gardens	1,952	4	,745
proximity to basic shops prox	7,316	3	.062^a
proximity to cultural centers	3,507	4	,477
proximity to cultural heritage	6,979	4	,137
open air activities	7,323	4	,120
proximity to security service	2,254	4	,689
proximity to fitness	2,299	4	,681
proximity to hospital	4,640	4	,326 ^{a,c}
proximity to geriatric unit	5,460	4	,243
proximity to golf courses	,722	4	,949 ^a

Source: Own elaboration.

To find out the differences between the priorities of potential second-homers versus other respondents, the data was analysed using a Chi-Square Goodness of Fit Test and the results indicate that there are statistically significant different in answers. ($\chi^2 > 7$; chi-square with four degree of freedom, $p < 0.05$). The result is shown in Table 21. Based on the test, mild winters, cultural diversity, festival activity and proximity to city centres have statistically significant difference at the level of 95% of confidence. Moreover, the variable of proximity to basic shops could be significant at the level of 90% of confidence. As shown, for potential second-homers, the mild winter has more importance whereas the factors of cultural and festival activity and

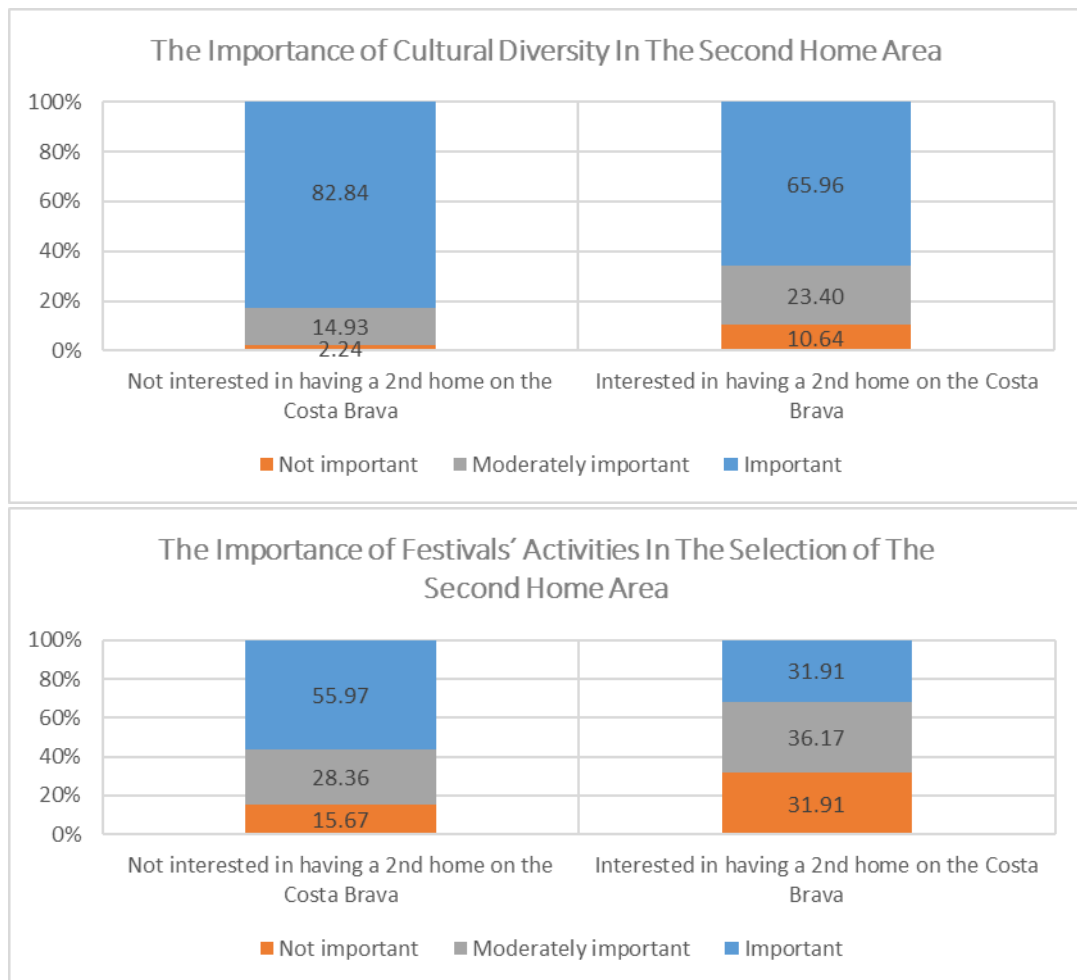
cultural diversity, proximity to the basic shops like supermarkets and proximity to the natural attractions have less importance for potential second-homers versus other respondents (Figure 71 & Figure 72).

Figure 71. Differences in the Territorial and Natural Preferences of Potential Second Homers of the Costa Brava vs. Others



Source: Own elaboration.

Figure 72. Significant Differences in the Cultural Preferences of Potential Second-homers of the Costa Brava vs. Others (n=191)



Source: Own elaboration.

4.6 The Relationship between Scored Attributes and the Interest in Having a Second Home in Costa Brava

In this section, logistic regression model was used to treat the data. Logistic regression, which is a predictive analysis, can describe data and explain the relationship between the interest in having a second home in Costa Brava area and all other attributes that were previously introduced.

Thus, a logistic regression was performed to ascertain the effects of built, natural and cultural environments' variables (Table 22). The model was calculated from two categories of dependent variables: people who are not interested in second home in Costa Brava and the potential second-homers (people interested in having a second home there). Looking for a more accurate model, the analysis was done by deducting the neutral group from the first category, so that the sample size reduced to n=138. The method selected was Wald Backward Model and one can

see that, in step of 29 the analysis, the Nagelkerke R Square has reduced to 0.57; suitable for this case.

Table 22. Binary Logistic Regression Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	71,605 ^a	.482	.703
29	95,351 ^b	.389	.568

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

b. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Source: Own elaboration.

By adding the variables as predictors, Omnibus Tests of Model Coefficients gives a Chi-Square of 70.850 on 14 *df*, significant beyond .05. This is a test for the 'null hypothesis' that reveals that adding these variables to the model did not significantly increase the ability to predict the intention to have a second home in the area (*Table 23*) and based on the P value, the null hypothesis is rejected.

Table 23. Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	-1.584	1	.208
	Block	70.850	14	.000
	Model	70.850	14	.000

Source: Own elaboration.

The analysis stopped at step 29. The classification table (*Table 24*) shows that the classification rule allows us to correctly classify 27/39 = 71.1% of the sample where the predicted event (intention to have a second home in the area), was observed. This is known as the sensitivity of prediction; the P (correct | event did occur), that is, the percentage of occurrences were correctly predicted.

In addition, this rule allows us to classify that 96/106 (90.6%), of the respondents in which the prediction was not observed. This is known as the specificity of prediction; the P (correct | event did not occur), that is, the percentage of non-occurrences correctly predicted. Overall, our predictions were correct 123 out of 144 times, for an overall success rate of 85%. Recall that the threshold was only 73.6% for the model with intercept only.

A test of the full model versus a model with intercept only was statistically significant, $\chi^2(4) = 70.850$, $p < .05$. The model explained 71% (Nagelkerke R^2) of the variance for intention of respondents to have a second home there, and correctly classified 90% of those who were not interested in having a second home in the area of study, for an overall success rate of 85.4%.

Table 24. Classification Table of The Logistic Regression Model

Observed			Predicted		
			potential second-homers vs. other respondents		Percentage Correct
			Not interested in having a 2nd home on the Costa Brava	The potential 2nd homers of the Costa Brava	
Step 1	potential second-homers vs. other respondents	Not interested in having a 2nd home on the Costa Brava	101	5	95.3
		The potential 2nd homers of the Costa Brava	7	31	81.6
Overall Percentage					91.7
Step 291	potential second-homers vs. other respondents	Not interested in having a 2nd home on the Costa Brava	96	10	90.6
		The potential 2nd homers of the Costa Brava	11	27	71.1
Overall Percentage					85.4

Note. The cut value is ,500

Source: Own elaboration.

Based on the coefficients in *Table 25*, the increase of the importance of the security, with a one-point increase on the five-point security scale associated with the odds of interest in having a second home in this region, increases by a multiplicative factor of 4. In the next step, mild winter enjoy a high coefficient, which can be interpreted that by inverting the odds ratio for it, it reveals that for each one point increase on the importance scale, there is a doubling of the odds that the participant will be interested in a second home in the region.

In the same way, increasing the importance score given to public transport, proximity to golf course and proximity to security services like police stations, were also associated with more than double the increase in likelihood of having a second home in Costa Brava. Although significant, the effect of proximity to farms and gardens or public beaches were much smaller than that of safety and security or mild winters.

Table 25. Binary Regression Logistic Model, Variables in the Equation

Variable	B	S.E.	Wald	df	Sig.	Exp(B)
mild winter	0.98	0.35	8.00	1.00	0.00	2.66
warm summer	-0.55	0.30	3.22	1.00	0.07	0.58
cultural diversity	-0.87	0.38	5.17	1.00	0.02	0.42
security	1.39	0.47	8.56	1.00	0.00	4.00
public transport	0.94	0.37	6.44	1.00	0.01	2.57
proximity to natural attraction	-1.00	0.36	7.74	1.00	0.01	0.37
prox.to. farm & garden	0.59	0.31	3.56	1.00	0.06	1.80
open air activities	-1.17	0.36	10.87	1.00	0.00	0.31
prox. security service	0.94	0.41	5.34	1.00	0.02	2.57
hospital	-1.70	0.46	13.46	1.00	0.00	0.18
proximity to golf course	0.81	0.31	6.87	1.00	0.01	2.25
proximity to public beach	0.47	0.27	3.04	1.00	0.08	1.60
traditional architecture on facades	-0.82	0.34	5.71	1.00	0.02	0.44
winding alleys	-1.37	0.39	12.27	1.00	0.00	0.25
Constant	4.08	2.52	2.63	1.00	0.10	59.42

Source: Own elaboration.

Regarding negative effects, the items of traditional architecture, winding alleys, cultural diversity, proximity to natural attractions, open air activities and proximity to a hospital were associated with a reduction in the likelihood of having a second home in this area.

From the results, potential second-homers in Costa Brava are not interested in the cultural diversity and traditional aspects of the region (like traditional architecture and winding alleys). This may be explained by the fact that Costa Brava evokes a modern image and therefore modern attributes are expected.

Other interesting, point to note from the results, was the fact that open air activities were the least desired factor in the Costa Brava. This may be due age of the retirees, whose preferences explains that they just need want to relax and are not interested in these kind of activities. Moreover, one can also note the neutral negative impact of proximity to a hospital or to natural attractions, with a relatively low importance attributed to these factors. This may mean that these people do not stress on these issues in their selection, while all the length of the area is along the beach and has several small bays.

Regarding the whole model, it is found that security, both during the day and the night, mild winters, access to public transport, security services and golf courses are the most desirable aspects for those interested in having a second home in the area in a direct way.

4.6.1 Goodness of Fit for the Model

The Hosmer–Lemeshow test was chosen to determine if the poor predictions (lack of fit), are significant, indicating that there are problems with the model being used. Based on the test in *Table 26*, the p-value is over $\alpha = 0.05$, so the null hypothesis stating that the observed and expected proportions are the same, is rejected. The fitness of model had an upper p value >0.05 and since the chi-square is no significant, one can say that the data fits the model well.

Table 26. Logistic Regression: Hosmer & Lemeshow Test

Step	Chi-square	df	Sig.
1	13,418	8	,098
29	7,845	8	,449

Source: Own elaboration.

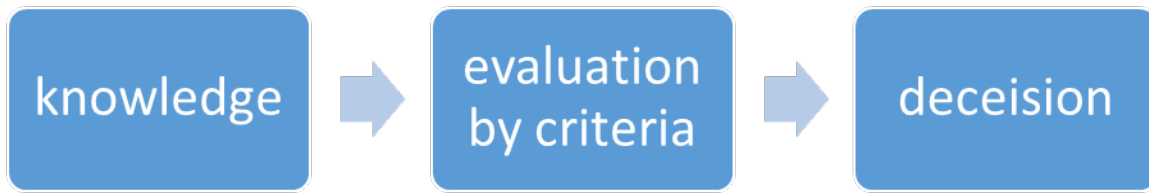
4.7 Image of Costa Brava from the Viewpoint of its Potential Second-homers

As discussed in Chapter 2 and in the satisfaction section of this chapter, the ‘destination image’ is the sum of physical, social and all attributes one expects or imagines of the area. The role of what is called ‘image’, in destination marketing, is a known key factor meaning that the management of the ‘destination image’ is an as essential factor for policy makers in a strive to increase tourist flows (Di Marino, 2008; Costa, 2004).

At a local level in Costa Brava, findings of a study in Catalonia titled ‘Acquaintance of Tourist Area’, showed that Costa Brava is known by 79% of European Tourists and after Barcelona, it’s the second ‘known tourist area’ of Catalonia, (Strategic Plan of Girona, 2011). Although it’s not the objective of this study to define the tourists’ image of the Costa Brava, considering the findings the researcher intends to obtain the perceived image of the area through its potential second-homers’ evaluation. To proceed, the research must make a set of logical assumptions as follows. Second-homers potential choosing Costa Brava, in this sample, have evaluated the area and have pointed out their interest. The question is which kind of knowledge or image do they have of this area?

In a more basic approach, it was necessary to find the respondents’ required characteristics for a second home area. A part of people’s criteria for the second home area was discovered by the variables presented in questionnaire. During the questionnaire, this group has evaluated a presented list of characteristics and defined which of them were important for them. Even if the list of variables was not a complete list, however it definitely mentions a number of elements that factor in everyone’s list of criteria about a second home area. The procedure of decision-making is shortened in three steps (Figure 73).

Figure 73. The Procedure of Decision Making



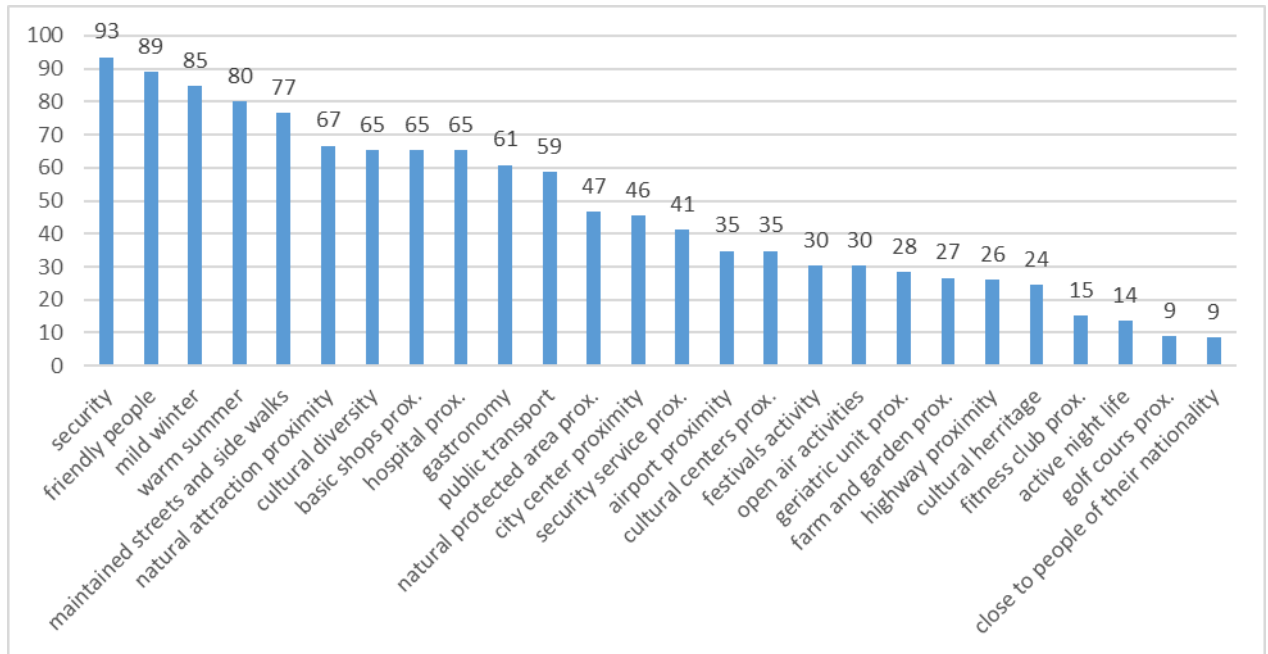
Source: Own elaboration.

There is an assumption that 'People are interested in this area, simply because this area complies with their criteria and preferences'. This means that the area matches with most elements that are important for them. Another interpretation might be that all that is desirable in a second home area mostly do exist in the Costa Brava region. With this assumption, the list of important attributes mentioned in the survey, are attributes they believe that exist in Costa Brava.

Do these lists of their criteria represent the correct image of the place? As mentioned before, the image is a combination of subjective and objective elements. The geographical attributes, which one assumes that exist in the area, represent a part of objective elements of the image that they have obtained by a visiting experience. The clear fact is that since they are interested in this area, their image of the area is a positive one, supposed to match with most of their geographical expectations and criteria.

As a conclusion, one can imply that the respondents' list of preferences generate their image of the Costa Brava. Therefore, with this assumption the interviewees' list of important attributes represents an image of the area from their point of view. *Figure 74* shows the given points to the variables.

Figure 74. Indicated Important Variables by the Percentage of Respondents who selected the Costa Brava as Desirable Second Home Area (n=47)

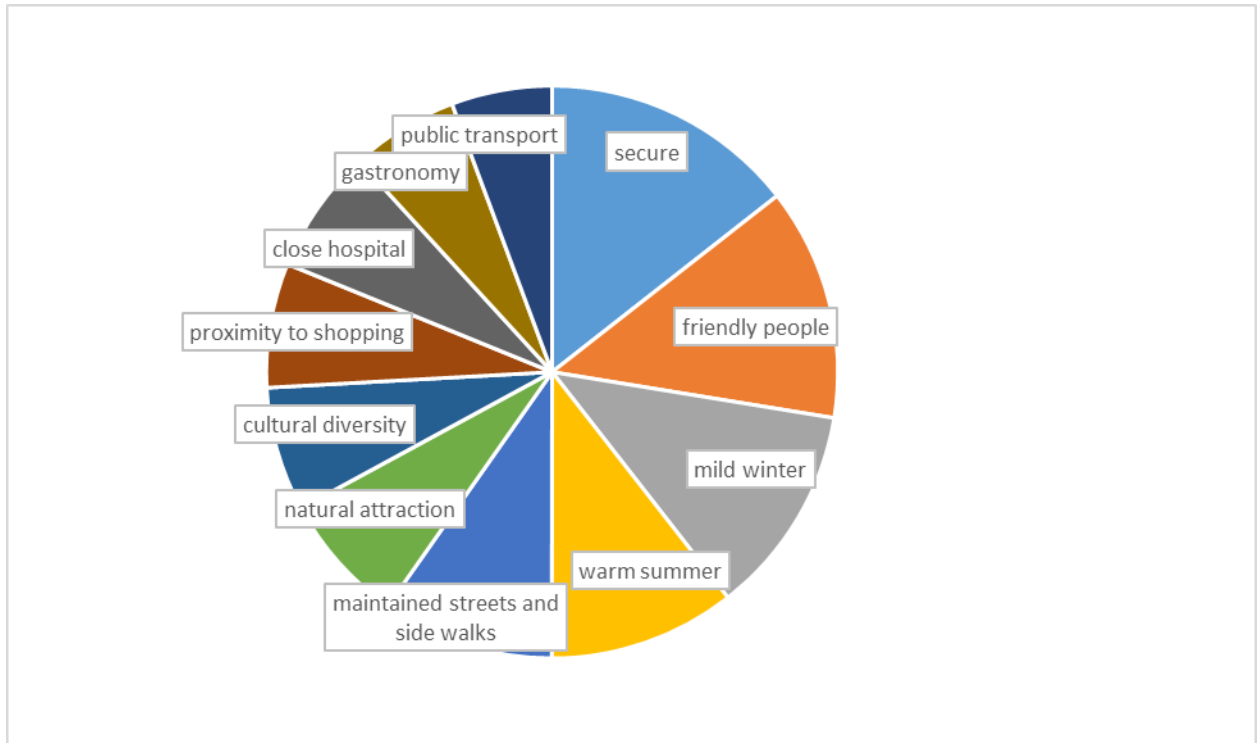


Source: Own elaboration.

Safety and security, friendly people, mild winters, warm summers and maintained streets and sidewalks were the most important attributes in their selection of a second home area. Between all the factors, safety and security ranked considerably high, followed by friendly people and the climate attributes of the area. Maintained streets and sidewalks, the proximity to natural attractions and shopping were also declared as the most important variables. The proximities to shops and to a hospital were declared as important by more than 65% of the focused sample group.

In the category of natural environment; the mild climate, warm summers, proximity to natural attractions were declared as important by 67-85% of respondents. Therefore, based on the discussions in this section, the positive image of the Costa Brava can be provided by a combination of what factors are important for this interested people (Figure 75).

Figure 75. Image of the Costa Brava produced by Potential Second-homers (n=46)



Source: Own elaboration.

4.8 The Evaluation of Mediterranean Characteristics of Costa Brava

A set of characteristics in urban nuclei and municipalities of Costa Brava are listed following interviews with local professionals and through the researcher's personal observation. These characteristics are:

Traditional architecture on facades: referring the cultural heritage and historical identity of a town/region, which is visible by visitors as they walk the streets.

Narrow alleys with suitable lightening: this type of alleys with suitable lighting may seem attractive

Courtyards: a Mediterranean housing characteristic.

Furnished Open Square: which is a popular kind of public urban space.

Winding alleys: refers to the organic form of gothic and roman towns and streets.

Small shops: in the contrast with shopping malls, small shops are common in this area.

Commercial activity on the ground floor of streets, small shops and restaurants on the ground floor, creating a commercial facade on the ground floor of the area.

Wide spaces for pedestrians: wider spaces in contrast with narrow allies.

Artisan market; weekly, local markets are popular in the region

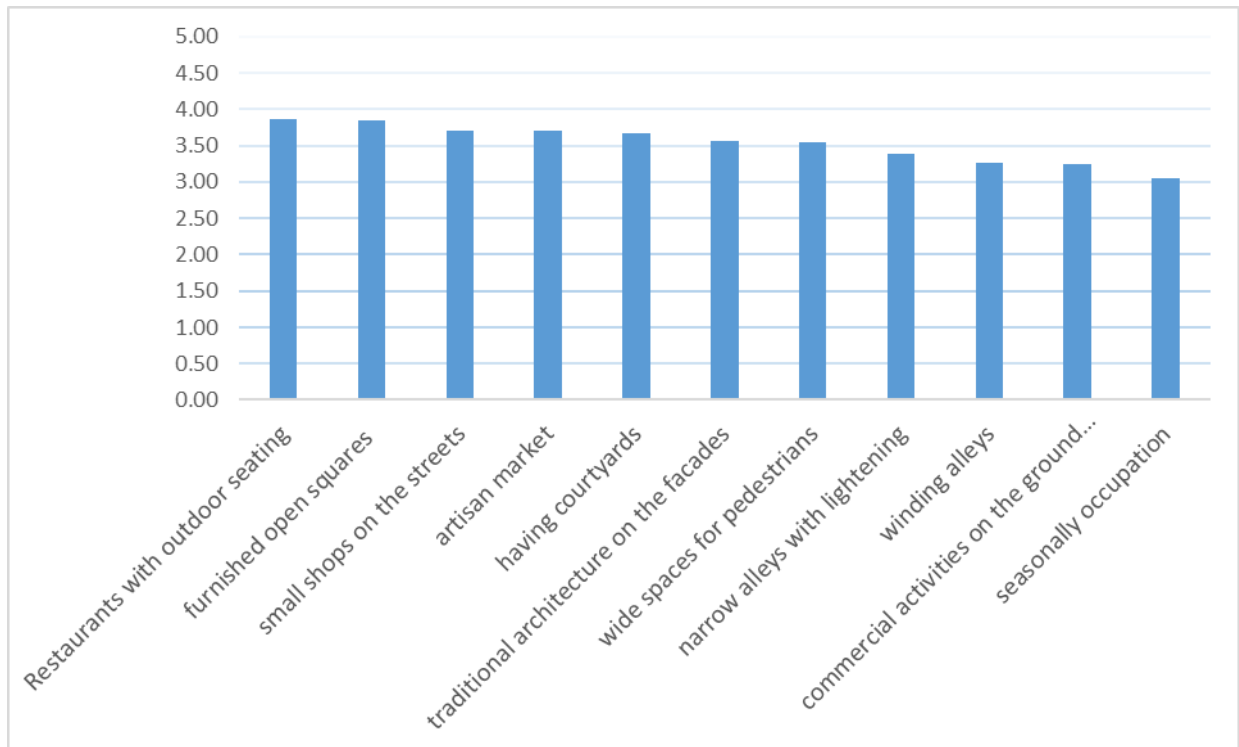
Restaurants with outdoor seating, spaces popular with locals and tourists as well since the weather for outdoor seating is usually pleasant.

Since zones of the Costa Brava have a considerable share of second homes, seasonal occupation is considerable which has a negative impact on locals. The respondents were asked how important for them that the area of their second home was seasonally occupied and vacant for the rest of the year.

The questionnaire also asked about the likelihood that they would choose to live in a neighbourhood with following characteristics. Based on the scores, people are likely to choose to live in a neighbourhood with most of the following list of Mediterranean characteristics, also found in Costa Brava, with most characteristics enjoying an average weighted score over 3.5. These favourite characteristics are Restaurants with outdoor seating, furnished open squares, small shops on the streets, artisan markets, having courtyards and traditional architecture on the facades and wide spaces for pedestrian zone. None of these attributes have reached the score 4 or 5, which indicates that these attributes are not determinants in a decision about second home area (*Figure 76*).

The most important attribute in this list, is 'restaurants with outdoor seating'. There are some debates considering the benefits and problems of such restaurants in the local arena. These spaces interfere with pedestrian areas and produce noise and disturbances to the neighbourhood. The subject of debate is mostly whether local administration should regulate this kind of spaces and limit the issuance of license (Mendoza, 2016). However, one should consider that these popular spaces have generated job opportunities and by attracting people, they have a positive effect on making the neighbourhood more alive and dynamic. Therefore, there should be concern on how to manage outdoor seating to support benefits for all consumers of the area. These kind of regulations are applied by restricting the working hours of outdoor seating, but this needs more detail arrangements as reported in the mentioned source.

Figure 76. Average Weighted Score of the Characteristics of Mediterranean Cities on the Costa Brava



Source: Own elaboration.

Winding alleys and commercial activities on the ground floor of the streets was not influential in choosing a residential neighbourhood. Also in comparison to other attributes, the seasonal occupation of the neighbourhood is considered as the least desirable feature, indicating people are less likely to choose a second home in such an area. This fact may confirm that second-homers and locals have the same attitude toward a seasonally occupied neighbourhood where many tourism and leisure related services are only available during the touristic time of the year.

In addition to seasonal economic activities and its negative impacts, the security of the neighbourhood may also be impacted by this phenomenon. Therefore, this attribute should be considered and studied so that the share of second homes and tourist accommodation in a neighbourhood can be controlled and restricted by applying some policies.

In order to find if there is any significant difference between potential second-homers and other respondents about the importance of Mediterranean characteristics in the neighbourhood of the second home, a Chi-Square Test was applied. As *Table 27* shows, in most of the characteristics there is a statistically significant difference between groups.

Plotting the statistically significant characteristics, shows that those interested in having a second home in Costa Brava, are obviously less likely to live in a neighbourhood with traditional architecture and with narrow alleys. These potential Costa-Brava second-homers are also less likely to live in a neighbourhood with winding alleys even it has a suitable lighting (as it was asked

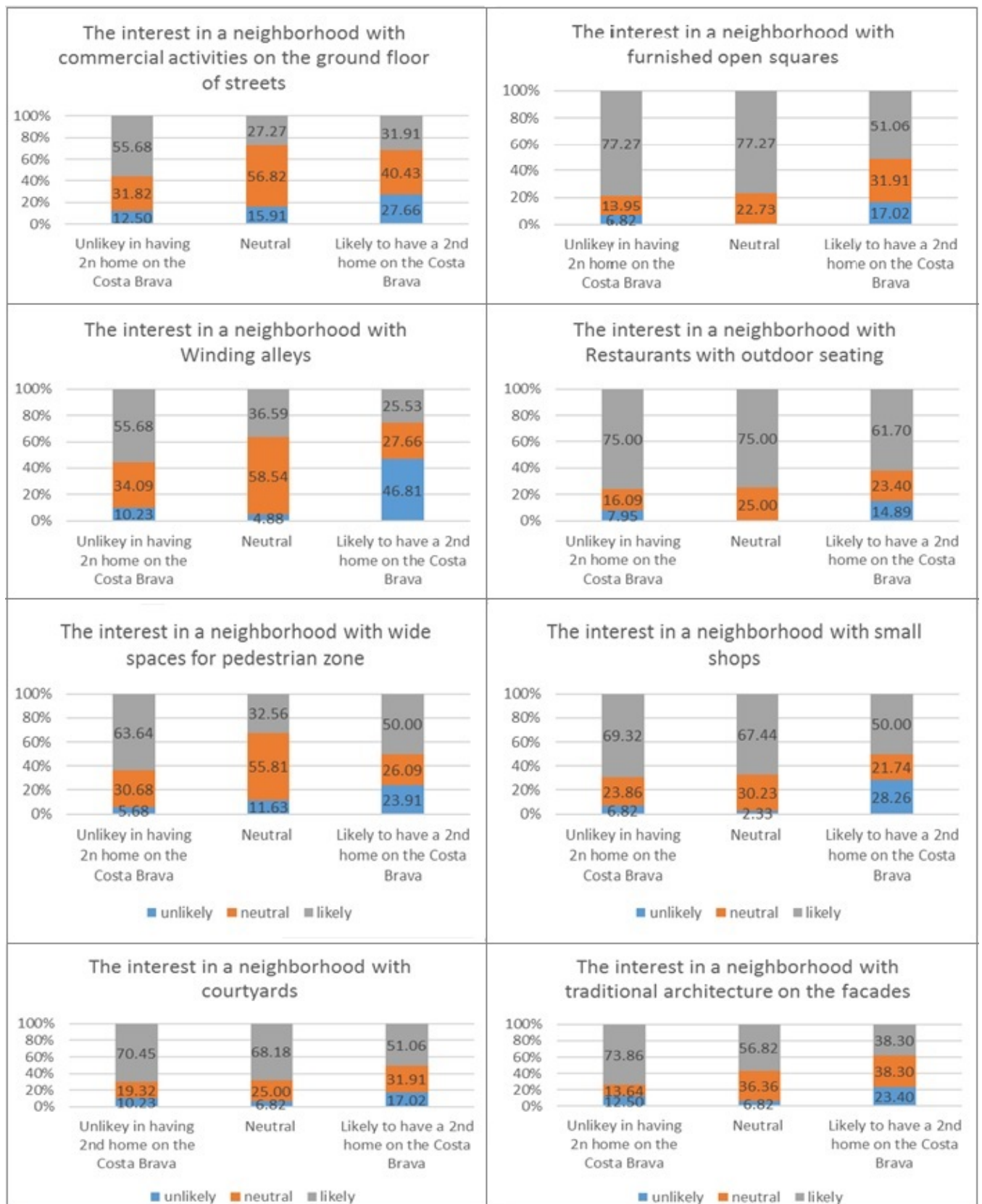
in the questionnaire (*Figure 77*). Moreover, although half of potential second-homers are likely to live in a neighbourhood with courtyards, this amount in other respondents was much higher.

Table 27. Chi-square Test of Likelihood to Choose a Neighbourhoods for Second Home with Mediterranean Characteristics for Potential Second-homers vs. Others

Potential Costa-Brava-second-homers vs. other respondents		
traditional architecture on facades	Chi-square	13,274
	df	4
	Sig.	<u>.010^{*,b}</u>
narrow alleys with lightening	Chi-square	20,066
	df	4
	Sig.	<u>.000[*]</u>
courtyards	Chi-square	11,123
	df	4
	Sig.	<u>.025^{*,b}</u>
seasonally occupation	Chi-square	2,873
	df	4
	Sig.	,579
open square with benches	Chi-square	14,685
	df	4
	Sig.	<u>.005^{*,b}</u>
winding alleys	Chi-square	33,737
	df	4
	Sig.	<u>.000[*]</u>
small shops	Chi-square	19,087
	df	4
	Sig.	<u>.001^{*,b}</u>
commercial on ground floor	Chi-square	6,506
	df	4
	Sig.	,164 ^b
wide spaces pedestrian	Chi-square	11,854
	df	4
	Sig.	<u>.018^{*,b}</u>
artisan market	Chi-square	9,368
	df	4
	Sig.	<u>.053^b</u>
restaurants with outdoor seating	Chi-square	11,361
	df	4
	Sig.	<u>.023^{*,b}</u>
proximity to city center	Chi-square	3,96
	df	4
	Sig.	0.412

Source: Own elaboration.

Figure 77. Interest of Potential second-homers in a Second Home Neighbourhoods with Local Urban Characteristics vs. Others



Source: Own elaboration.

On the Mediterranean characteristics questioned in the survey, it is interesting to note that the results showed that there was a low interest in most of the Mediterranean characteristics. Therefore, does the image of the Costa Brava, which the respondents have about the place, correspond with the characteristics of Mediterranean cities in the region? This finding does not allow the researcher to prove the original hypothesis of the research that the role of urban characteristics of Costa Brava on people's location choice is an important driver for the second home.

Furthermore, it can be concluded that based on the results of the sample of this study, people who are likely to have a second home in Costa Brava may include people with a lesser interest in historical sites and cultural heritages. This finding could be further developed as suggested below:

- Studying the role of cultural attractions in the evolution of tourism of the Costa Brava
- The importance of the cultural heritage in Costa Brava have been overshadowed by forty years of 'Fordism' style development in tourist accommodation, in the region since the 1950s until the regional regeneration for Olympic games in 1992, (Donaire et al., 1997). This long-term negligence of cultural heritage, may have strongly affected the image or the brand of the area, implying the strength of perceived image of the zone of only sun and sand tourism.
- Studying whether tourism promoters are catering to the right audiences of tourist with a higher level of education who are interested in traditional architecture and urban settlements.

4.9 Most and Least Attractive Attributes of the Costa Brava

Through a few open-ended questions, the researcher asked for the most attractive and the least attractive factors/attributes of the area.

About half of our respondents provided answers to the open-ended question about the most and the least attractive factors of Costa Brava.

Many of respondents highlighted the following themes:

- Climate indicated by different terms such as 'nice temperature', 'sunny weather', 'mild weather'.
- Beauty of the shores and the beaches
- Beauty of the mountains
- Clearness of water
- Quality and value for money of the food, especially seafood, tapas and alcoholic drinks (in some cases even by indicating the brand).
- Cheap flights, to and from the destination
- Cheap nautical services like snorkelling, sailing, etc.
- Ease of communication (mostly in the case of French respondents)

- Cheap spa and beauty services
- Clean beaches

The list above can be summarized as the beauty of the area, climate and low prices are the three most attractive issues repeated in different forms. This finding seems coherent with the findings of the previous analysis; respondents stress on natural beauty and low-cost services rather than on cultural or sophisticated services.

The least attractive factors:

Streets full of people and cars

Heavy traffic on the road

Noisy nights

Low quality accommodation at a high price

Populated areas; overcrowded areas

Poor services in restaurants (inexperienced waiters)

Hot sands (in Calella de Palafrugell)

Lack of bungalows

It seems that mass tourism in the area, coupled with conflicts with the local people, has created an unpleasant situation even for tourists. Furthermore, the quality of the roads in the area seems to be another unpleasant attribute. The services in hotels and restaurants has a high importance and the lack of expert staff in the establishment is noticeable by tourists

4.10 Age Groups Preferences

Focusing on the preferences aging population, the research identified and highlighted some geographical and urban attributes of the area which this age group emphasises in its choice. To determine these characteristics, a Pearson Chi-Square test was applied and the result is shown in Table 28. Statistically significant differences are in the categories of: active nightlife, city centre proximity and proximity to the beach. With a lower confidence level (90%), friendly people can be considered as well.

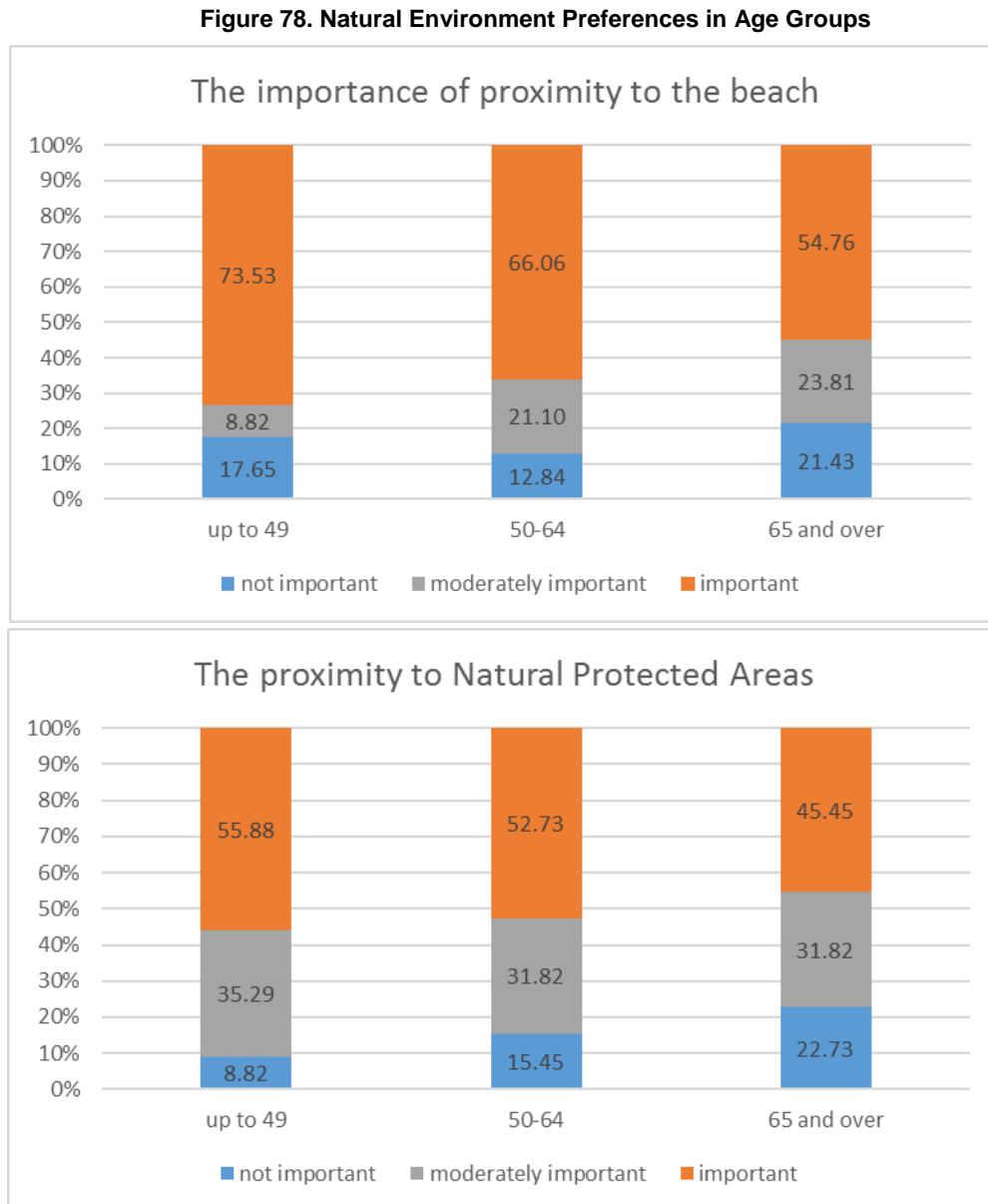
Table 28. Chi Square test: Significant Differences in Preferences of Age Groups (n=191)

Attribute	Chi-square	df	Sig.
mild winter	13.569	16	,631 ^{a,b}
warm summer	9.077	16	,910 ^{a,b}
cultural diversity	9.775	12	,636 ^{a,b}
active night life	42.079	16	<u>,000</u> ^{a,b,*}
friendly people	24.053	16	<u>,088</u> ^{a,b}
festivals activity	13.098	16	,666 ^{a,b}
gastronomy	12.662	16	,697 ^{a,b}
close to people of their nationality	25.313	20	,190 ^{a,b}
maintained streets and side walks	17.514	16	,353 ^{a,b}
security	7.797	16	,955 ^{a,b}
airport proximity	18.829	16	,278 ^{a,b}
highway proximity	19.862	16	,227 ^{a,b}
public transport	19.295	16	,254 ^{a,b}
city center proximity	30.386	16	<u>,016</u> ^{a,b,*}
Natural attraction proximity	22.582	16	,125 ^{a,b}
natural protected area prox.	22.079	16	,141 ^{a,b}
farmland garden proximity	20.694	16	,191 ^{a,b}
basic shops proximity	8.753	16	,923 ^{a,b}
cultural centers	14.389	16	,570 ^{a,b}
Cultural heritage	22.752	16	,121 ^{a,b}
open air activities	9.137	16	,908 ^{a,b}
security service proximity	17.314	16	,366 ^{a,b}
fitness	15.600	16	,481 ^{a,b}
hospital	17.797	16	,336 ^{a,b}
geriatric unit	13.823	16	,612 ^{a,b}
golf course	15.714	16	,473 ^{a,b}
marina proximity	17.004	16	,385 ^{a,b}
port proximity	11.811	16	,757 ^{a,b}
Beach proximity	26.131	16	<u>,052</u> ^{a,b}
Small bay proximity	23.854	16	<u>,093</u> ^{a,b}
public beach proximity	14.646	16	,551 ^{a,b}

Source: Own elaboration.

4.10.1 Natural Environment Preferences in Age Groups

The statistically significant differences in natural environment characteristics are shown in *Figure 78*.



Source: Own elaboration.

4.10.2 Built Environment Preferences in Age Groups

To evaluate the importance of built environment attributes in age groups, these items were tested by ANOVA test (*Table 29*). It showed that there is a significant difference between the age groups

in the factors of proximity to the airport and the proximity to the highway. As shown below, these proximities lose their importance as the age increases.

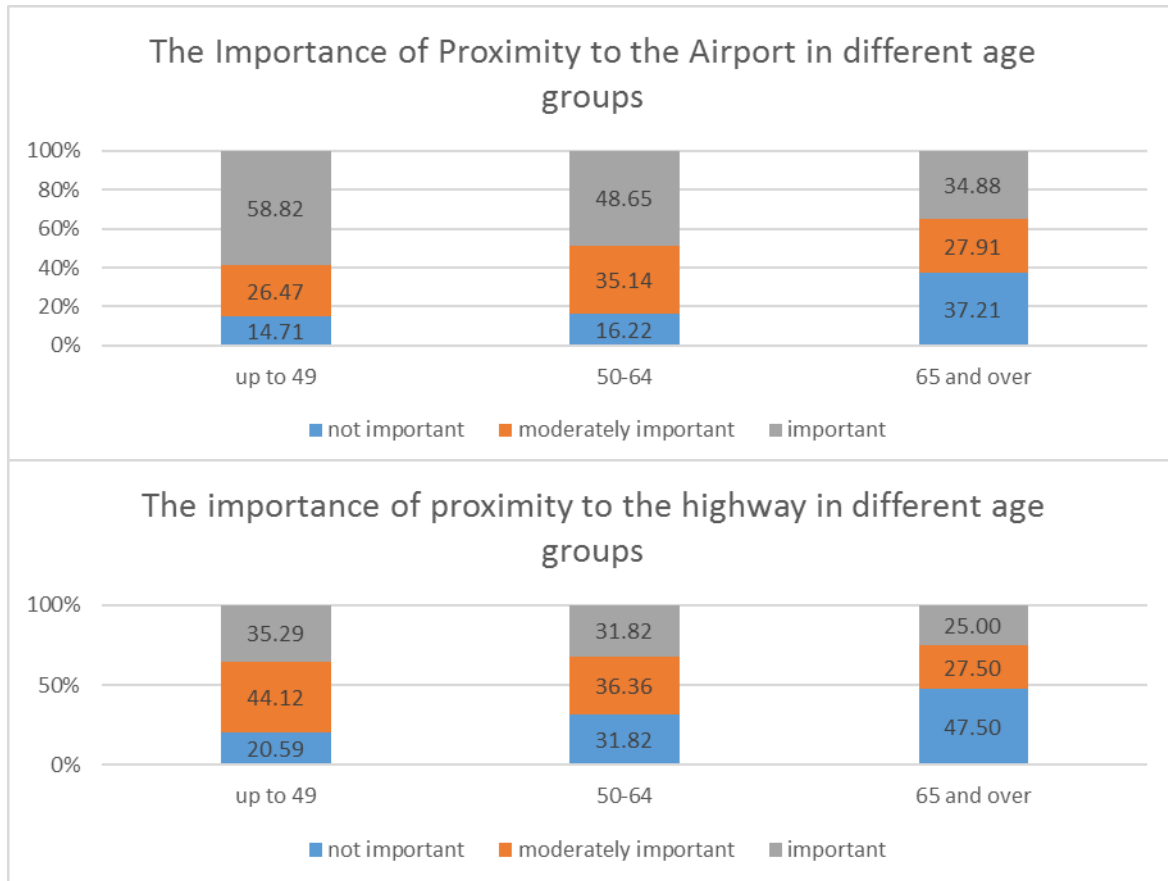
Test shows that there was a significant difference in age groups in the factor of proximity to the airport and the proximity to the highway. Based on the chart below, older groups have given less importance to airport and highway proximity and this issue may be explained by the dwindling will of elderlies to travel around (Figure 79).

Table 29. Analysis of Variance: Differences of Built Environment Evaluations in Age Groups

ANOVA - The importance of Built Environment Factors between age groups						
Built Environment Factors		Sum of squares	gl	Quadratic mean	F	Sig.
maintained streets and sidewalks	Entre grupos	1,450	2	,725	,677	,509
	Dentro de	196,012	183	1,071		
	Total	197,462	185			
airport proximity	Entre grupos	10,956	2	5,478	3,916	,022
	Dentro de	258,762	185	1,399		
	Total	269,718	187			
highway proximity	Entre grupos	8,270	2	4,135	2,993	,053
	Dentro de	250,072	181	1,382		
	Total	258,342	183			
public transport	Entre grupos	3,768	2	1,884	1,797	,169
	Dentro de	193,950	185	1,048		
	Total	197,718	187			
citycenter proximity	Entre grupos	1,414	2	,707	,530	,589
	Dentro de	245,335	184	1,333		
	Total	246,749	186			
basicshops prox	Entre grupos	3,627	2	1,814	2,499	,085
	Dentro de	135,018	186	,726		
	Total	138,646	188			
cultural centers	Entre grupos	1,523	2	,762	,622	,538
	Dentro de	227,619	186	1,224		
	Total	229,143	188			
security service prox	Entre grupos	,428	2	,214	,173	,841
	Dentro de	229,858	186	1,236		
	Total	230,286	188			
fitness	Entre grupos	7,108	2	3,554	2,113	,124
	Dentro de	306,157	182	1,682		
	Total	313,265	184			
hospital	Entre grupos	,321	2	,160	,163	,850
	Dentro de	183,150	186	,985		
	Total	183,471	188			
geriatric unit	Entre grupos	2,679	2	1,340	,752	,473
	Dentro de	329,379	185	1,780		
	Total	332,059	187			
golf cours	Entre grupos	4,045	2	2,022	1,446	,238
	Dentro de	254,496	182	1,398		
	Total	258,541	184			

Source: Own elaboration.

Figure 79. Differences of Built Environment Evaluations in Age Groups

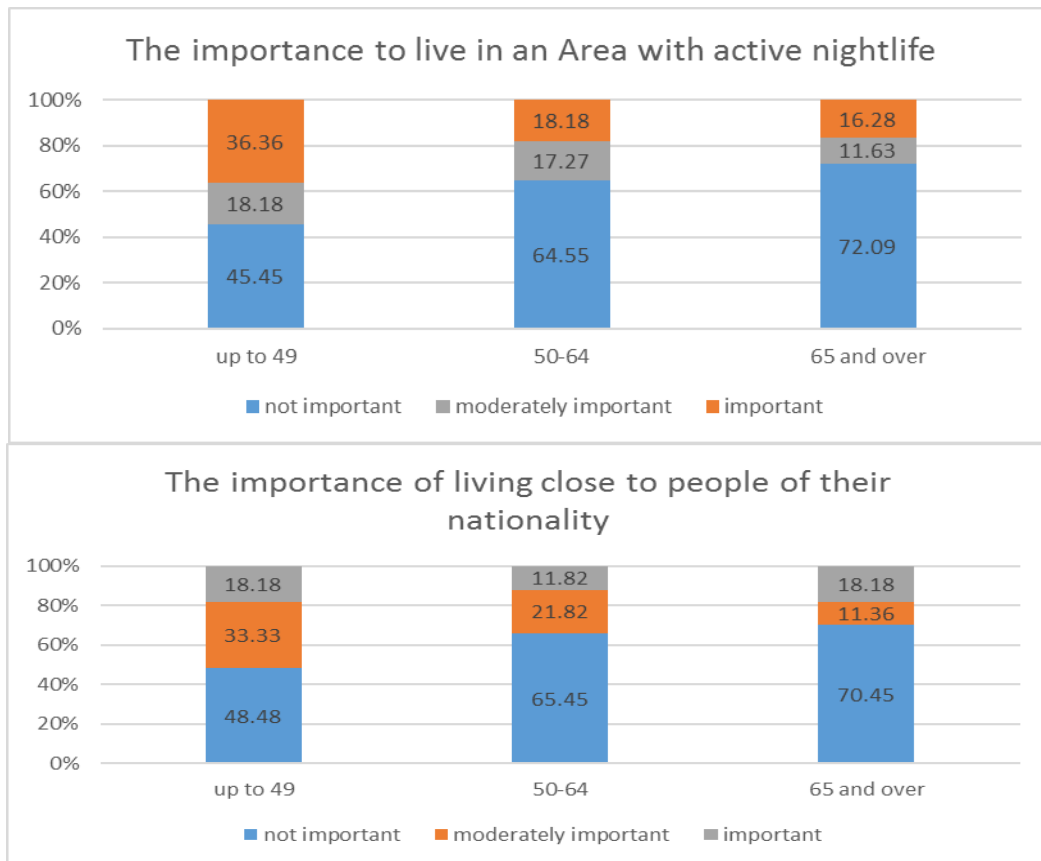


Source: Own elaboration.

4.10.3 Cultural Environment Preferences in Age Groups

Regarding the cultural preferences among age groups, the significant differences are shown in *Figure 80*. The younger age group clearly showed more interest to live in an area with an active nightlife where more than a third of them marked this attribute as an important factor, whereas the older groups do not care about this at all. Another statistically significant element is the interest of respondents to live close to people of their own nationality, even in their future second home location. In sociological terms, this is considered a type of segregation. In our research, the Europeans respondents mostly said that this was not important to them (47%). Even in the younger group, there just a third of respondents were interested in this. This result can thwart the assumption that seniors are less flexible in adapting to new cultural pattern and other nationalities.

Figure 80. Differences of Cultural Environment Evaluations in Age Groups



Source: Own elaboration.

In short, it seems that the following variables are less important for a retirement second home location:

- The ease of access to the airport and highways (expressing less intention of elderlies to travel around)
- Vicinity to the beach and natural parks (a lesser interest in adventure and outdoor activities)
- Active nightlife, which is logic by considering the old age requirements
- Living close to people from their own nationality (more interest in cultural diversity)

Considering all above attributes, one get a clearer idea in our considerations regarding marketing and advertising in real estate market for international retirees.

4.11 Summary

This chapter essentially discussed the preferences of people when considering location choice for a second home. Firstly, the satisfaction enjoyed the interest to return another time and the interest in having a second home in the region was analysed. Results showed that satisfactions in terms of price, the attitude of locals and the overall trip experience were correlated with the

intention to return and the 'loyalty concept' in tourism. In addition, it's found that there is a positive significant correlation between the intention to have a second home on the area and the satisfaction of the destination (Costa Brava).

Regarding the first objective of the research, about the evaluation of geographical and urban variables on the selection of the second home area, findings were separated and analysed in three types of environments. The total evaluation of the average scored attributes, showed that the effect of socio-cultural capital is stronger than all the other variables stressing the importance of friendly people, safety and security and cultural diversity (*Figure 69*). This list is followed by the proximity to a shopping area and well-maintained streets and sidewalks which both items refer to accessibility concerns especially for elderly. In the priority list of important attributes, the weight that 'warm summers', held in the responses was remarkable; chosen by the absolute majority of the sample. Moreover, the share that the category of 'coastal areas' obtained among other geographical settings, is considerable, which means that for the coast lovers the vicinity to the beach is of high interest.

The specific geographical and urban preferences of people who are interested in having a second home in Costa Brava (called as 'potential second-homers' in this study), was highlighted. Comparing to the rest of sample, the value of 'mild winter' was apparently higher, whereas the cultural attractions, (cultural diversity and cultural activities), of the destination had a relatively lower importance. These findings are valuable for local policy makers, since the promotion of the cultural heritage is stressed in the tourism strategic plan of this area; however, the results from this study showed that people looking to buy a second home in the area were more attracted to natural attractions over cultural ones. Furthermore, the stressed importance put on natural attractions requires a strong control on environmental protection and conservation strategies in preventing and responding to the impacts of mass tourism on the area.

In addition, the relationship between the geographical attributes and the interest of potential second-homers was analysed in more detail by applying the logistic regression model. The image of Costa Brava was constructed by the evaluations of potential second-homers, and this stressed the role of climate, safety and security and the locals' attitude in the attractiveness of the area for them.

Finally, as one of the limitations of the study, particularly the low rate of collaboration did not let the author to provide a bigger sample size of population interested in having a second home in this area. Therefore, the number of potential second-homers does not seem adequate to reach a concrete evaluation about this group of people on a regional scale (i.e. potential second-homers of Mediterranean Coast).

Regarding the Mediterranean characteristics of the region, the evidence collected seemed to contradict the hypothesis that the Mediterranean, urban-fabric is universally attractive. This is a provocative finding and deserves more research.

The typical attraction of the Spanish, Mediterranean coasts, (including the attractiveness of what it titled as 'sun and sand' factors), remains the main driver in deciding to have a second home in Costa Brava. By considering the key role of natural attractions in the area, it seems quite essential to reconsider the traditional model of tourism, and to promote a more sustainable model, respecting cultural heritage, (such as local traditions and architecture), as well as promoting high added-value services.

By splitting the data into age groups, (in the last part of this chapter), the responses expressed the importance of quiet zones, and areas which were relatively away from highway networks and airports. The next step in this study is to evaluate the retirees' residential requirements and services, to evaluate which preferences people have for a second home to be enjoyed during the retirement years.

Chapter 5. Residence typology for a second home

5.1 Introduction

Following the territorial and environmental preferences of international tourists in case of selecting a second home area, the next specific area concerns the residential characteristics that foreign retirees wish to have for their second home. This chapter will focus on the residential preferences of foreign retirees in relation to purchasing or renting a second home, especially the preferences of people interested in choosing the Costa Brava. Which tenancy, type and size of dwelling would they prefer? Moreover, by focusing on assisted living services, the study considers how interested people are in receiving these services in their second home during their retirement period. Subsequently, their affordability for monthly payment is evaluated.

The methodology is based on the survey and its statistical analysis, and is followed by providing a sample of offers from the real estate market of the Co

sta Brava and a statistical descriptive analysis. The second part of the questionnaire, conducted by a survey on the Costa Brava, considers the desired residential characteristics, including typology, assisted services desired, the maintenance method and the affordability by people interested in having a second home.

The sample data is the same as in the previous chapter, including 191 samples from the survey, which was carried out in various municipalities of the Costa Brava during the summer of 2016 by participating European interviewees who were visiting the Costa Brava mainly for leisure tourism.

Therefore, in this chapter, firstly there is a study of tenure status and the preferred tenure of respondents. Then, interest in different residence typologies and in assisted living is evaluated. Finally, by studying the real estate market of the Costa Brava through providing a sample, an attempt is made to find out to what extent the desired residential attributes of people who are interested in having a second home in this region (referred to as "potential second-homers" in this research) correlates with what is supplied by the market. The chapter also discusses whether it is possible to propose the transformation of tourist accommodation during low season, adapting it into temporary second homes for retirees. This issue will be examined in the discussion section.

5.2 Tourist Accommodation and Household Status

In order to define tourists' residential preferences, an essential step is to study their actual tenure, their household status and their accommodation as tourists on the Costa Brava. The objective is to determine whether there is any correlation between their current tenure and

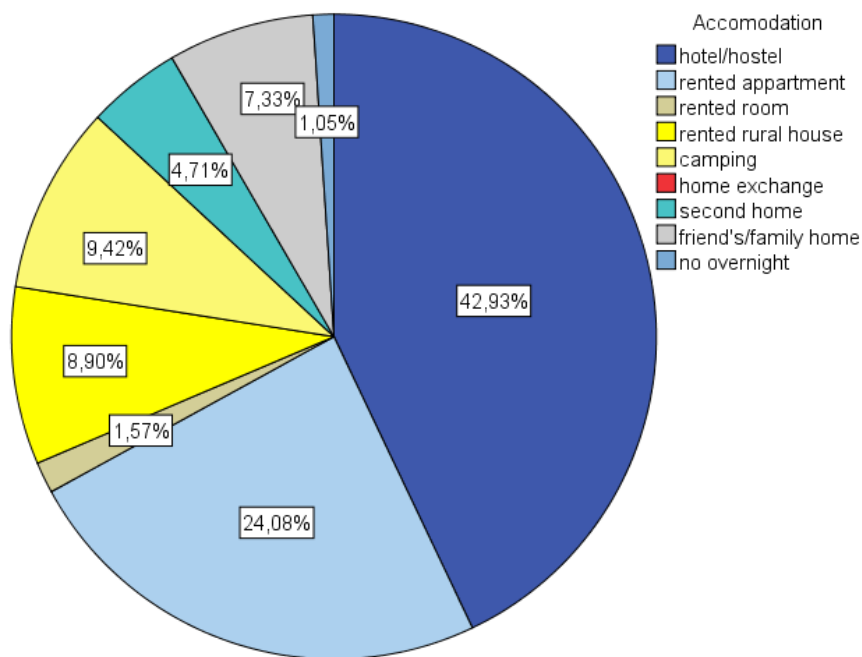
accommodation and the desired tenure of a second home, and to check the household status of the target group and how it might be in the case of residing in a second home.

5.2.1 Accommodation

The accommodation type of the respondents is shown in Figure 81. Almost 43% have been established in hotels and hostels. Approximately a quarter of respondents have been living in rented apartments. Camping and rented rural houses, with a share of 9%, also have a considerable share in the area. There is a share of second-homers among the respondents of almost 5%.

Comparing this data with the actual statistics for accommodation shows a similarity between the sample and the share of tourists in different tourist accommodation on the Costa Brava, while there is an exception concerning the share of respondents in hotels, which in the statistics accounts for more than half.

Figure 81. Accommodation Type Respondents on the Costa Brava (n= 191)

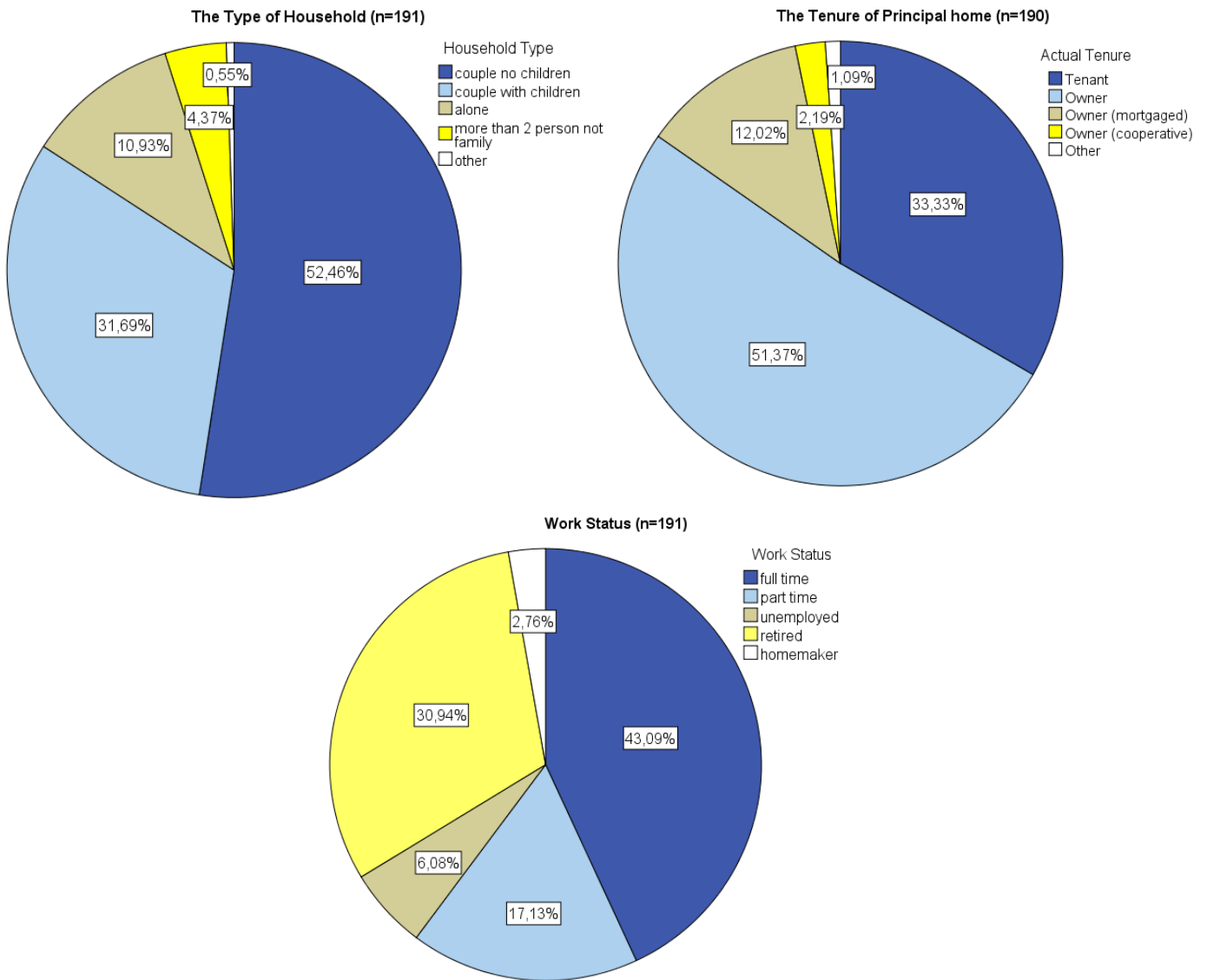


Source: Own elaboration.

5.2.2 Household Status

A set of questions asked for a definition of household type, work status and the current housing tenure of respondents, shown in Figure 82. Regarding household status, almost half of them are couples without children, whereas a third still live with children of different ages. It is predictable that the ratio of couples without children living with them increases with age.

Figure 82. Tenure, Household and Work Status of Respondents (n=191)



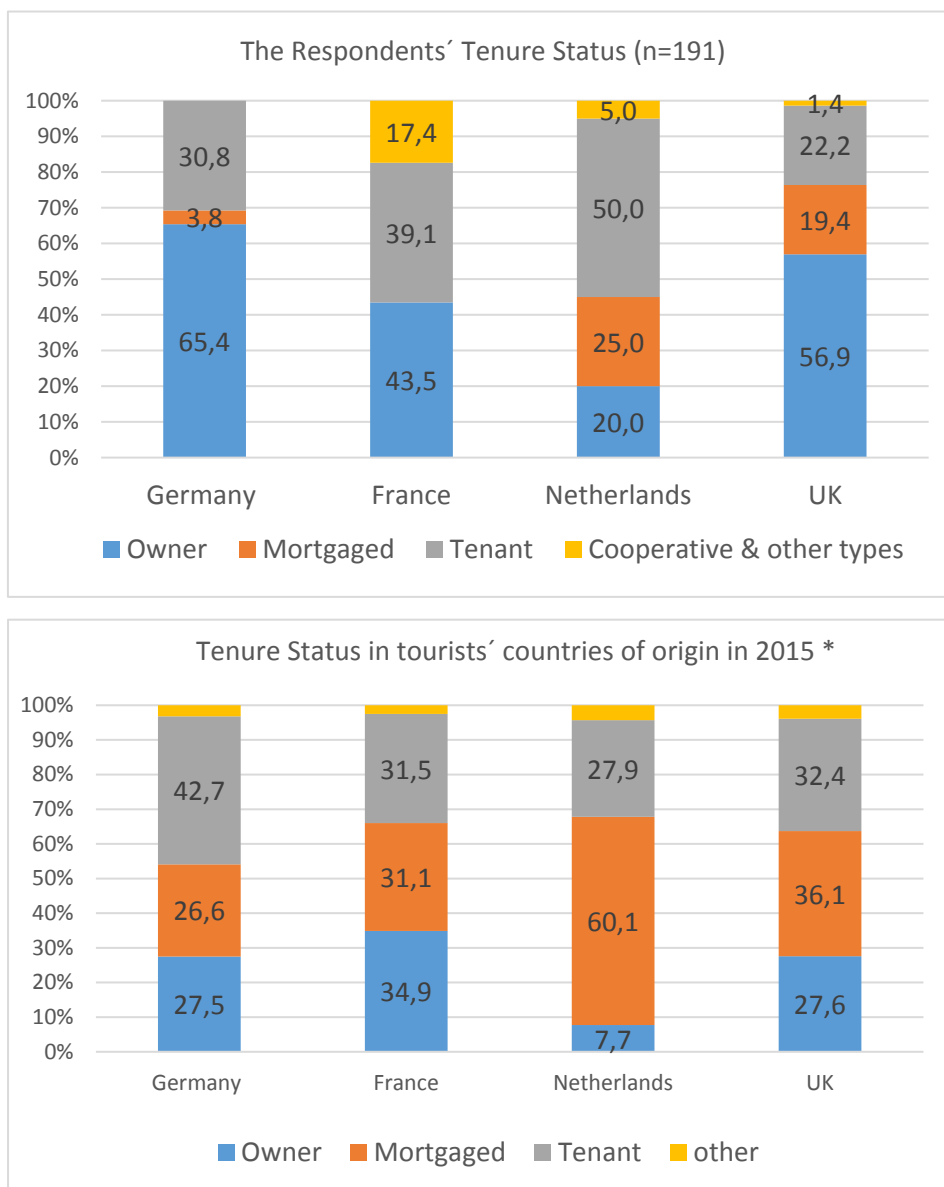
Source: Own elaboration.

5.2.3 The Tenure Status of Respondents

Since the respondents are mostly over 50 years old, just a third of them are actually tenants (Figure 82). The tenure status of respondents and the tenure status of their country of origin are shown in Figure 83. Based on the number of surveys obtained from each nationality, the margin of error in three of the nationalities is about 22%, except in the case of British people, where it is 12%. Then even by an interval of 22%, the results differ from the Eurostat census. The difference is in the portion of owners, which is higher in the sample data and refers to the age of respondents, which apparently is much higher than the average age of their countries. Therefore,

the sample is older, and the higher share of ownership in the sample may be explained by the higher age of respondents.

Figure 83. Tenure Status of Respondents Compared with the Statistics of their Country of Origin

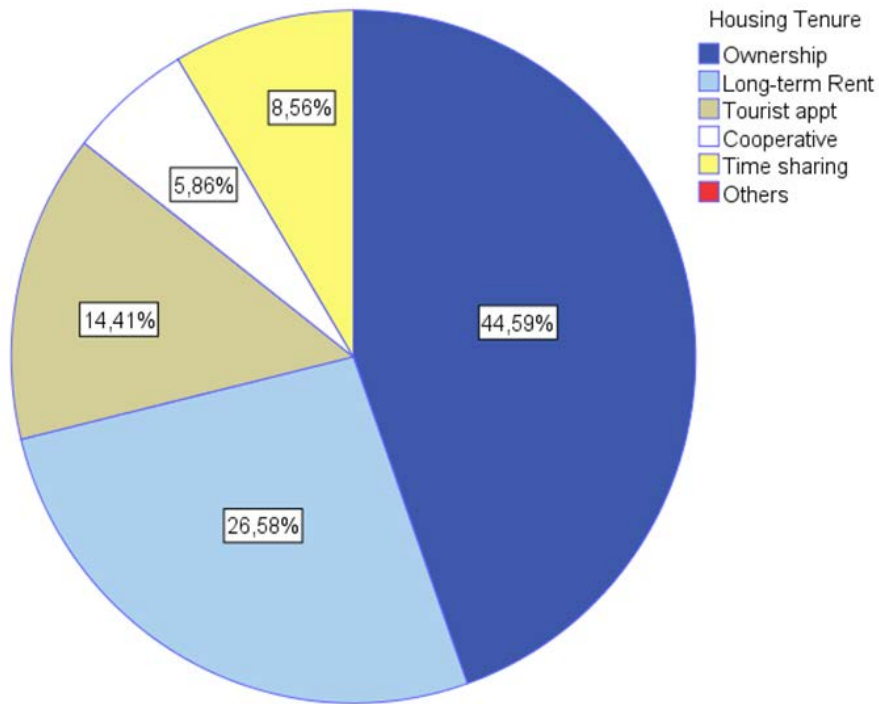


Source: Retrieved from Eurostat, Available at http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=ilc_lvho02&lang=en

5.2.4 Desired Tenure Status for a Second Home

Furthermore, the desired tenure status for a second home is indicated by respondents and is shown in Figure 84. After ownership, long-term rent is the most desirable tenure, where tourist apartments and time sharing also have a considerable share of favourite tenures. More than a quarter of respondents are interested in a non-classic form of tenure. This information indicates that beyond the traditional tenure status of ownership or rent, there are new trends in peoples' interest regarding tenancy. This trend suggests that planners in the tourist and second home

Figure 84. The Preferred Housing Tenure for the Second Home (n=191)

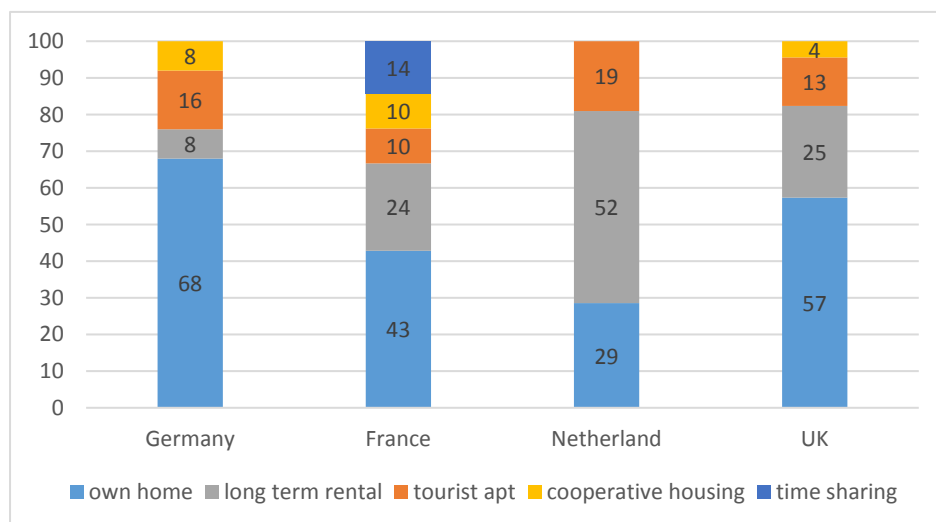


Source: Own elaboration.

areas should think about the promotion of other types of second home tenure for retirees. Specifically, in the case of the Spanish Mediterranean coast, where one of the problems is seasonal occupation of tourist accommodation in high season (summer), considering the remarkable share of people interested in tourist apartments and time-sharing there is an opportunity for the transformation of these types of tourist accommodation for retirees who are interested in non-classic tenure forms.

Moreover, comparing the desired tenancy with the actual tenancy status gives the impression that, at a first glance, there is a correlation between the actual tenancy regime of the respondents and their favourite tenancy type for their second home. Looking for differences among

Figure 85. The Desired Tenancy of nationalities for the Second home



Source: Own elaboration.

nationalities the Desired Tenancy of nationalities for the Second home is shown in Figure 85. Despite the differences, the sample is not large enough to be used for proving significant differences among nationalities' preferences.

In another attempt, in order to analyse whether there is any significant correspondence between trip accommodation such as hotels and hostels and the tenure respondents would like for a second home, a correspondence analysis has been applied but no significant relationship was found for this issue. The reason may be linked to the size of the sample, which is not large enough, at 191 respondents, to be able to prove this similarity.

As shown in *Table 30*, there is a significant correspondence between the accommodation type and the desired tenure for a second home. Looking at the table and Figure 86 shows that the majority of those who have been established in hotels are likely to be owners, whereas less than half of people in rented apartments are likely to be the owner of a second home. This may be linked to some extent to affordability and people's economic situation. Concerning assisted services, an attempt is made to find out if people residing in serviced lodgings such as a hotel are more interested in living in an assisted living flat or not.

Table 30. Correspondence Analysis of Accommodation Type and Desired Tenure for a Second Home

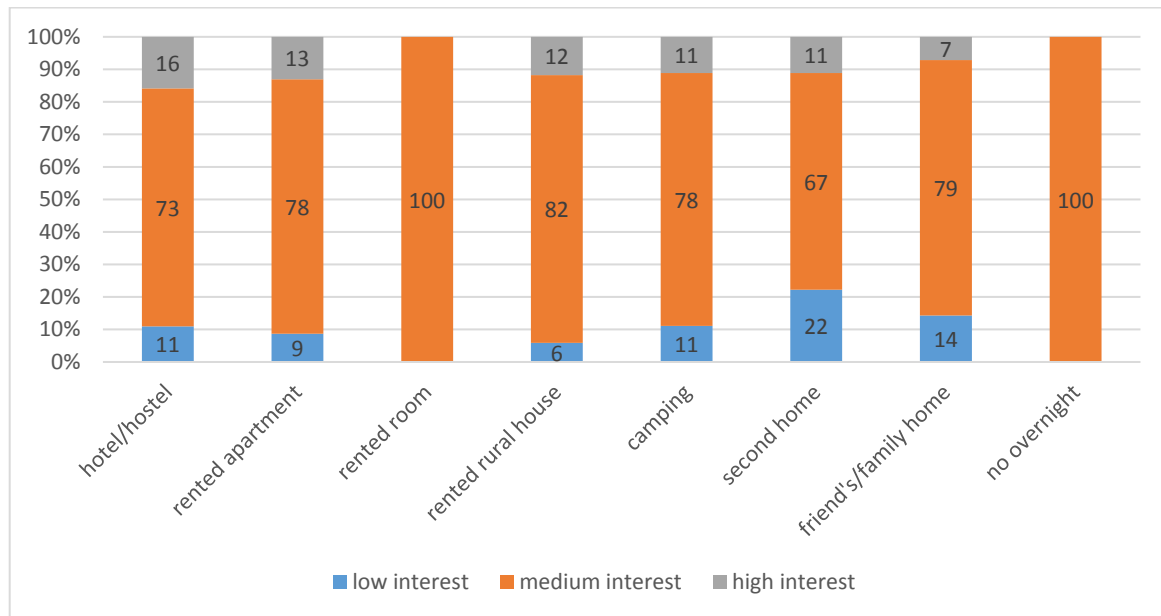
Source: Own elaboration.

Correspondence Table						
accommodation	housing tenure					
	own home	cooperative	tourist apt	long term rental	time sharing	Active Margin
hotel/hostel	47	0	14	15	2	78
rented apartment	20	2	4	19	1	46
rented room	1	0	0	1	1	3
rented rural house	9	1	1	4	2	17
camping	4	0	6	5	3	18
Active Margin	81	3	25	44	9	162

Summary								
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation
1	,304	,092			,445	,445	,098	,032
2	,282	,079			,382	,827	,065	
3	,174	,030			,145	,972		
4	,076	,006			,028	1,000		
Total		,208	33,627	,006 ^a	1,000	1,000		

a. 16 degrees of freedom

Figure 86. Respondents Based on type of Tourist Accommodation and Interest level in Assisted Services in 2nd Home (n=191)

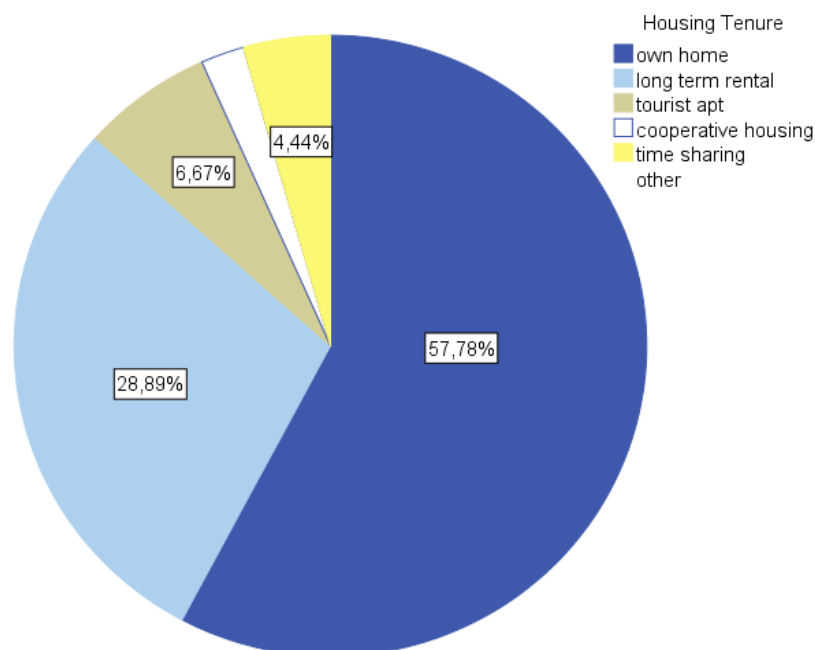


Source: Own elaboration.

5.2.5 Desired Housing Tenure of Potential Second-homers

Focusing on the potential second-homers, their desired tenure model on the Costa Brava is shown in Figure 87. As seen below, more than half of respondents are interested in having their own second home under ownership tenure (59%) and another considerable share includes those who would like to have a long-term rental in the area (28%). Short-term rental (tourist apartments), time-sharing and cooperative housing are in the lower degrees of interest.

Figure 87. Desired Tenure Form for a Second Home by Potential Second Homers on the Costa Brava (n=46)



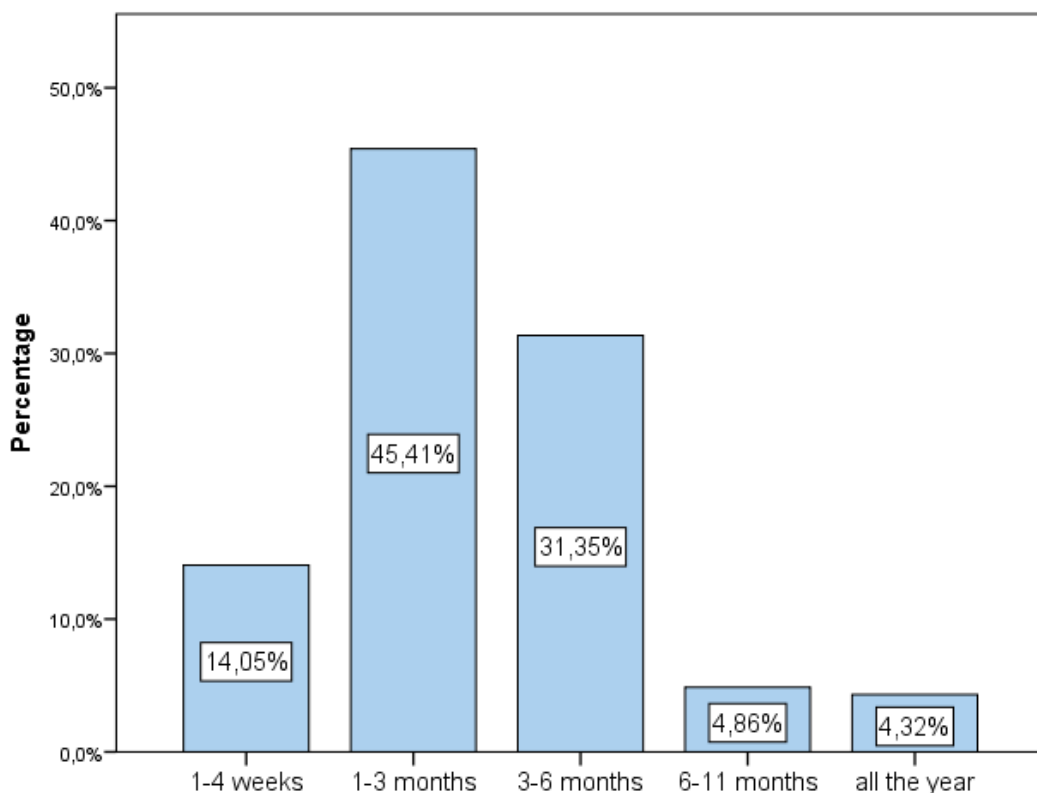
Source: Own elaboration.

Regarding seasonal use of accommodation, as mentioned previously, an attempt was made to evaluate whether there is potential to promote other types of tenancy, rather than ownership. Therefore, people who are interested in long-term rental, short-term rental, a cooperative or tourist apartments are more likely to show an interest in new types of residential promotions.

5.2.6 Expected Length of stay

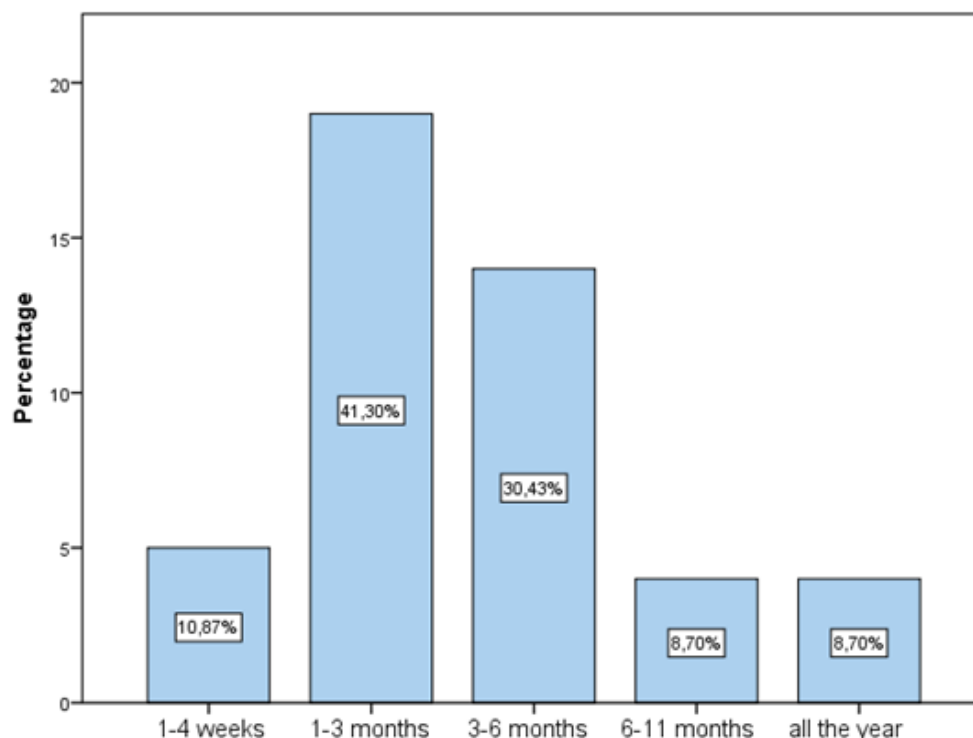
The length of stay in a second home area is not just a personal decision affecting a second-homer's lifestyle, although it impacts on the local economy and local society in the second home area. This issue, in the case of retirees or those who are planning retirement in the coming decades who were surveyed in this research could also indicate potential retired migrants. If the length of stay increases to more than half of the year, they appear more willing to be categorised as immigrants in their second home area.

Figure 88. Desired length of stay indicated by all respondents (N= 185)



Source: Own elaboration.

Figure 89. Expected length of stay of people interested in having a second home on the Costa Brava (N=



Source: Own elaboration.

Figure 88 shows that less than half of respondents want to stay for between 1 and 3 months in a year in their second home, so this period could be considered as the most commonly desired. In addition, around a third of respondents want to stay in a place for 3-6 months. There is a significant percentage wanting to stay for most of the year or even for a whole year (so becoming immigrants) at their destination. Considering the desired length of stay for potential second homers, this expresses a high similarity in the expected length of stay of this group with the length of stay of all the respondents (Figure 89). Therefore, the length of stay of 1-3 months and 3-6 months, chosen by the majority of potential second-homers, indicates that whatever assisted services were chosen would be utilized temporarily for a period of up to 6 months a year.

Desired Housing tenure and length of stay

Length of stay and housing tenure are shown in Table 31. The question is: is there any significant association between length of stay and desired tenure type for a second home? In

Table 31. The Crosstab of Length of Stay and the Desired Housing Tenure for Second Home

the % of each tenure		Expected Occupation Time				
		1-4 weeks	1-3 months	3-6 months	6-11 months	all the year
Housing Tenure	own home	12	43	36	5	4
	long term rental	11	44	33	4	7
	tourist apt	31	58	8	4	0
	cooperative housing	17	33	50	0	0
	time sharing	9	36	36	9	9
Total %		14	45	32	5	4

order to find this out, a Chi-Square test was done (Table 32). Based on the Chi-Square test, there is a significant difference between the expected occupation time and the type of tenure. This difference is shown in Figure 90.

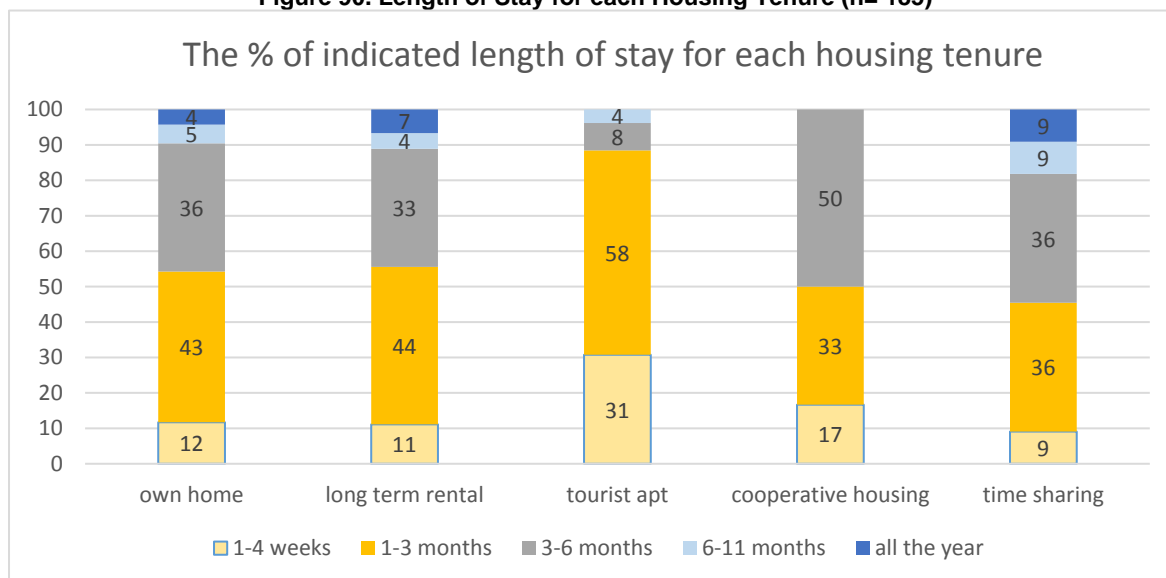
Table 32. Chi-Square Test of Length of Stay and Desired Tenure for a Second Home

	housing tenure	expected occupation time
Chi-Square	141,676 ^a	118,811 ^a
df	4	4
Asymp. Sig.	,000	,000

Source: Own elaboration.

As Figure 90 shows, the most common length of stay, regardless of tenure type, is 1-3 months, whereas the differences refer to longer term stays of 3-6 months. Those respondents who have selected tourist apartments are apparently much less likely to stay more than 3 months. The distribution of length of stay for those who chose cooperative housing and time-sharing, considering the small number of respondents who have chosen these items, could not be interpreted, since their samples have a high interval. However, although the time sharing model is similar to having a second home, some researchers do not consider it as a second home residence (Hall & Muller, 2004).

Figure 90. Length of Stay for each Housing Tenure (n= 185)



Source: Own elaboration.

5.3 Regular Neighbourhoods vs. Retirement Community

Initially, the first issue of this chapter refers to the type of neighbourhood. In addition to regular neighbourhoods containing different age groups and social classes, retirement communities have

recently been developed as medium to large scale projects all around the world. As a broad definition, a retirement community is a housing complex occupied by seniors, with shared areas such as fitness rooms or gardens, and offering some services such as housekeeping or a nursery when needed. The question is how likely people are to live in one of these two categories. So the house typologies are asked about in the two neighbourhoods mentioned separately. In a regular neighbourhood, the scored typologies are detached house, terraced linked house (semi-detached), flat, and shared flat. Correspondingly, respondents scored the same typologies in a retirement community. The score scale is from 'very unlikely' to 'very likely' (1-5 scale).

Firstly, and in a more general view, a comparison between a regular neighbourhood and a retirement community seems necessary. These two categories include several residential types of house (detached and terraced linked), flat and shared flat. The average weighted score of each typology is calculated. Then, for each category of neighbourhood, by the mean of the average weighted score of each individual typology, the mean of each category is calculated. As shown in Table 34 , a regular (normal) neighbourhood is much more popular than a retirement community.

In Table 35, this score is compared between people interested in having a second home on the Costa Brava and other respondents, to seek any significant difference between these groups in their evaluation. The mean of both categories can be interpreted as something between unlikely and neutral, which is quite low. However, this result may be affected by the choices of those respondents who are not interested in having a second home at all. Focusing on people interested in having a second home gives us, relatively, a slightly higher score (Table 34).

Furthermore, the unpopularity of the retirement community may be because of its facilities are not well-known by most people, or because the image that people have obtained from the media or other sources about retirement communities is not so appealing.

However, the findings may support what is expressed about large assisted living projects, which could also include retirement communities: these projects could be described as somehow "associated with an uncaring, institutional approach that warehouses older people and doesn't treat or even see them as individuals" (Moeller, 2013). This differs from projects often referred to as 'green' houses, with a 10-12 person capacity, including private rooms and a shared kitchen. These new eco-friendly residence models caring more for the individual and private requirements of the elderly exist in the U.S and are reported as more desirable models than other assisted residence types.

Looking for a responsive model, the desired typology, maintenance model, size, price and assisted services will also be studied.

Table 33. Likelihood of Living in a Regular Neighbourhoods or a Retirement Community (n=186)

the mean of residence types		in a Regular neighborhood	in a Retirement community
N	Valid	186	180
	Missing	5	11
Mean (scale: 1-5)		2.80	1.57
Sum of Given Points		520.67	282.00

Source: Own elaboration.

Table 34. Likelihood to Live in a Regular Neighbourhoods & Retirement Community, Potential Second-homers vs. Other Respondents

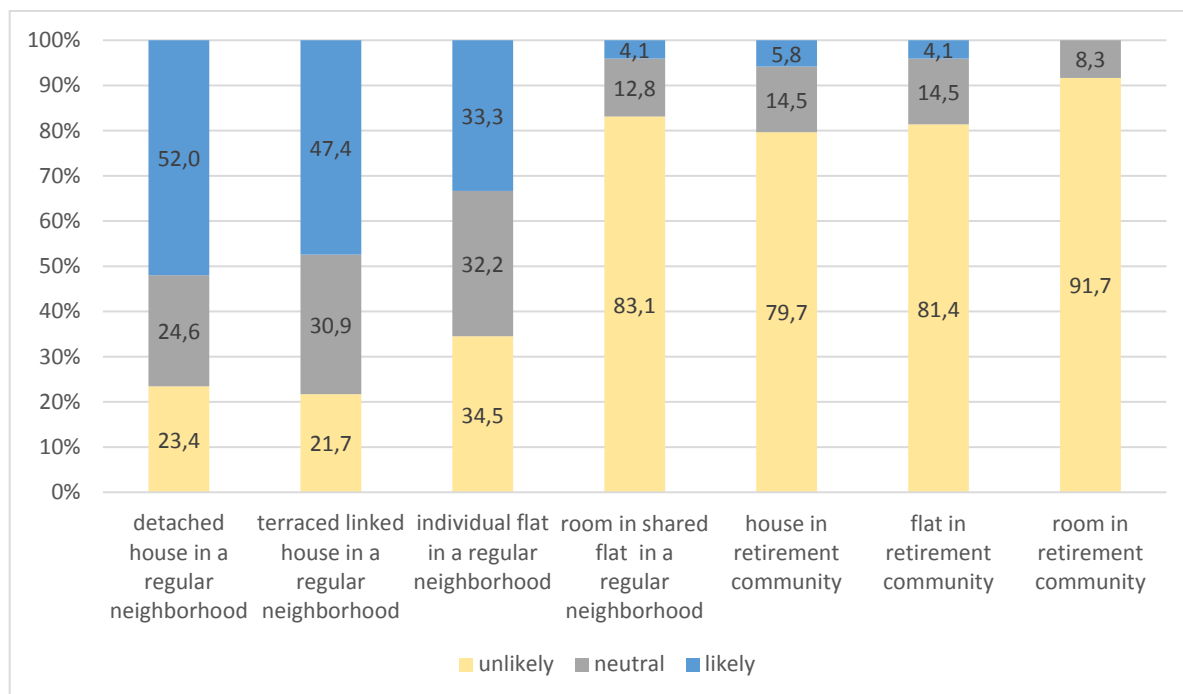
Respondents categories	in a Regular neighborhood	in a Retirement community
	Mean	Mean
Not interested in having a 2nd home on the Costa Brava	2,76	1,49
The potential 2nd homers of the Costa Brava	2,85	1,74

Source: Own elaboration.

5.4 Residence Typology

There are several residence typologies, including the detached house, the terraced linked house, flat and shared flat (room in a shared flat). In order to have a clear idea about people's preference for a second home, and more specifically, preferences of potential second-homers on the Costa Brava, the likelihood of people choosing each of these types was assessed on a Likert scale. Comparing the weighted scores of the different typologies from the total sample, Figure 91 shows that the most desirable types are the detached house (51%) and the terraced linked house (49%), in a regular neighbourhood. In the third level, a flat is selected as a third likelihood.

Figure 91. Residence Typology Ranked by All Respondents (n=172)



Source: Own elaboration.

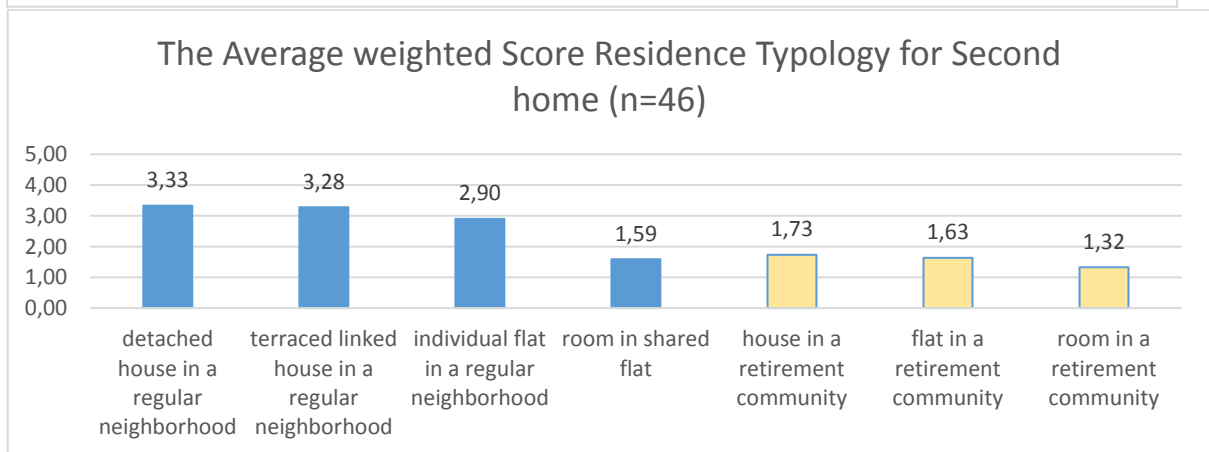
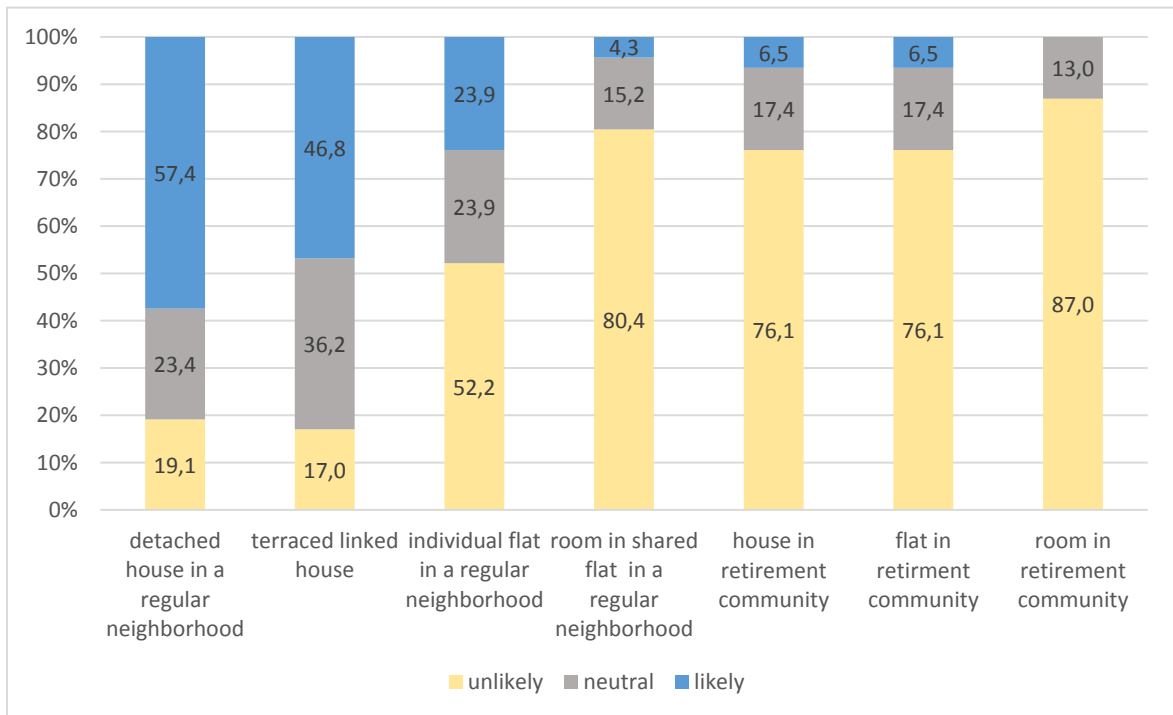
As discussed before and shown in Figure 91, the desirability of residence types in the retirement community is much lower, which shows that apparently retirement communities are not popular, at least with the sample in this study. For instance, while half of people are interested in having a house (detached or semi-detached) in a regular neighbourhood as their second home, just 5.8% of them are interested in having a house in a retirement community.

5.4.1 Desired residence typology of potential second-homers on the Costa Brava

Focusing on the preferences of potential second-homers on the Costa Brava, the evaluation is shown in Figure 92, indicating the category (regular neighbourhood and retirement community). It was found that most of these respondents chose a detached house in a regular community as their favourite option (Figure 92). Accordingly, after a detached house, terraced linked (or semi-detached) house, chosen by almost half of these people, and a flat with a lower likelihood is by a third of them are indicated as their probable second home model, while all of these models are chosen in a regular neighbourhood.

Regarding the models in retirement community, just about 6% of respondents are interested to live in a house or flat in a retirement community whereas in total, almost 76% of potential second-homers are not likely to select any type of second home in a retirement community. However, the percentage of neutral answers may suggest that there might be some potential interest in retirement community types.

Figure 92. Residence type Preferences of Potential Second Homers on the Costa Brava (n=46)



Source: Own elaboration.

Concluding the typology study, based on the findings the most desirable form for potential second-homers is the detached house, known as typical and traditional forms of holiday cottages and vacation homes in the 19th century and even before. The detached house has the benefit of having maximum privacy inside the home and independent space outdoors, but the price of renting or purchasing this model is usually higher than an affordable price for the majority of people. This issue will be reviewed later in this chapter.

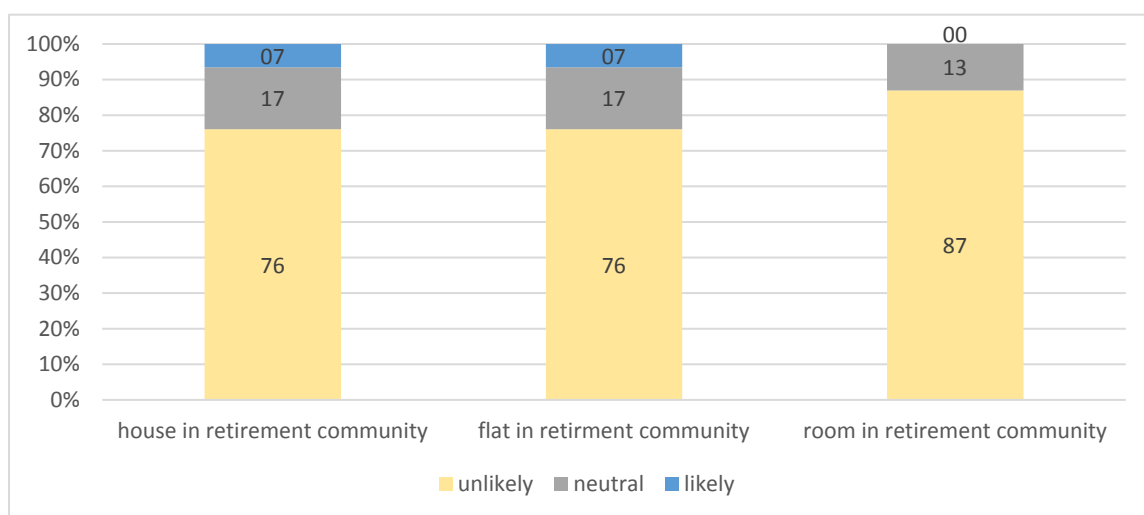
Another interesting issue is that almost half of the respondents would like to have a detached house, although the detached house is not a typical form of housing in compact cities, including Mediterranean cities. Therefore a type of conflict appears between the desired aspects of a compact city indicated by respondents and discussed in the previous chapter - such as being

close to the city centre and to shopping -, and the desire to have detached house, which is indicated by a high percentage in this study. This controversy will be discussed further in the discussion section of this chapter.

Potential Second-homers and Retirement community

Among the residence types in a retirement community, residing in a house and in a flat have the similar indicated interest for potential second homers while just 7% are likely to have flat or house in a retirement community as their second home. Moreover, there is no interest in having a shared flat as a second home in this area (Figure 93).

Figure 93. Likelihood of Choosing Residence Types in a Retirement Community Focusing on Potential Second Homers (n=46)

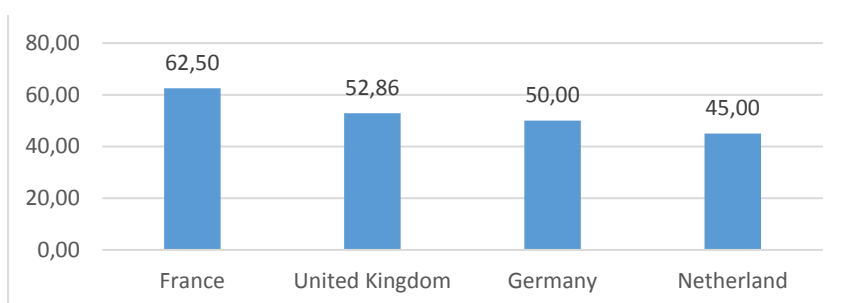


Source: Own elaboration.

5.4.2 Detached house and real estate statistics of the Countries of Origin

The split of the desirability of a detached house in respondents between the main nationalities involved in the second home market, in Spain and in the current survey, including French, Dutch, German and British people, is shown in Figure 94.

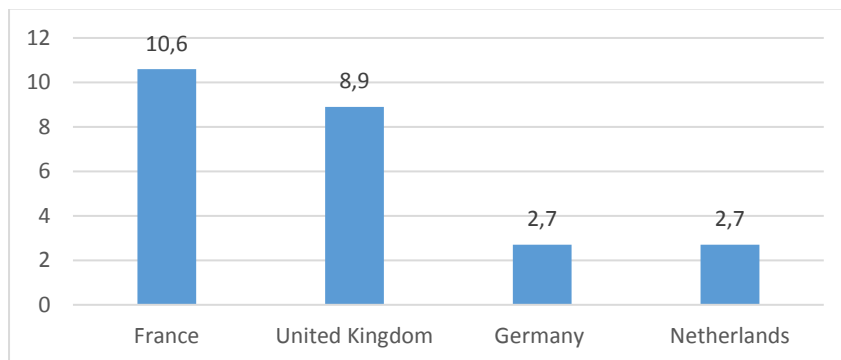
Figure 94. Percentage of Desired Detached House by Nationality of Respondent



Source: Own elaboration.

Therefore, it seems that there are differences between nationalities. However, among the national groups involved in the second home market in Spain, based on previous literature, there are significant differences, particularly in their socio-demographic and economic backgrounds, residential choices and patterns of mobility (Casado-Díaz, 2006).

Figure 95. Percentage of Detached Houses in Country of Origin



Source. Retrieved from Eurostat database available at: <http://appsso.eurostat.ec.europa.eu>

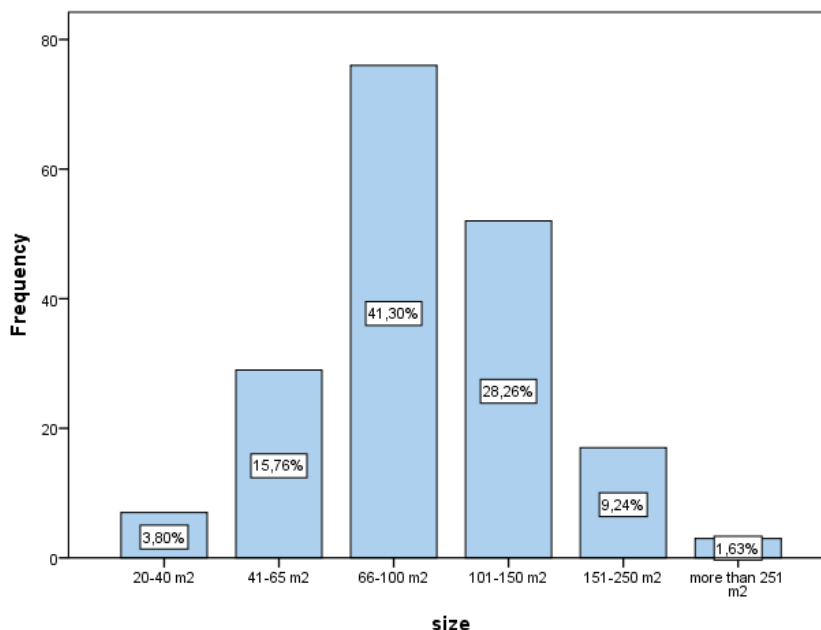
Considering the differences in the likelihood of desiring a detached house between nationalities, a question arises: do people look for conditions (or residence typology) similar to what they used to have in their country of origin? Alternatively, do these percentages perhaps match with the actual share of detached house in their country of origin? In an attempt to answer that, the percentage of people wanting a detached house, in the sample, was compared with the percentage in their country of origin (Figure 95). As demonstrated, the percentage of detached houses in the countries of origin is up to 10%. So, this hypothesis can be rejected, as apparently they are not looking for the type of housing they used to have. However, comparing the nationalities suggests that French people, because of the higher percentage of detached houses in France, are relatively more interested in having a detached house as a second home than other nationalities.

5.5 Size of the Second Home

The range of dwelling size in the case of a second home was explored to find out what size of dwelling on the market could be of interest to potential second-homers. Firstly, the question asked from all sample and shown in Figure 96. Most respondents (61%) are interested in having a second home up to 100 m². Among the different size ranges, the range of 66-100 m² is the most popular, chosen by 41.30% of respondents. The next favorite size range is 101-150 m², selected by 28% of respondents. Small dwellings of 41-65 m² are chosen by almost 16%, which is also a considerable percentage, while the smallest and the larger ranges were of least interest. A comparison of the desired size between potential second-homers and other

respondents is shown in Figure 97, indicating there is not much difference in people's favourite size between respondent groups.

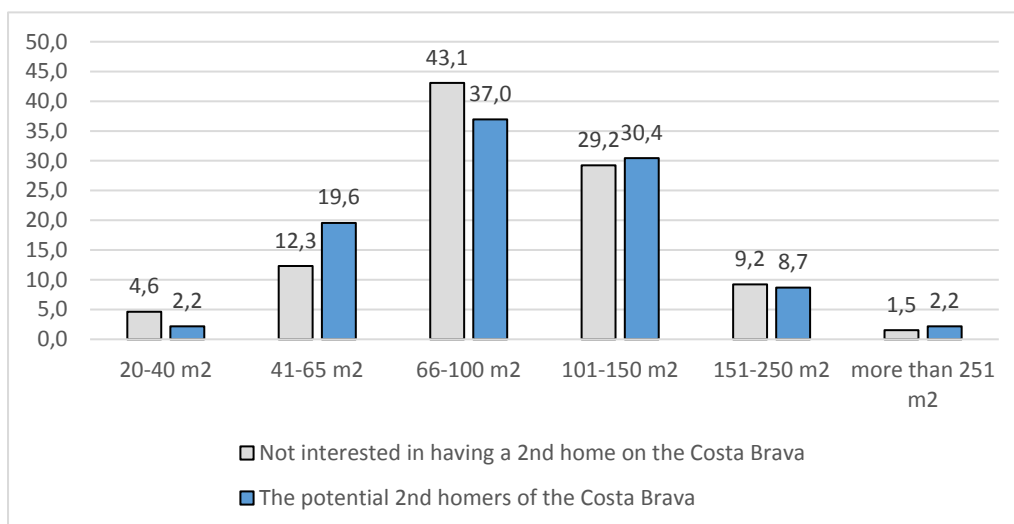
Figure 96. Desirable Size of the Second Home (n=191)



Source: Own elaboration.

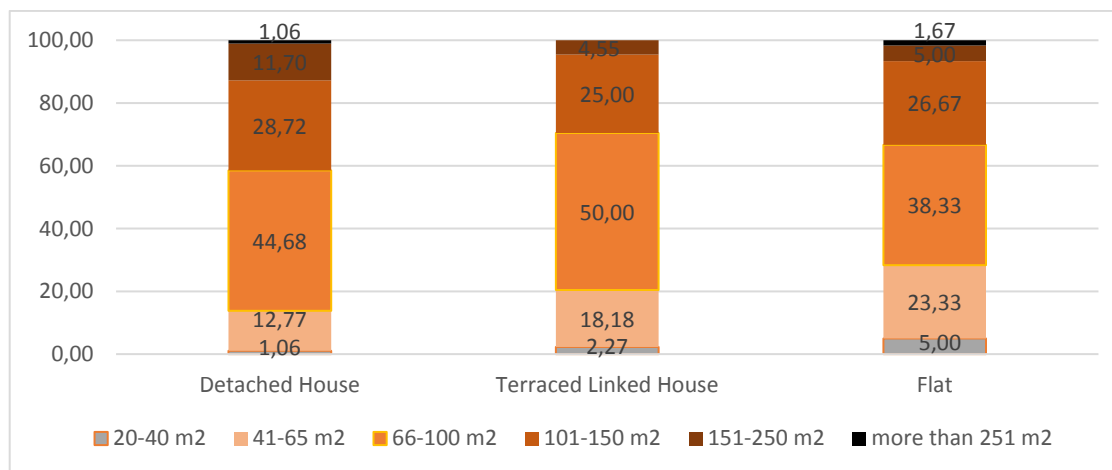
Considering the dwelling size indicated, it seems necessary to assess which typology of dwelling they wish to have in the declared favourite size. The data is split up and shown in Figure 97. Considering the typologies and the sizes selected, almost half of people show an interest in having detached house and the terraced linked house in the medium range of 66-100m². Regarding flats, a third of respondents are interested in smaller flats up to 65 m². Moreover, regarding the smaller sizes, it can be observed that 13% of people sampled are interested in having a detached house, 18% are interested in a semi-detached, and 23% are interested in having a flat up to 65m² (Figure 98).

Figure 97. Views of Potential Second Homers and Other Respondents on the Size of a Second Home



Source: Own elaboration.

Figure 98. Dwelling Typology and Desired Size by Respondents (n=180)



Source: Own elaboration.

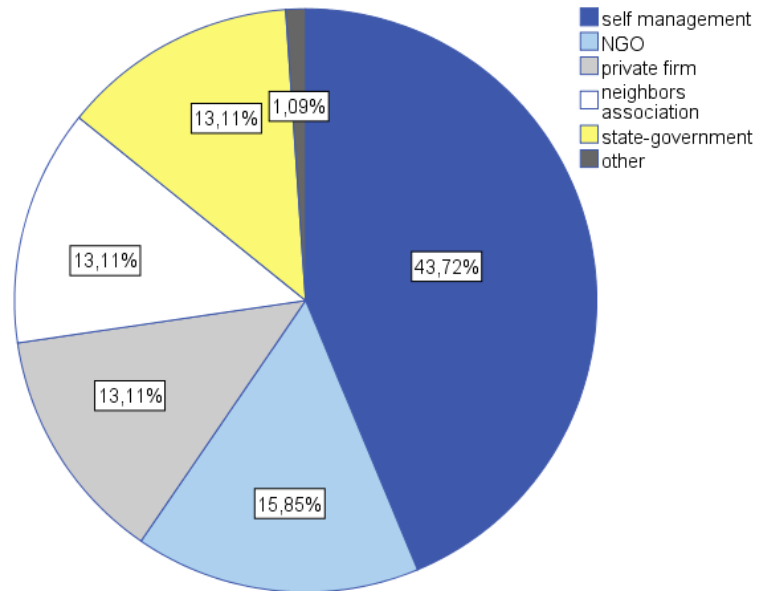
Now, the question is whether there are suitable detached houses, semi-detached houses and flats in the indicated favourite size ranges in the market stock?

5.6 Dwelling Maintenance and Household Management Method

Another issue, in order to look for the appropriate residence model of retired second-homers on the Costa Brava is the method of second home management. This issue refers to the duties and chores of a household and the maintenance of the building, which historically has been performed by owners or tenants using a self-management method. Other management types are management by a private firm, by neighbours association, by state (government) and Non-governmental organization (NGO). Although each of these models has its own history and can be utilized in different social patterns, in this research they are all considered as alternatives for retiree Europeans, to assess their preferences.

Findings show that although the most preferred management form for a second home is self-management, it is chosen by less than half (44%), whereas the relatively recent other types carry considerable weight (Figure 99). These findings indicate a high interest level in new alternative types of management rather than self-management, while the issue refers to second homes for the retirement period. It can be deduced that people, at least in this age group, apparently show great interest in receiving assistance with household tasks.

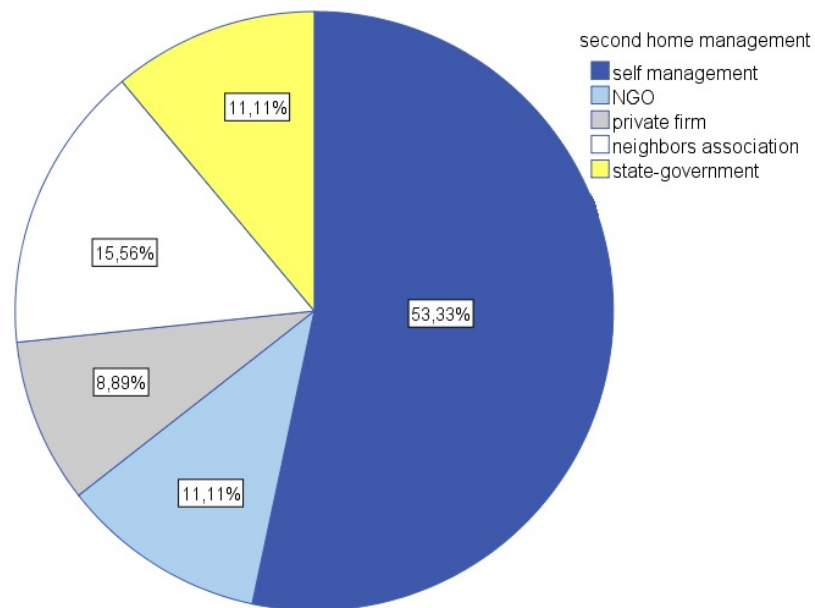
Figure 99. Preferred Management Body for a Second Home (n=191)



Source: Own elaboration.

By focusing on the results about potential second-homers on the Costa Brava, as shown in Figure 100, the portion of different management bodies are similar with the whole sample, so half of them are still interested in types of management other than self-management.

Figure 100. Preferred Management Body for the Second Home indicated by Potential second homers (n=46)



Source: Own elaboration.

Apart from self-management, other management methods, by providing some services such as housekeeping, gardening or technical services for a second home, can provide services for

owners as well as boosting the local economy by creating job opportunities in the labour market. Hence, the finding that half of the population is interested in other methods for managing their second home is significant for local authorities. These services could be offered by promoting relevant agencies, especially in the private sector, and active non-governmental organizations providing this kind of service.

5.7 Assisted living services and facilities

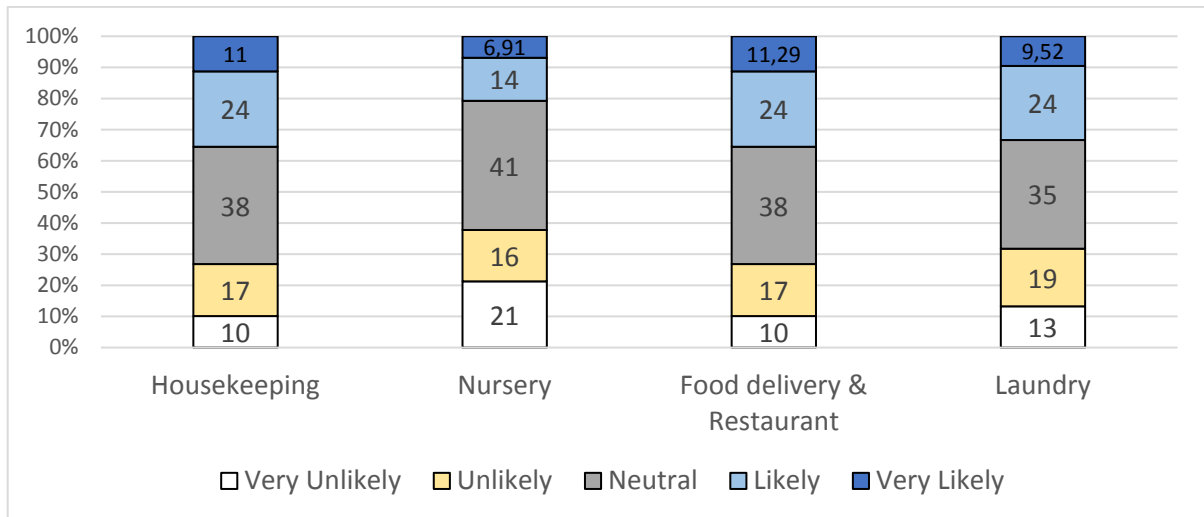
Studying retirees who are members of a retirement community resulted in the ability to determine some reasons for their decision, which include some services and attributes offered in retirement communities, which were rated as important reasons to join a continuing care residential community by almost half of respondents, including safety and security and supplemental services. Freedom from home upkeep and maintenance was rated as important by more than 80% (Sheehan, 1995). In addition, the reasons for relocating seniors to such a community in another study include a desire for continued care, freedom from upkeep and maintenance of the current residence, and the wish to be independent or not to burden anyone (Krout et al., 2002). Therefore obtaining care, maintenance and housekeeping tasks apparently are viewed as desirable aspects by surveyed retirees.

Accordingly, the reasons acting as push and pull factors in relocating seniors to this type of residence model include some services. Hence, in this section a set of assisted services will be evaluated, when the accommodation offering is a second home and not a permanent residence. First, a list of services commonly offered in assisted living residencies was provided and asked about from all the obtained sample of 188 completed questionnaires. The results are divided into two categories: assisted services and sport and leisure facilities, which will be studied below.

5.7.1 Assisted services

The first category refers to services provided to the home, such as delivery (e.g. of food or laundry) or personal assistance (nursery, cleaning). As indicated by the whole sample, it seems that the attraction of housekeeping, food delivery, and laundry services are on a similar level (Figure 101). However the portion of people interested in these services is around a third of the sample.

Figure 101. Percentage of Likelihood to Choose a Second Home with Home services (n=188)



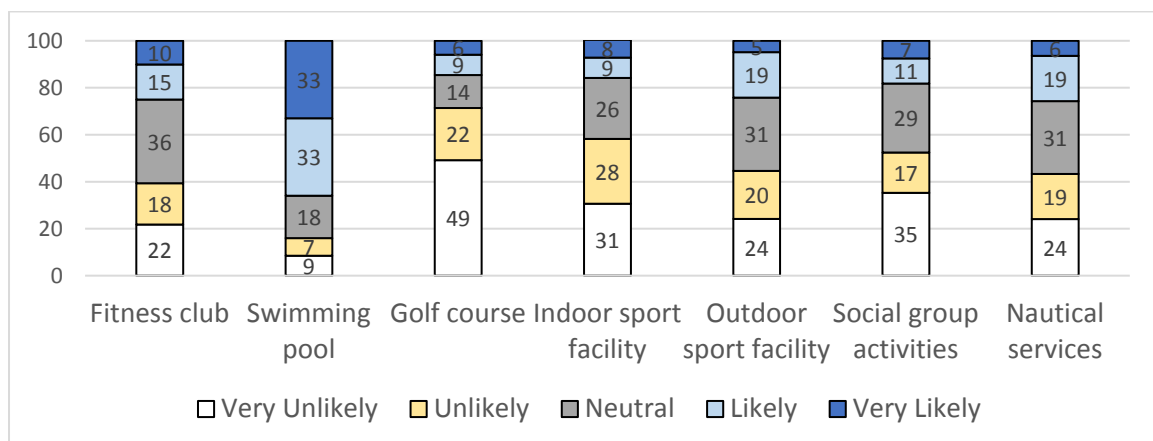
Source: Own elaboration.

5.7.2 Sport and leisure facilities

Other parts of facilities, which might form part of assisted living, are sport and leisure facilities, including fitness clubs, swimming pools, golf courses, indoor/outdoor sports facilities, socially organized group activities and nautical services. According to the findings (Figure 102), the most desired sport service is the swimming pool, which half of the respondents wish to have in their second home.

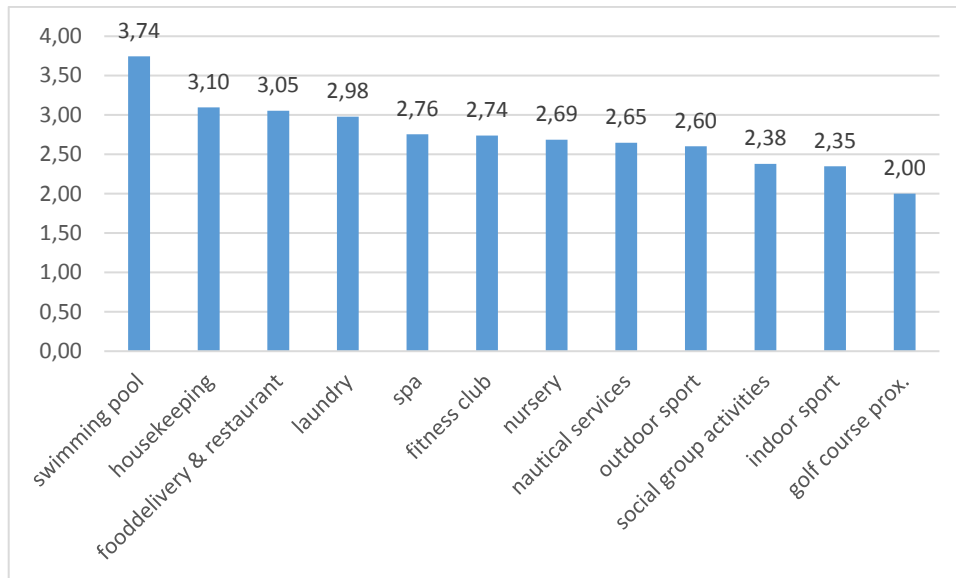
The average weighted score of all services and facilities is shown in Figure 103. This evaluation gives an estimate of the likelihood of these aspects being important when people are about to choose a second home. As shown, a swimming pool has a score of 3.7, which could almost be placed in the range of "important" in the defined corresponding scale (Likert Scale 1-5). Other items are in the medium range or lower, and cannot be considered as an important issue for second home selection.

Figure 102. Percentage of Likelihood to Choose a Second Home with Sport & Leisure Facilities (n=188)



Source: Own elaboration.

Figure 103. Average Weighted Score of Services & Facilities (n=188)

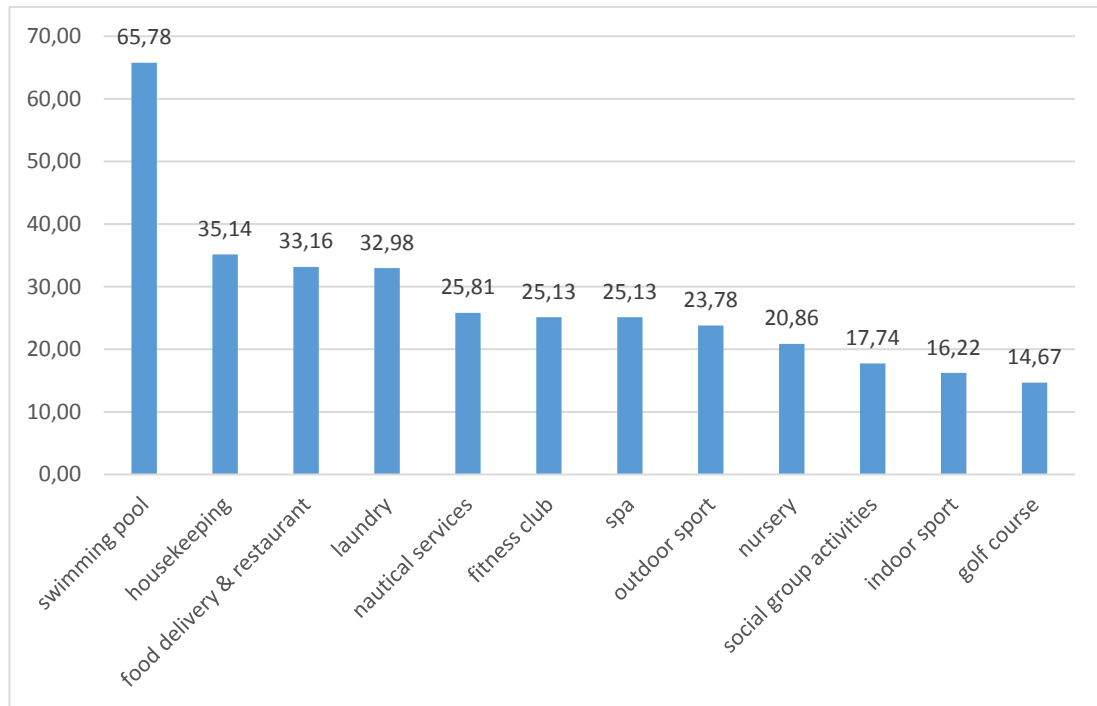


Source: Own elaboration.

Furthermore, for another evaluation focusing on the percentage of people determining services as important or very important versus other responses (not important to moderately important) the results are shown in Figure 104. This evaluation does not provide information about intensity towards the items, but does give an idea about the share of the population is interested in each service or which facility. As shown, among services offered in different types of assisted living, the most attractive one is a swimming pool, which 66% of respondents are interested in; this is a common facility desired by the middle social class.

To a lesser degree, other desirable services are housekeeping, food delivery services and laundry, all similarly chosen by a third of respondents. In addition, nautical services, fitness clubs, spas, and outdoor sport facilities are defined as desirable services by a quarter of respondents. Finally, the least attractive services, based on the survey, are golf courses, indoor sports facilities, social group activities and a nursery, ranging from 15% to 21%.

Figure 104. Percentage of Likelihood of Choosing a Second Home with Services & Facilities (n=188)

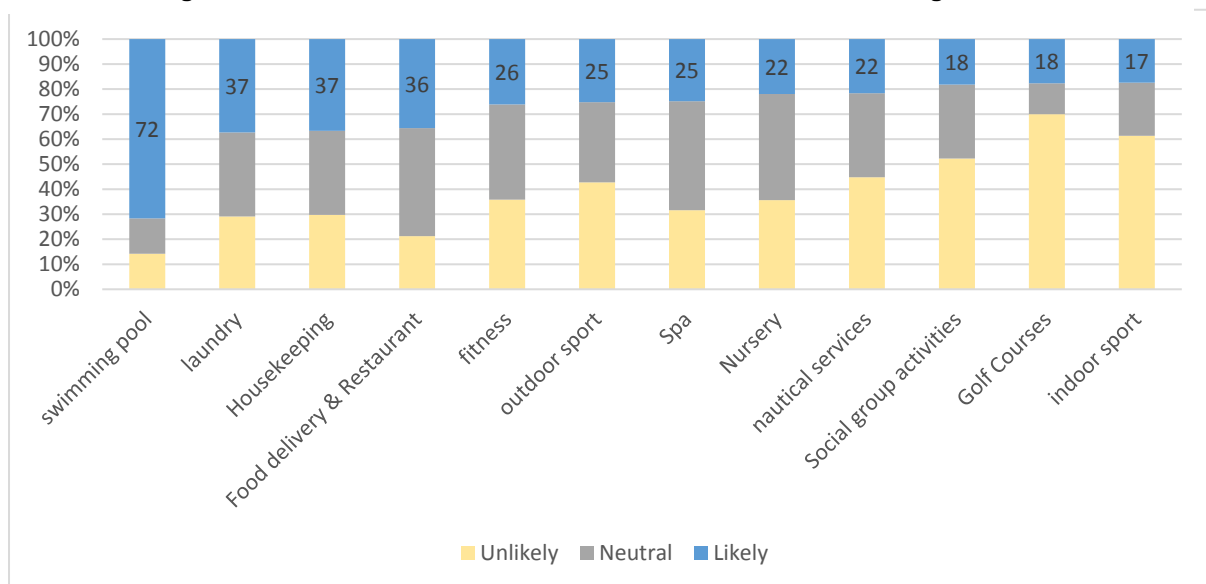


Source: Own elaboration.

5.7.3 The potential second-homers' priorities in assisted living services

The potential second-homers' preferences for assisted services has been calculated based on the percentage who are likely to have these services (Figure 105). Looking for the specific preferences of potential second-homers versus other respondents, a chi-square test in SPSS is applied (Table 35). The statistically significant preferences at the level of 95% are in the cases of a swimming pool, outdoor sports facilities, spa and nautical services (Figure 106).

Figure 105. Potential Second homers' Preferences in Assisted Living Services



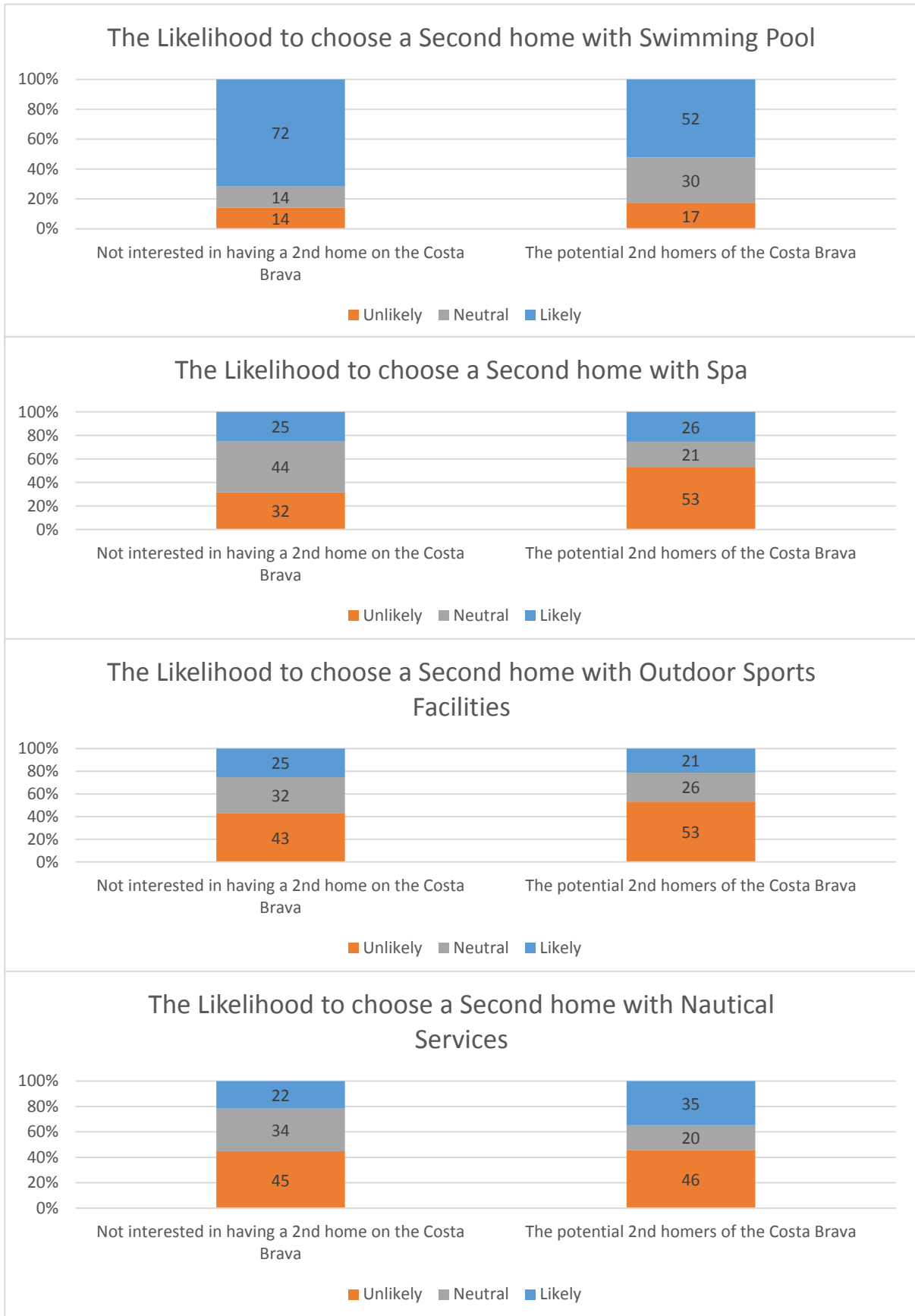
Source: Own elaboration.

Table 35. Chi-square Test: Service & Facility Preferences of potential Second-homers vs. Others

Pearson Chi-Square Tests		
potential second homers vs. other respondents	Chi-square test	
Housekeeping	Chi-square	4.811
	df	4
	Sig.	.307
Nursery	Chi-square	1.438
	df	4
	Sig.	.838
Food delivery & Restaurant	Chi-square	3.745
	df	4
	Sig.	.442
Laundry	Chi-square	3.180
	df	4
	Sig.	.528
Fitness club	Chi-square	4.110
	df	4
	Sig.	.391
Swimming pool	Chi-square	14.752
	df	4
	Sig.	.005[*]
Spa	Chi-square	10.374
	df	4
	Sig.	.035[*]
Golf course prox.	Chi-square	3.940
	df	4
	Sig.	.414
Indoor sport facility	Chi-square	7.669
	df	4
	Sig.	.104
Outdoor sport facility	Chi-square	11.191
	df	4
	Sig.	.024[*]
Social organized activities	Chi-square	1.235
	df	4
	Sig.	.872
Nautical services	Chi-square	13.669
	df	4
	Sig.	.008[*]

As the result of graphing these items, potential second-homers are less likely to choose a second home with a swimming pool, while they are more likely to want nautical services, a known attraction of the Costa Brava (Figure 106). Moreover, this group is relatively more unlikely to have spa and outdoor facilities for their second home, which may be implied by considering the geographical location of the Costa Brava, which already offers a free beach and many outdoor activities, without the need for specific facilities.

Figure 106. Differences in Likelihood of Services and Facilities (Potential Second Homers vs. Others)



Source: Own elaboration.

In order to find out if the differences between potential second-homers and other respondents results from the age difference, the age is provided. Age characteristics of these two groups are shown in Table 36. Although the mean and median of them are similar, the mode of potential second-homers is 53 years old, which is higher than the other group.

Table 36. Age Comparison of Potential Second-homers and the Rest of Respondents

Respondents	Number	Mean	Median	Mode
Potential second-homers	45	56.98	58.00	53
Other respondents	134	56.69	57.50	65

Source: Own elaboration.

5.7.4 Age groups and desired assisted services for their second home

In order to analyse the differences in preferences by age group, a Chi-square test was applied for three age groups: up to 49, 50-65, and over 65, but the results showed that there is no significant difference in age groups regarding their preferences for services (Table 37). It is considered that more than 20% of cells in this sub table have expected cell counts less than 5 and correspondingly, so Chi-square results may be invalid. Then, looking for another statistical test, the Analysis of Variances has been selected. Although Analysis of Variance is known as a parametric test assuming that the data fit a normal distribution, it is indicated that in the case of ordinal scales which are not normally distributed, analysing the data with an ANOVA, may increase the chance of a false positive result. Despite these facts, as in some simulation studies, by using non-normal distributions, it is expressed that an ANOVA is not so sensitive to moderate deviations from normality and the false positive rate is not affected so much by this violation of the assumption (Glass et al. 1972, Harwell et al. 1992, Lix et al. 1996).

Correspondingly, by applying the ANOVA test, results show that there are significant differences at the level of 95% in the cases of laundry and nautical services. Also, with a lower confidence interval of 93%, the availability of a swimming pool and outdoor sports facilities could make a significant difference.

Regarding the ANOVA test, providing and looking at the graphs of significant variables (Figure 107) determine that the older age group of people over 65 - who are known as retirees - are more interested in having a swimming pool than the younger group of 50-64. These retirees are also very interested in laundry services and less interested in outdoor sports facilities and nautical services.

Table 37. Analysis of Variance & Chi-Square Test: Differences in Desired Assisted Services in Age Groups

Pearson Chi-Square Tests

ANOVA: Analysis of Variance

Pearson Chi-Square Tests			ANOVA: Analysis of Variance					
		age group	ANOVA	Sum of Squares	gl	Mean Square	F	Sig.
housekeeping	Chi-	5.057	Between	1.103	2	.552	.43	.650
	df	8	Within Groups	232.33	182	1.277		
	Sig.	,751 ^a	Total	233.43	184			
nursery	Chi-	6.425	Between	5.165	2	2.583	1.9	.147
	df	8	Within Groups	245.22	184	1.333		
	Sig.	,600 ^a	Total	250.38	186			
food delivery & restaurant	Chi-	11.60	Between	4.682	2	2.341	1.9	.149
	df	8	Within Groups	223.88	184	1.217		
	Sig.	,170 ^a	Total	228.56	186			
laundry	Chi-	9.221	Between	9.793	2	4.897	3.7	.025
	df	8	Within Groups	241.07	185	1.303		
	Sig.	,324 ^a	Total	250.86	187			
fitness club	Chi-	9.517	Between	6.040	2	3.020	1.9	.142
	df	8	Within Groups	282.12	184	1.533		
	Sig.	.301	Total	288.16	186			
swimming pool	Chi-	10.79	Between	8.436	2	4.218	2.8	<u>.062</u>
	df	8	Within Groups	275.24	184	1.496		
	Sig.	,214 ^a	Total	283.67	186			
spa	Chi-	9.833	Between	.251	2	.125	.09	.912
	df	8	Within Groups	250.43	184	1.361		
	Sig.	.277	Total	250.68	186			
golf course prox.	Chi-	5.062	Between	3.486	2	1.743	1.1	.320
	df	8	Within Groups	275.50	181	1.522		
	Sig.	,751 ^a	Total	278.99	183			
indoor sport	Chi-	3.500	Between	1.632	2	.816	.55	.578
	df	8	Within Groups	270.22	182	1.485		
	Sig.	,899 ^a	Total	271.85	184			
outdoor sport	Chi-	8.558	Between	7.298	2	3.649	2.6	<u>.074</u>
	df	8	Within Groups	251.29	182	1.381		
	Sig.	.381	Total	258.59	184			
social group activities	Chi-	11.18	Between	7.118	2	3.559	2.2	.109
	df	8	Within Groups	290.28	183	1.586		
	Sig.	,191 ^a	Total	297.40	185			
nautical services	Chi-	11.13	Between	9.987	2	4.993	3.4	.035
	df	8	Within Groups	266.59	183	1.457		
	Sig.	.194	Total	276.58	185			

Note. Results of Chi-Square test are based on nonempty rows and columns in each innermost sub table.

More than 20% of cells in this sub table have expected cell counts less than 5. Chi-square results may be invalid.

Source: Own elaboration.

Figure 107. Significant Differences in Assisted Services Preferences in Age Groups



Source: Own elaboration.

5.8 The affordability

In order to evaluate affordability for people for renting or purchasing a second home, interviewees were asked up to how much they would be willing to pay monthly for a second home.

(For rent or mortgage quotes, including services if any) The question employed a 5 price range. Dividing respondents in two groups of potential second-homers and others, the average price of respondents groups have been calculated and the percentage of people in the price ranges is presented in Table 38.

Table 38. Compression of Desired Price between potential Second-homers and Other Respondants

potential second homers vs. other respondents	Desired price range					Mean of Desired Price
	up to 500	501-1000	1001-1500	1500-2500	2500-4000	
potential 2nd homers of the Costa Brava (%)	11.1	64.4	15.6	8.9	0.0	969.76 €
Other respondents (%)	13.7	50.0	29.8	5.6	0.8	933.33 €

Source: Own elaboration.

It can be seen that the majority of potential second-homers (64%) and half of other respondents are interested in the second price range (501-1000€) for their second home. In the third price range of 1001-1500 €, a third of the category of other respondents are interested, whereas just 15.6% of potential second-homers indicated that they would pay up to this range. In general, the average desired price for potential second-homers is somewhat higher than other respondents.

5.8 Real Estate market on the Costa Brava

In this section, the status quo of the real estate market of the Costa Brava is reviewed through gathering a sample of dwellings offered all along this coastal area. The source used for the data is Habitaclia.com, which is one of the popular portals for the rent and sale of dwellings, and illustrates the facilities and other attributes of the dwellings. The sample includes 160 offers, randomly selected (by choosing the most recent published ads) from the website in November 2016.

The study of the real estate in this section is structured by three of the main aspects of dwellings, as follows:

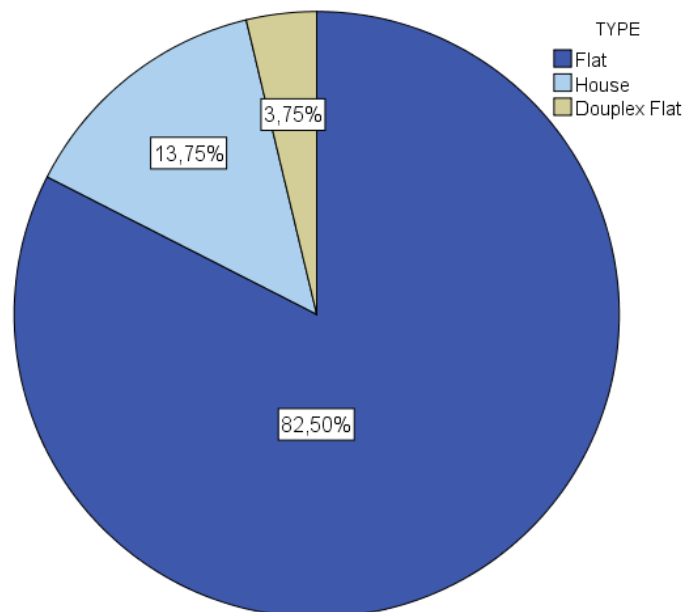
- Type of dwelling
- Size
- Price

Then, by considering these three attributes, a matrix of type/size, type/price and size/price is created and compared with desired type, dimensions and affordability expressed by potential second-homers on the Costa Brava who have been surveyed in this research.

5.8.1 Type: Flat or House

As the first attribute in the real estate market of the Costa Brava, the type of available dwellings is graphed through the proportion of flats and houses available in the sample database and is shown in Figure 108. As can be seen, the percentage of available houses on the market is about 13%, whereas half of the target group of potential second-homers would like to have a house as their second home. It should be assessed to what extent the situation in the market matches the demand of the target group. Although the major interest relating to potential second-homers was to have a detached house or semi-detached house (almost half of them), the share of rentable houses in the market is much lower than what is demanded. This kind of comparison will be shown further on two-dimensional graphs.

Figure 108. Available Rental Dwellings by Type (n=160)

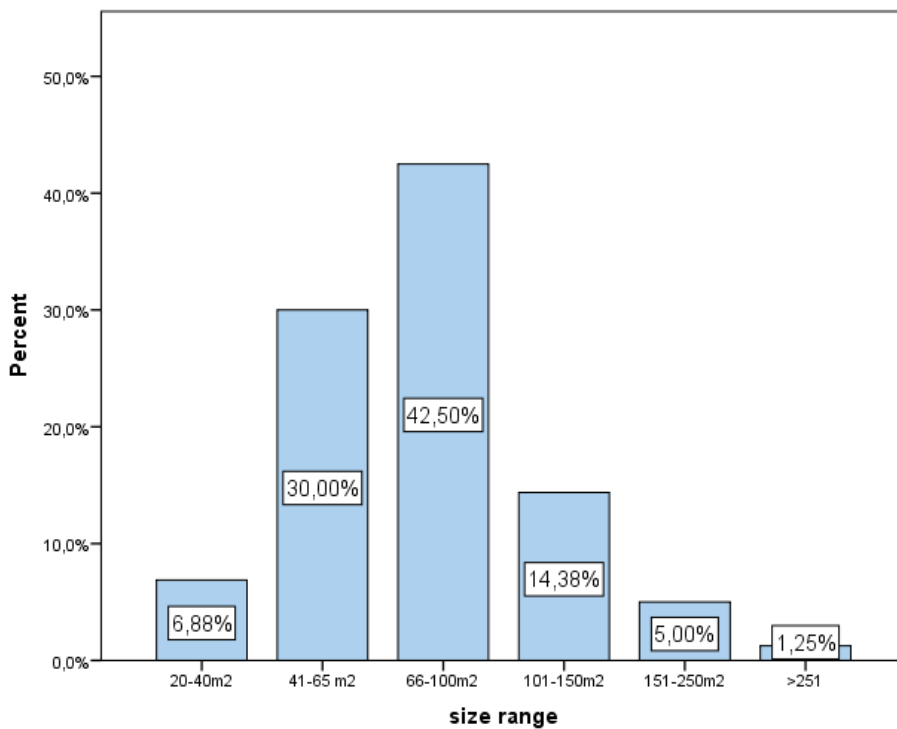


Source: Own elaboration.

5.8.2 Size

Focusing on the size of dwelling will make it clearer if the desired type and size of second homes match with what exists on the market or not. As illustrated in Figure 109, the most typical range of dwelling size in the market is 66-100 meters.

Figure 109. Distribution of Dwellings on the Costa Brava by Size (n=160)

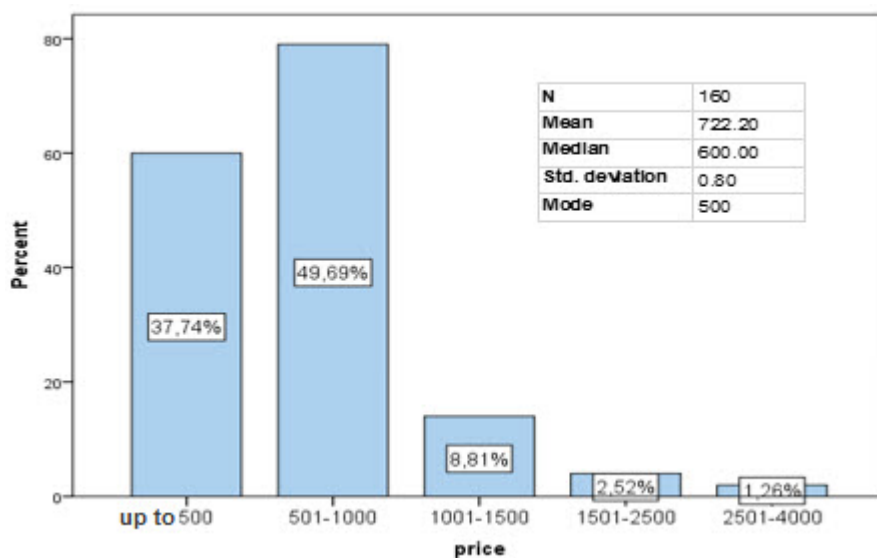


Source: Own *elaboration*.

5.8.3 Price

The price of dwellings on the market resulted from a great combination of several factors regarding the size, location, direction of the building, age, quality of construction, neighbourhood, access, etc. Regardless of these items, at a glance, the available offers on the Costa Brava have been gathered in the sample and is categorised in different ranges (Figure 110). As shown, the price has a mean of 722 € which is lower than what was desired by the potential second-homers (mean of 970 €), indicating that in general, the target group can usually afford to rent a dwelling in this region.

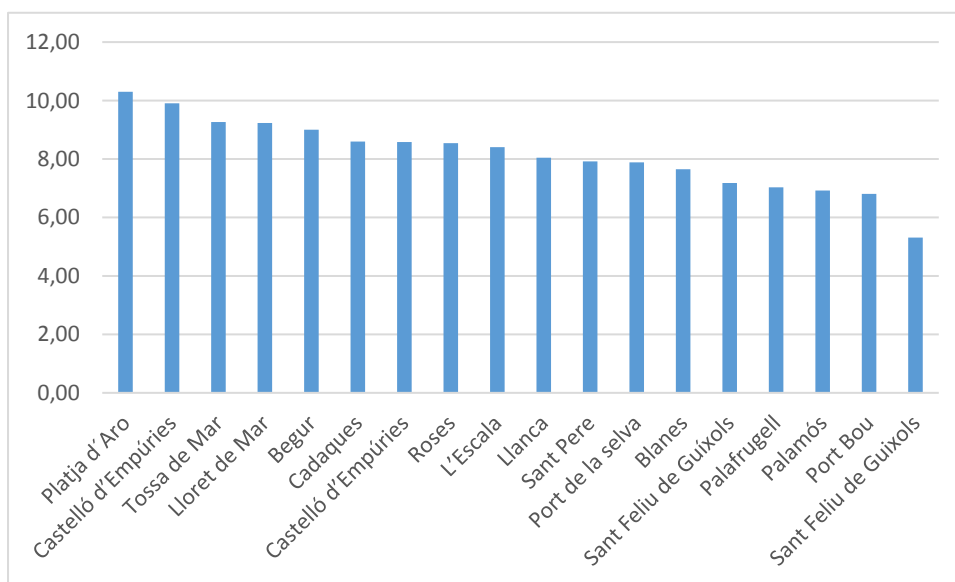
Figure 110. Price of Dwellings in the Sample on the Costa Brava (n=160)



Source: Own elaboration.

Regarding the price per square meter of a dwelling, this is calculated in the sample and its distribution is shown in Figure 111.¹⁶

Figure 111. Average Price/m2 in municipalities of Costa Brava based on the sample (n=160)



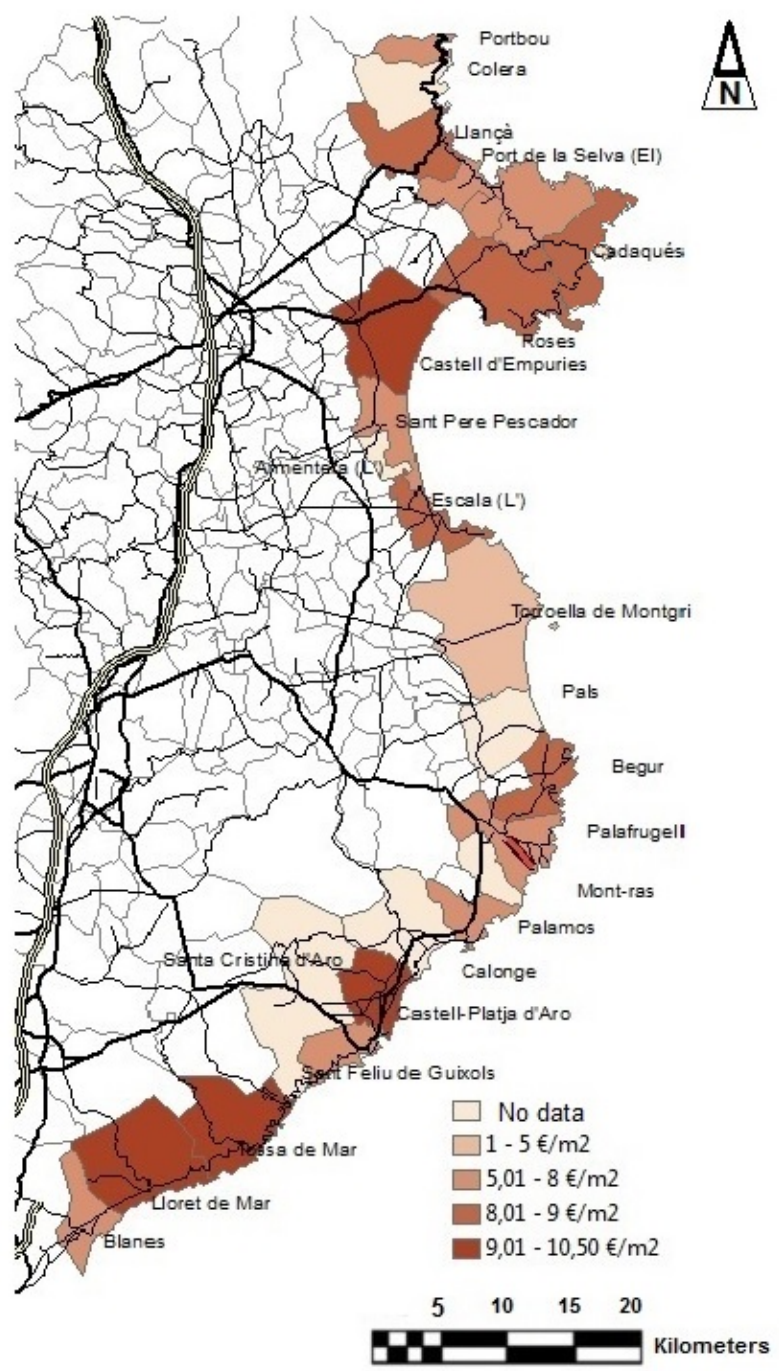
Source: Own elaboration.

The map of average price *per square meter* obtained from the sample is shown in Figure 112. Although it does not vary too much, the result suggested that in some zones the price of flats are higher, for instance in the southern part of the Costa Brava which is closer to the metropolitan of

¹⁶ Some municipalities such as Pals had no announce in the database of Habitacilia during sample collection.

Barcelona, or in the Roses golf area, including Roses and Castelló d'Empúries. However, the sample size is not large enough to prove this difference.

Figure 112. Average price per m2 in municipalities of the Costa Brava (n=160)

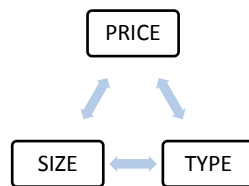


Source: Own elaboration.

5.9 Comparing the Typology, Size and Price of the real estate market and the demand

Despite affordability by people being an essential issue when purchasing/renting a second home, the price should be assessed in combination with other aspects like size and type. Then, a combination of attributes of the size, type and price of dwelling are aspects of the offers, which should be compared with what is desired by potential second-homers. Therefore, a question arises from the questionnaires: if the people who are interested in having a second home on the Costa Brava can afford purchasing or renting, what do they desire to have? This question refers to the desired dwelling type and desired size in their preferred price range. In order to evaluate how many of the desired residential characteristics are available on the real estate market, the three main characteristics were chosen to be evaluated and compared, including: price, size and type. Therefore, the following evaluations and comparisons have been studied through

Figure 113. Selected Structure for real estate study of the Costa Brava

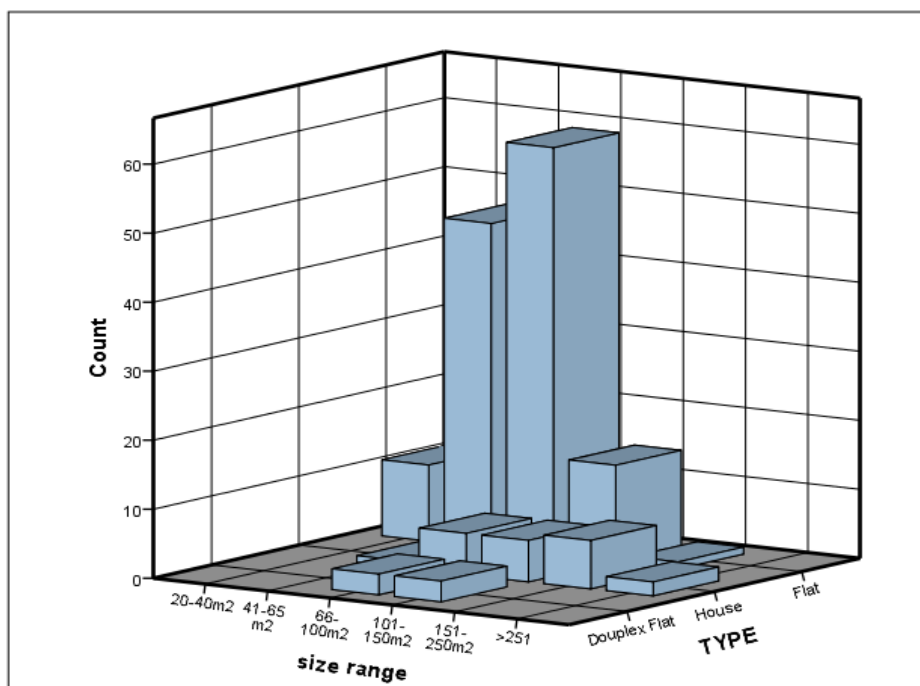


considering a set of different pairs of variables: size and type, size and price, and type and price (Figure 113). In the last part of this evaluation, the facilities of dwellings in the database are illustrated.

5.9.1 Comparing the desired size and type with the market dwellings

The database has 160 samples and it can be assumed that it presents, to some extent, the current situation for existing dwellings in the real estate market of the Costa Brava. The offered dwellings are categorized by size and type in Figure 114.

Figure 114. Offered Dwellings by Type and Size Ranges in the Sample of the Market (n=160)



Source: Personal Elaboration based on database of Habitaclia available at:

<http://www.habitaclia.com/alquiler-vivienda-en-girona/buscador.htm>

Since the type of dwelling (house or flat) did not ask in an individual question to obligate respondents to choose between these flats and houses, the comparison between real estate (Table 39) and desired dwelling by indicating typology and size, is complicated. The desired typology and size in more typological categories is previously reviewed in Figure 100, indicating that 45% of respondents are interested in a detached house of 65-100 m² and 29% interested in a detached house of 101-150 m². By calculating the mean of % interested in a detached house or a semi-detached house in each size category, the desired size of house is calculated.

Table 39. Size and Type of Dwelling in the Sample of the Real estate Market (n=160)

Type	20-40 m2	41-65 m2	66-100m2	101-150m2	151-250m2	>251	Total
Flat	6.9	29.4	36.9	8.8	0.6	0	82.5
House	0	0.6	3.8	3.8	4.4	1.3	13.8
Duplex Flat	0	0	1.9	1.9	0	0	3.8
Total	6.9	30.0	42.5	14.4	5.0	1.3	100.0

Source: Own elaboration.

Among the offers on the market as shown in Table 40, there are just a few houses up to 100m², whereas the majority of potential second-homers wish to have a house (detached or semi-detached) up to 100m² (Table 40).

Regarding houses, 41% of potential second-homers are interested in having a detached house of 66-100 m², whereas in the stock, a third of the offered houses are in this desired size. In addition, 29% of them are interested in a house of 101-150m² which matches with a third of offered houses in the stock. In the case of semi-detached/terraced linked houses, a quarter of interested respondents are likely to have a house up to 65m² whereas half of them are interested in a terraced linked house 66-100m².

Table 40. Desired Size and Dwelling Type indicated by Potential Second-homers (n=46)

likely in having a:	20-40 m2	41-65 m2	66-100 m2	101-150 m2	151-250 m2	>251 m2
Detached house	3.70	11.11	40.74	29.63	11.11	3.70
Terraced linked house	0.00	23.81	52.38	19.05	4.76	0.00
Flat	0.00	45.45	18.18	36.36	0.00	0.00

Source: Own elaboration.

In order to check the differences between what is offered on the market and what is desired by potential second-homers, by subtracting the desired size and type from available size and type on the market, the results are shown in Table 41, indicating where there is plenty of supply and where there is a gap in the market. In the categories of size/type shown in the colours green and yellow, there is almost a supply coordinated with demand in the real estate market regarding size.

As shown, there is a demand for houses of medium size of 66-100 m², while on the market there is a huge gap in this category. This gap is remarkable about two other types of houses smaller than 150 m² where apparently there are few houses up to this size on the market. Therefore, the findings suggest new models of detached houses or semi-detached houses of smaller sizes, especially in the range of 66-100m² since almost half of these potential second-homers are interested in such a dwelling.

Table 41. Comparison of desired and available size and type in the market

Dwelling type	20-40 m ²	41-65 m ²	66-100 m ²	101-150 m ²	151-250 m ²	>251 m ²
House (mean of all types)	-1.85	-16.86	-42.76	-20.54	-3.535	11.15
Flat and duplex	6.9	-16.05	20.62	-25.66	0.6	0

Source: Own elaboration.

Regarding flat size, it seems there is some gap in ranges of 41-65 and 101-150, while the lack is not as strong as for houses in the medium range of size.

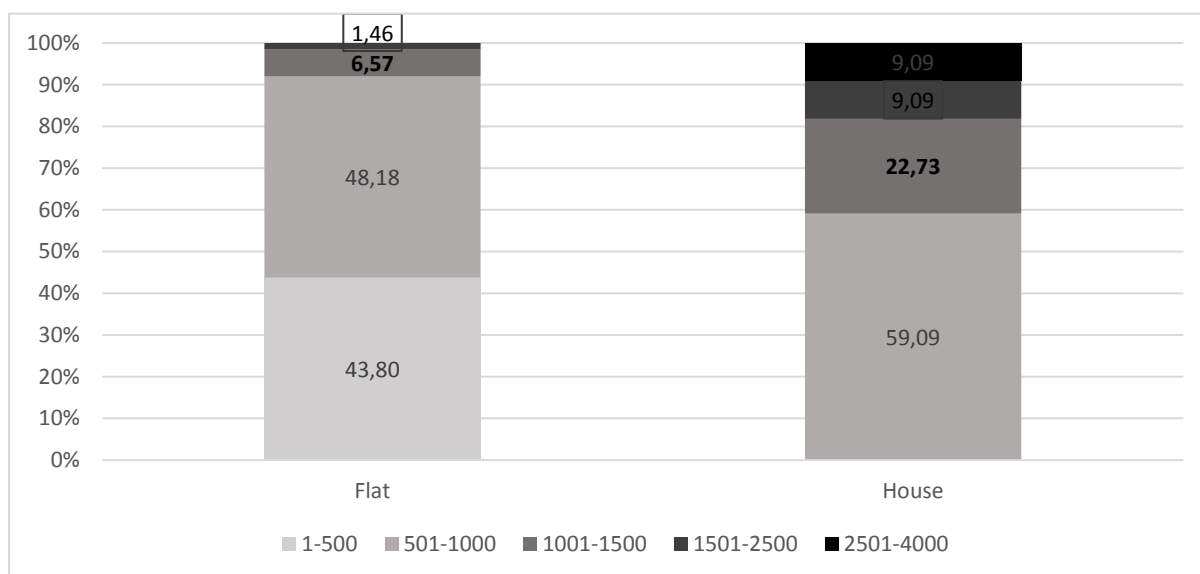
5.9.2 Comparing the desired type and price

Although the price of a dwelling is associated with a set of variables, the question is while a majority of people are interested in having a house as their second home, how much is this desire close to the actual prices of the houses on the market? Since people were not asked to choose

between a house and a flat, it is difficult to evaluate this issue. However, the actual prices of the houses on the market are available, just to give us an estimation of affordability by people (Figure 115).

Since 87% of respondents are interested in a price up to 1000€ regardless of type, the question is what share of houses on the market has such a rent price? Considering that 42-50% of respondents are interested in some type of house (Figure 98), there are just 59% of houses in the database in the popular price range of up to 1000 € while just 14% of all dwellings on the database are houses (Figure 108).

Figure 115. Available Rental Dwellings on the Costa Brava by Price and Type (n=160)



Source: Own elaboration.

Looking into detail at desired type and price of potential second-homers stresses the popularity of dwellings in the price range of 500-1000€ for all types of dwelling (Table 42). However, calculation of the market gap is not applicable because of the different categories of desired dwelling type.

Table 42. Desired Type and Price of potential second-homers (n=43)

Typology	Desired Price					% of total potential 2nd homers * interested in type
	up to 500€	500-1000€	1001-1500€	1501-2500€	2500-4000€	
Individual flat	0.00	16.28	4.65	4.65	0.00	25.58
Terraced linked house	4.55	31.82	6.82	4.55	0.00	47.73
Detached house	6.82	34.09	11.36	9.09	0.00	61.36
Flat in retirement community	4.65	2.33	0.00	0.00	0.00	6.98
House in retirement community	4.65	0.00	0.00	0.00	0.00	11.63
% of total of potential second-homers interested in price category						
%	13.87	59.27	17.40	9.46	0.00	100.00

* Respondents scored for each type separately, so the sum of this column is not 100%.

Source: Own elaboration.

5.9.3 Comparing the desired price and size with the market dwellings

The size and price of dwellings should be assessed with what is desired by potential second-homers on the Costa Brava. According to this sample data (Figure 110), 87% of offered dwellings in real estate market of Costa Brava are up to 1000€ matching with what the absolute majority of respondents - specifically, the potential second-homers - are willing to afford which it's asked in the questionnaire as "desired price". In order to find out with a defined price, what size of flats is available, Table 43 is provided by the mentioned sample of offers on the Costa Brava. A cross tabulation of desired size and price gives us a clearer idea about what this potential group are interested in the area.

Table 43. Available Rental Dwelling on the Costa Brava by Size and Price (n=159)

		price ranges (€)					Total
		1-500	501-1000	1001-1500	1501-2500	2501-4000	
size ranges	20-40m2	11	0	0	0	0	11
	41-65 m2	32	14	2	0	0	48
	66-100m2	17	46	4	0	0	67
	101-150m2	0	15	6	2	0	23
	151-250m2	0	4	2	2	0	8
	>251	0	0	0	0	2	2
Total		60	79	14	4	2	159

Source: Own elaboration.

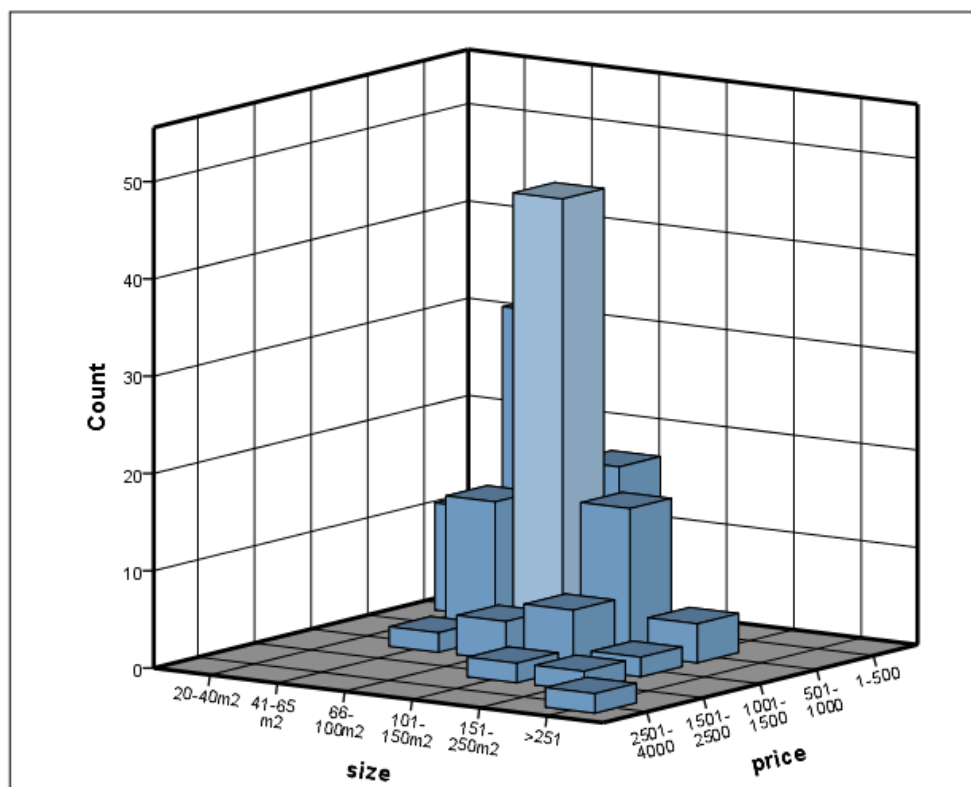
The comparison between desired price and size (Figure 116) and available category in real estate market (Figure 117) is shown graphically. It illustrates that the category of dwellings of 66-100m² with a price of 500-1000 € is the peak of desired size and price in Figure 116, as well as the peak of available dwellings on the market (Figure 117). It means that the supply and demand in this case matched. More accurate analysis is calculated by subtracting the percentage of each desired category of size/price from the actual share of that category in the market (Table 44). As shown, there is a demand for dwellings of 101-150m² in the range of 500-1000 € which seems unreasonable considering the actual prices on the market while in relation to most of the other demands there is correlation with the supply on the market.

Table 44. Comparison of desired and available price, size, and gaps in the market

size	up to 500 €	500-1000€	1001-1500€	1501-2500€	2500-4000€
20-40 m2	5.78	0.00	0.00	0.00	0.00
41-65 m2	18.99	6.53	0.69	0.00	0.00
66-100 m2	5.01	19.84	1.38	-0.57	0.00
101-150 m2	-4.55	-15.00	-5.89	0.69	0.00
151-250 m2	-2.27	-10.55	-8.40	-1.58	-0.57
> 250 m2	0.00	-4.55	-3.41	-1.70	1.26

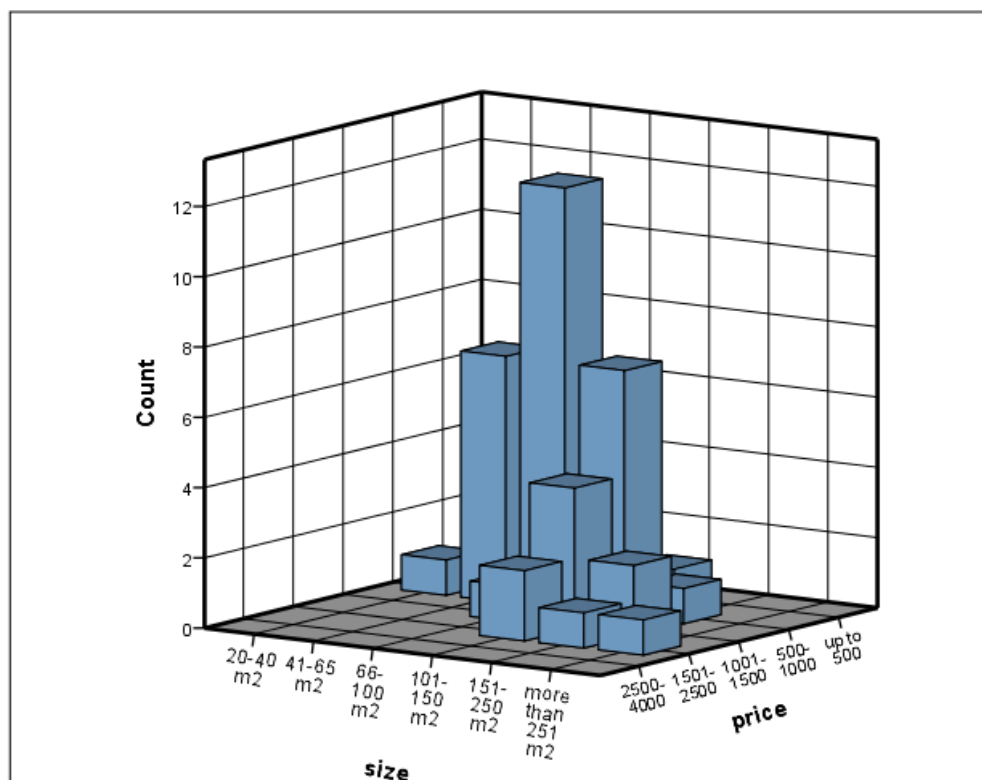
Source: Own elaboration.

Figure 116. Desired Size and Prices of Potential Second Homers (n=46)



Source: Own elaboration.

Figure 117. Size and Price in the Sample of Real Estate Market on the Costa Brava (n=160)



Source: Own elaboration.

5.9.4 Facilities

In the case of a second home for retirement, there is a set of characteristics, criteria and standards for elderly people, as discussed previously. It should be considered that if a residence does not have a suitable physical design, or facilities and services are not provided for the ageing population of actual second-homers, people would make a second late life move. This movement could be as either returning to their country of origin to receive more support, or possibly making a local move to a home/neighbourhood enabling ageing in place (Gibler et al., 2009). Therefore, an evaluation of current homes regarding seniors' requirements seems necessary.

One of the most important requirements is for accessibility to the home by lift, and this should be checked in the local real estate market. This aspect, the percentage of dwellings with a lift in the sample data of 160 available dwellings to rent on the Costa Brava, is shown in Table 45. While almost half of dwellings do not have lift, it should be considered that some of them are on the ground or first floor, so a lift may not be necessary. Due to the lack of data about the floor number of dwellings, it is not possible to calculate the share of dwellings in which a lift is absolutely necessary for the elderly in the current sample.

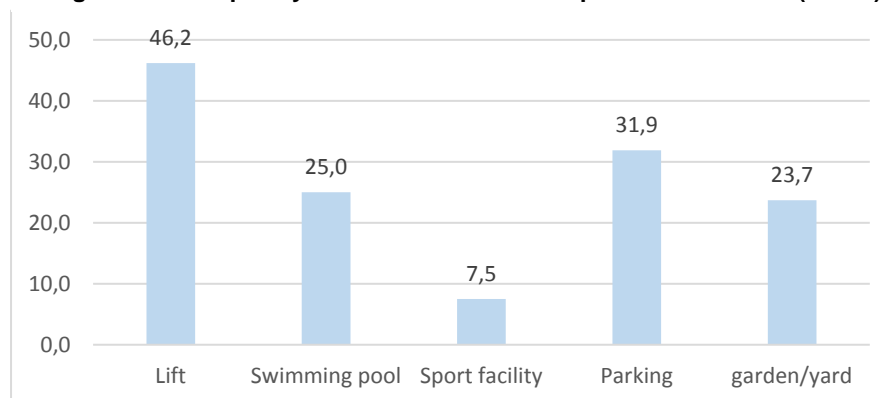
Table 45. The Frequency of Lift in Real Estate of Costa Brava (n=160)

Dwelling	Frequency	Percent
without Lift	86	54.1
with Lift	73	45.9
Total	160	100.0

Source: Own elaboration.

In addition to dwelling with a lift, the share of dwellings with other facilities and characteristics is shown in Figure 118. These facilities include swimming pool, parking, garden/yard and sports facility. Among them, the share of dwellings with a swimming pool is remarkable as a positive

Figure 118. Frequency of Facilities on the Sample of Costa Brava (n=160)



Source: Own elaboration.

point regarding the relatively high intention of potential second-homers for having a swimming pool, as illustrated before in Figure 105.

5.10 Discussion and Conclusion

The objective of this chapter was to identify a responsive housing model for international retirees' second home. The study resulted in the following issues:

Looking for a desired model of residence, the findings showed half of the potential second-homers are interested in a house (detached or semi-detached house) and their desired size is relatively small, where 45-50% of them are interested in the size range of 66-100m². However, considering the market, there is a lack of dwellings in this category of size/type. To have an idea of what is desired by potential second-homers in this size, the project called Acharavi, in Greece, might be a useful example.¹⁷ Considering the actual offers on the market and the lack of such desired categories of type/size of dwelling for second home, new housing developments could be proposed on the coast, and could address new land use modifications on the Costa Brava.

Moreover, while sharing a house as a second home is desired by half of potential second-homers (in the form of a detached or a semi-detached/terraced linked house), this type requires more residential land and generates urban sprawl, which is in contrast with the traditional compact form of Spanish Mediterranean cities.

Therefore, this kind of development should be discussed in relation to two aspects: Land Use planning and Environmental Protection policies. The desirability of such development projects, which require altering land use, becomes more remarkable by considering the subsequent environmental aspects. Since the natural beauty of the coast is one of the main attractions of the area for tourism, it should be considered that any construction on reserved lands would have an impact on the natural landscape. The importance of natural attractions which have stressed by tourists' evaluation in previous chapter stress that developments in this pattern should be evaluated warily in line with all environmental considerations; for instance environment protection law in the coastal areas of Spain and related partial plans of Catalonia. Despite the demand for housing in the real estate market, the territorial plan for Catalonia specifies several restrictions to change of land use in coastal areas, so this kind of development will be faced with the challenges of legal restrictions and urban land limitations. Therefore, land use restrictions incorporated in territorial policies are a determinant in the promotion of such residential developments, but will support the natural landscape.

¹⁷ The project of Acharavi, in Greece, with construction of small houses might be a useful example. More information about this project is available at <http://www.corfuproperty.gr/north/for-sale-houses-at-acharavi-near-beach-corfu>

Another issue relates to suggesting a housing model for one of tourism-related problems of the Costa Brava. As expressed at the beginning of this research, temporary occupation of tourist accommodation has generated negative impacts, especially on the labour market. The question is whether the results from this study could suggest an alternative for such a regional problem.

Is tourist accommodation, including hotels and hostels, able to transform seasonally -during the low season - into seniors' second homes for those who are interested in renting a second home?

Regarding the tenancy, this hypothesis seems possible, so that although more than half of potential second-homers are interested in purchasing a second home, but there is still a considerable share of them (43%) who are interested in long term renting or tourist apartments as their second home. This idea is supported by the findings about the desired management system for a second home, since almost half of potential second-homers are interested in management types other than self-management.

Moreover, since the majority of potential second-homers gave importance to the mild winter of the area, this is expectable that they prefer to stay mostly during the winter in their future second home.

All these findings suggest the possibility for planners to develop the idea of transformation of tourist accommodation to temporary second homes for retirees/seniors. Second-homers could use tourist accommodation and the related infrastructure currently used by mass tourism during the high season in the area (Jun-Sept.) during the winter. Therefore, the international retiree population in this area could be the potential customers of these accommodation types, which offer them some shared facilities, such as the desired swimming pool.

However, this transformation requires considering elderly-specific residential standards and criteria for elderly-friendly homes. Assisted facilities and services have been studied in this chapter, resulting in the recognition of the importance of a swimming pool, among other lists of facilities for which importance increases by age.

Chapter 6. Conclusion and Suggestions

6.1 Restatement of Hypothesis and Purpose

This thesis has the aim of exploring the characteristics and criteria influencing destination selection for tourists to select a place as a second home area. The idea was developed by considering demographic changes through the phenomenon of ageing Europe, and the mobility of international retirees according to phenomenon of International Retirement Migration.

The focus of this study is on tourists who are in the age group of over 50 years old, and who are about to retire in the next two decades.

By the approach of Urban Quality Evaluation hypothesis, the built environment quality has an important role in location choice for a second home by European retirees. This idea is explored throughout an evaluation of natural environment, built environment and socio-cultural environment attributes.

The second focus of this study was on the residential preferences of international retirees regarding their second home. This issue was approached to assess which housing typology is generally desired and up to what extent the assisted living services are desired by the retiring generation.

6.2 Method

Through the literature review, this research primarily went on to define theoretical concept of the research including the problems generated by second home tourism.

Through a quantitative approach and based on the literature review, a set of attractive attributes in destination selection for the second home were selected and the questionnaire was designed to gauge their true importance. The results obtained should provide answers to the two aims of this research mentioned above.

The questionnaire covers infrastructure, natural and socio-cultural, environment characteristics, and residential structures. By a correlational and an explanatory approach, the results of the survey were statistically described, compared and analysed.

In addition, by splitting the data obtained from the questionnaire, the percentage of people who were interested in having a second home, both in urban and residential areas, was obtained.

6.3 Findings

The finding of this research fulfilled the two main questions: The evaluation of urban attributes in location choice of second home, and an assessment the residential requirements. In addition, there are a set of related objectives, which are assessed in empirical Chapters 4 and 5. Analysing the results of the survey, findings are summarized below:

6.3.1 Urban Evaluations in Selecting the Second home Area

In this study, it is assumed that there is a flow from tourism to second home tourism if tourists were satisfied with the location they visited. The items which were gauged for satisfaction were price, destination image, attitude of local people, and the evaluation of general trip satisfaction. These items were evaluated with the level of interest of tourists to return for a visit and their intention to have a second home in the area. Results showed that satisfactions in terms of price, the attitude of locals and the overall trip experience were correlated with the intention to return – the 'loyalty concept' in tourism.

Among the factors gauged for satisfaction, the results showed only one positive correlation between satisfaction of the destination (Costa Brava in this study), and the intention to have a second home in the area. This finding stressed 'place attractiveness' as a significant item in location choice for a second home while the price and the attitude of locals was not significantly correlated with these issues and could not be suggested as determinants of selecting second home area in this case.

Another aspect, which was assessed, was the preferred geographic setting (forested, mountainous, coastal area, etc.). According to the data obtained, three fourth of the respondents were interested in having a second home in coastal areas. Therefore, it seems that this high preference for coastal areas, confirms the high desirability of having a second home on the Mediterranean Coast. However, it should be noted that this study was conducted during the high season and on a coastal area, and the respondents were mostly 'sun and sand' tourists, who of course had a favourable bias towards coastal areas.

In terms of the first research question, which focuses on the indication of important attributes in selection of a second home area, the factors categorised are natural, man-made infrastructure and socio-cultural environments. The total evaluation of the average scored attributes (*Figure 68*), showed that the role of socio-cultural capital, is stronger than the other two categories, meaning that the attributes of friendly people, the aspects of safety and security, and cultural diversity in the location are the most important factors among all attributes of three categories. The importance of mild winters and warm summers, the proximity to shopping facilities, maintained streets and sidewalks and the proximity to a hospital were also considered important and are

among the highest preferences in location choice for a second home. This finding expresses a remarkable value for accessibility and age-friendly aspects of a location choice. Furthermore, it proves the hypothesis regarding the high importance of the built environment factors in destination selection of retirees. Among important attributes in built environment, the proximity to hospitals/health centres is noteworthy and it stresses the important role of health services, in the preferences of older people and their second home. Moreover, at a lower degree of importance, gastronomy and proximity to natural protected areas, can be described as relatively important when selecting a second home area.

Focusing on people who are interested in having a second home in Costa Brava (referred to as 'potential second-homers' in this study), their specific preferences were compared with the rest of respondents. One of the themes to emerge from this analysis was the higher importance of 'mild winters' for potential second-homers, which may indicate a high interest to potentially stay over in winter. On the other hand, the cultural attractions (cultural diversity and cultural activities), of the destination had a relatively lower importance for this group.

According to the logistic regression model, which was created to gauge in the interest having a second home in Costa Brava, the importance of security, was the attribute most associated with this interest. It means that by for a one point increase on the five-point scale of its importance, the interest in having a second home in this region increased by a multiplicative factor of four.

Mild winters ranked second in importance with a high coefficient, meaning that for each one point increase on the importance scale, there is a doubling of the odds that the participant will be interested in a second home in the region.

In the same way, increasing the importance scores given to public transport, proximity to golf courses and proximity to security services like police stations, were also associated with more than double the increase in the likelihood of having a second home in Costa Brava.

Although significant, the effect of proximity to farms and gardens or public beaches was much smaller than the preference for safety and security or mild winters. These are therefore the main attributes sought from the area, from the point of view of potential second-homers in this research.

If the factors, which are important for potential second-homers, are the same as the image they have created for this destination, the image that they have perceived for the Costa Brava was constructed. For this research, all geographic and urban attributes, which have been scored by potential second-homers as important or very important, were considered. The image illustrated the role of climate, safety and security and the locals' attitude in the attractiveness of the area for this group.

Regarding the Mediterranean characteristics of the region, all respondents evaluated these characteristics and then the research focused on those people who are interested in having a second home in Costa Brava. Even by focusing on the potential second-homers, the evidence

collected seemed to contradict the hypothesis that the Mediterranean, urban-fabric is universally attractive. This is a provocative finding and deserves more research in evaluating the situation of the characteristics of these Mediterranean towns in the wider study area.

By evaluating Mediterranean specific, urban characteristics in the region, findings showed that these urban attributes are generally not that important in choosing a location. Then, typical attraction of the Spanish Mediterranean coasts including natural attractions that are known as attractive in the 'sun and sand tourism, remains the main driver in deciding to have a second home in Costa Brava.

By splitting the data into age groups, the analysis of geographic and urban factors, found the significant importance of quiet zones, and areas, which were relatively away from highway networks and airports for retirees rather than other age groups.

Remarkably, there was a low rate of interest by European retirees to live close to people of their own nationalities even in a second home area. Given this low interest in general, the analysis showed that such desire, was lower in older age groups (65 and over), than younger age groups in this research.

6.3.2 Evaluating Residential Requirements and Desired Services for Retirement

To identify the desired responsive housing model for international retirees' second homes, a set of attributes have been analysed. The study gave the following findings:

Regarding housing typology, potential second-homers showed a clear preference for having a house (detached or semi-detached), as their second home while the desired size of this residence was also relatively small, as 45-50% of them were interested in having a second home sized between 66-100m². However, taking a sample of the current real-estate market in the study area, there are very few dwellings that fit these categories.

Although more than half of the respondents were interested in having their own second home under ownership tenure (59%). There was still a considerable share of those who look for tenancy, including long-term and short-term rental in the area (28%). In addition, the desired length of stay of most of respondents (90%) was up to 6 months.

Another interesting finding from the results of this study, concerns the management of second home. The most preferred form is self-management of the property; however this was chosen by less than half of the respondents and other, relatively recent other forms of property management (through private firms, neighbours' associations and NGOs), carry considerable weight indicating high interest in new and alternative types of property management for a retirement second home. It also can be deduced that people, at least in this age group, show great interest in receiving assistance with household related tasks.

Considering the desired tenure, desired length of stay and desired management forms, one can conclude that the idea of transforming tourist accommodations to a temporal second home

during the low tourism season may work according to this demand. This issue is discussed in another section of this chapter.

The data also showed propensity towards assisted living services and facilities, which has an important role in increase the quality of the facilities and for creating complementary jobs in tourist destinations like Costa Brava. The need for housekeeping, food delivery and laundry services are on a similar level, while around a third of the sample were interested in having such services for their second home in retirement period. Medical services, such as nursing services were not as desirable as the three mentioned services but there is still a considerable share of people (one fifth) who are interested to receive such health support in their second home.

Other evaluated amenities in the field of sport and recreation, included indoor and outdoor sport facilities, golf, organised social group activities, swimming pool, spa and nautical services. Data showed that the most desired amenity among this list was the swimming pool, which half of the respondents wished to have in their second home. However, all other facilities were attractive to a considerable share of respondents, (between 17-25%), and therefore, have a remarkable potential and could be further promoted.

To gauge the importance of all these assisted services the researcher split the respondents in two categories: potential second-homers of the Costa Brava and the rest of respondents (who responded that they were not interested in a second home in Costa Brava). This enabled the researcher to compare the results from the two and to highlight the desired amenities in this area. According the result of chi-square test, potential second-homers are more interested in having nautical services around their second home and are less interested in a swimming pool than other respondents. Potential second-homers were relatively more unlikely to have spa and outdoor facilities in their second home area.

In other exploratory analysis, the listed amenities or assisted facilities were compared for different age groups. Although the chi-square test didn't show any significant difference, applying ANOVA test in SPSS, showed a significant difference in their preferences about assisted services meaning that, older groups (<65 Y.O), were more interested in having laundry services and swimming pools whereas they are less interested in outdoor sport facilities and/or nautical services. This may be due to age related physical limitations. Therefore, in the case of assisted services for retirement, swimming pools and laundry should be considered.

The last part of the data analysis, compared the desired housing types, size and price (indicated by respondents), with the available dwelling offers according to a sample of available residences offered in the area's real-estate market. The findings are discussed in the implications section.

6.4 Findings in Relation to Former Literature

Second home tourism has been studied mostly for its geographical and economic impacts rather than for its attractive factors through push and pull factors. The evaluation of destination, in second home tourism, was a new approach in the field.

Destination selection studies, in the field of tourism, usually focus on satisfaction issues, rather than on evaluating the physical and social attributes of the destination in an exploratory-empirical approach like in this research.

It is remarkable that the intention to have a second home in the area was positively correlated to the level of interest in destination itself whereas Ekinci and Hosany (2006), argued destination personality as a 'viable metaphor for building destination brands' by presenting an identity for tourism destinations.

In term of tourism satisfaction and intention to return, the correlation found between the increase of satisfaction and the intention to return is broadly in line with the tourism increase process mentioned above in this research (Di Marino, 2008; Bigne et al, 2001). This further confirms the positive correlation between satisfaction and intention to return.

Previous research studies concluded that the actual model of tourism in coastal areas was not sustainable. Economically they argue, it was not sustainable because of seasonal aspects impacting on the labour market (Aledo & Mazon, 2004). It's urban form, with the urban sprawl and increasing land use was not sustainable either (Hof & Blázquez, 2013; Aledo & Mazon, 2004). Based on high interest in having a detached house as second home in this study, the urban sprawl trend seems to validate this trend. The model of tourism in coastal areas needs to be changed: both in economic terms and in urban terms and land use and planning of these areas should be given immediate attention.

The attractiveness of villages and small cities was important for those planning a second home for their retirement according to this research. This is associated with 'Life Style Migration Theory' as described by Benson (2016), and other authors (Williams et al, 2000; Cribier, 1980).

Evaluating the factors affecting the location choice of second home, one must stress the importance of the climate and the weather. This confirms what has been described in related literature, that natural attraction of the Mediterranean coasts was important in a second home selection area, and that the 'sun and sand' model of tourism would remain persistence (Aguilo et al., 2005; Rodriguez, 2001; Jaakson, 1986).

The importance of cultural attractions for potential second-homers of this study was significantly lower than for other respondents in selecting the second home area. This finding is consistent with the argument of Donaire et al. (1977), formulated two decades before, and stresses the use of promotional programs for the cultural heritage of Costa Brava toward a more sustainable form of tourism.

The important attributes indicated in selecting the second home location, confirms the conventional view about natural/climatic attractions of Mediterranean coasts (Rodriguez, 2001). In addition, findings showed other cultural and urban attributes that have an impact in such a destination selection.

6.5 Implications for Public Policy

A valuable finding from the aspect of marketing, shows that a fourth of visitors are interested in having a second home in Costa Brava. This shows a high attraction towards beautiful coasts with a set of convenient characteristics, which were studied in Chapter 4. Some considerations for public policy in this region are as follows:

Satisfaction of tourists about the locals' attitudes, overall trip experience and value for money are positively correlated with the intention of tourists to return to the destination. This issue, has significant managerial implications for destination marketing managers by stressing on the quality control of tourist services and local attitude toward tourists. A positive attitude was directly related to a higher probability of return through the concept of loyalty in tourist destination selection.

Regarding the evidence of conflict between locals and tourists (or second home tourists), reported in different destinations, may most probably be true even in Costa Brava. Although according to findings, visitors have been satisfied with the attitude of locals in Costa Brava, this quality should be protected through strategies like education of all parties involved, to increase the friendliness of the staff at their accommodation, tourist offices, the police, etc. The reasons of probable conflicts should be observed and predicted by local policy makers who should have preventive strategies in place.

In evaluating the attractive factors in destination selection for a second home, findings showed that people looking to buy a second home in this area were more attracted to natural attractions over cultural ones. The little interest that the respondents have shown towards cultural factors can indicate that perhaps, the policies aimed to attract tourism with more cultural value (and higher levels of education) are not useful in Costa Brava, as their target audiences are still not in line with these policies. The sample that have been interviewed in this research, confirms this.

In addition, focusing on respondents who are likely to live in a coastal area, the proximity to beach and the small bay (Cala in Catalan), were considered important in people's destination selection. The stressed importance put on natural attractions requires a strong control on environmental protection, especially of beaches and bays, which incur high tourist traffic each year, and which are essential for Costa Brava tourism.

The observed link between second home choice and natural attractions requires protection and conservation strategies to prevent the negative, environmental impacts of mass tourism on this area. However, the importance of these natural sites is not just a preference for second-homers,

but also for the general tourists. The general attraction of these sites for tourists and the importance of environmental protection plans, policies and actions are of utmost importance. The Plan of Spaces of Natural Interest (PEIN), of Catalonia, which was approved in 1983, includes 91.4 kilometers of the Girona coast, and provides an acceptable stage of conservation for Cap de Creus, Ampurdán, Montgrí or Cadiretes. However, the rest of region also requires an adequate level of protection.

Moreover, this finding stressed the importance of enforcement of the law, which was amended by Spanish Law 2/2013 is currently enforced on Spanish coasts is aimed to protect and create sustainable uses of the coast.

By considering the key role of natural attractions in this coastal destination, it seems quite essential to modify the traditional model of tourism, ('sun and sand'), in the region, through promotion of a more sustainable models that respect cultural heritage, (i.e. local traditions and architecture), as well as promoting high added value services and complementing activities for local labour market.

While the climate is one of main attractions of this area for second-homers, the 'climate change in Northern Europe', would be a threat by affecting the push-pull factors that are favouring the Mediterranean coasts, with a summer peak of tourists (Perry, 2000). This means that its impacts on tourism market and the second home tourism market should be assessed comprehensively in a pro-active planning.

Unattractiveness of Mediterranean urban-fabric in selecting the second home destination, even for potential second-homers was a provocative finding that deserves more research and attention from local policy makers. The lack of interest in these attributes may be the fruit of the depersonalisation of the coastal front, which occurred in past decades in Costa Brava. Focus on this issue may lead to regeneration plans to establish distinct *destination brand identity* of towns in the *tourism* market.

Through the Strategic Tourism Plan for the regions of Girona for the period of 2011-2015, innovation in promotion, marketing strategies and prioritization of the Spanish and Northern European markets, are outlined strategies. The lack of attention on international retirement migration, as a target group in such a marketing strategy, is considerable.

Moreover, while boosting the international prestige of Costa Brava as a brand, is another highlighted strategy of the above mentioned tourism plan, the lack of studies about tourism image is obviously considerable. Nowadays these kind of studies seem urgent, particularly when there is a high value competition between tourist destinations, highlighting the need to project an image. However, according to results from this study, security, safety and attitude of locals were the main positive aspects of the current Costa Brava image. Local authorities should find new ways to differentiate Costa Brava from the rest of destinations, and to improve its position in a ranking of destinations of prestige while protecting and promoting its own values.

As reviewed in literature, the ageing of Europe and international retirement migration are future challenges of the Mediterranean coastal areas. Such demographic phenomena in the field of tourism require an organised research in evaluating age friendly criteria in tourist accommodation.

Furthermore, looking to currently enforce plans, the regional plan of Girona province ¹⁸ and the Action Plan of Tourism in Girona ¹⁹(2017), showed a lack of clear attention on second home tourism and a missing link between tourism and second home tourism. Therefore, it seems that the current regional plans are not addressing second home tourism adequately and there is a need to revise this pattern.

Regarding the built-environment factors, which were evaluated in this research, findings showed the importance of accessibility, indicated as the importance of a pedestrianised lifestyle. Such a pattern requires public policy to be adapted in accordance with elderly requirements as well as with the pedestrianised lifestyle.

In second home tourism this demographic phenomenon also demands Residential *Rehabilitation* Programs and the enhancement of the built environment through design based on age friendly criteria. Such a program becomes feasible when policies are revised and the actual quality of the dwelling is evaluated. The research of Bosch (2008), on the qualities of elder friendly dwellings on a regional scale which might respond to requirements of international retirees in their second home as well helps to highlight this.

Results from this research showed that a house (in the form of a detached or a semi-detached/terraced linked house), is the preferred residence type for a second home; desired by half of potential second-homers. This requires more residential land and generates urban sprawl, which is in contrast with the traditional compact form of Spanish Mediterranean cities. Moreover, comparing the desired type and size with the actual offers on the market, the researcher noted that there were few houses which fit this description (the houses up to 100 m²), and to meet the demand, new housing projects in this size would have to be developed. This kind of development should be discussed in relation to two aspects: Land use planning and environmental protection policies.

Purposing such development projects requires altering land use and subsequent environmental aspects. Since the natural beauty of the coast is one of the main attractions of the area for tourism, it should be considered that any construction on reserved lands would have an impact on the natural landscape, meaning that developments on the coast should be evaluated

¹⁸ Pla territorial parcial de les Comarques Gironines, 2010. Available at http://territori.gencat.cat/es/01_departament/05_plans/01_planificacio_territorial/plans_territorials_nou/territorials parcials/ptp_de_les_comarques_gironines/

¹⁹ Pla d'Accions 2017, Patronat de Turisme Costa Brava, Girona. Available at <http://trade.costabrava.org/publication/pla-daccions-2017/>

cautiously, in line with all environmental considerations. However, the land use restrictions incorporated in territorial policies, by the territorial planning of Catalonia, is a determinant in the promotion of such residential developments while it will support the natural landscape in addition to environment protection law in the coastal areas of Spain.

Regarding the challenge of the seasonality of tourism in Mediterranean destinations, this study evaluated a new residence model for retiree second-homers. Such a responsive housing solution could ease the problem of temporary occupation of tourist accommodation and temporary employment opportunities in tourist destinations. Are tourist accommodations including hotels, hostels and tourist apartments, able to transform seasonally to become new seasonal residence form for seniors? Relying on the results of this study, can suggest an alternative solution for such a regional problem.

Since the majority of potential second-homers gave importance to the mild winter of the area; It was predictable that these tourists prefer to stay mostly during the winter in their future second home. This issue, gives planner the motivation to look at the infrastructures currently are under usage of mass tourism during the high season of the area (June to September), meaning that these accommodations could be used by second-homers during the winter.

Regarding the tenancy, this hypothesis seems possible, meaning that although more than half of potential second-homers are interested in purchasing a second home, there was still a considerable share of them (43%), who are interested in long-term renting or tourist apartments as their second home. This idea is supported by the findings about the desired management system for a second home, since almost half of potential second-homers are interested in management types other than self-management.

The international retiree population could be the potential customers of new model of assisted living, (semi-hotel/semi-residence, a private suit), which offer shared facilities, such as the much-desired swimming pool. This type of second home could be desirable especially for those seniors who are interested in a renting their second home. Furthermore, according to the results, around a third of the respondents were interested in having assisted services for their second home in their retirement period, which is indeed a remarkable share of respondents.

All these findings suggest that planners develop the idea of transformation of tourist accommodation to temporary second homes for retirees/seniors. Tourist accommodation and the related infrastructure currently used by mass tourism during the high season in the area (June to September), could be used by second-homers during the winter. However, such a transformation requires considering elderly-specific residential standards and criteria for elderly-friendly homes.

It is believed that promoting such a residence type can change the local economy by offering facility services and creating year-round job opportunities in these areas. These economic activities attract investments and could act as an engine for regeneration of the areas while eliminating stagnation in real-estate market.

As a last consideration, recent changes in the European Union due to Brexit in 2016 will imply additional difficulties for British citizens residing in the study area, as these migrants or second-homers had made up a considerable share in the foreign population of Costa Brava. Such changes in policies have created new concerns about the situation of British expats, while reports indicate that thousands of elderly British living in Spain might return to their country, mostly because of healthcare services, which would then come at a cost for non-EU-nationals. (O'Carroll, 2017). It is therefore urgent to focus on finding a solution to this recent challenge and to conduct an essential revision on policies regarding this population.

6.6 Limitations of the Study

Due to the self-conducted data collection, it is possible that individual personalities and styles of the researcher attracted only certain type of respondents and caused some bias in the results. The researcher appreciates that like any other research, this study too has met some challenges and limitations.

6.6.1 Sample size

Since the survey was mostly self-conducted by the researcher during the high season of tourism in the area, the target group was mostly on vacation and during the recreation time and which resulted to a low collaboration rate in responding the questionnaire. In the end, 191 people filled the questionnaire, during the several days that the researcher was present in the area. When splitting the data, the actual number of people who were interested in having a second home in Costa Brava was small, meaning that this specific group within the sample could not be a good representation of potential second-homers.

In the last part of the questionnaire, about assisted living services, the researcher noted, that the response rate was even lower. This can be interpreted as either lack of interest in the specific question, or that the questionnaire had too many questions and the respondents became bored or impatient. The results for this section therefore have a lower reliability.

6.6.2 Lack of Available Data

Regarding the actual second-homers, there is a lack of data to distinguish the share of Europeans in this market. This lack further limits the evaluation of actual second homers including age and nationality. Moreover, there was no available access to this population to conduct the study by interviewing this group. The access could be provided by creating a social network of

such a population in the area, and further research could be designed by a quantitative approach interviewing this people.

Regarding the tourist population in Costa Brava, the researcher acknowledged that there is a lack of available data about age group of visitors and their nationality, therefore, the sample size was calculated by estimations taken from the Catalonian statistics and national tourism statistics in Spain.

Obtaining a wider number of potential second-homers in a more expanded survey will create more accurate results and suggestions in the field of evaluation residential preferences of this target group.

6.6.3 Language

On a local scale, most research studies on the topic were published in Catalan, and a translation to Spanish or English was required to interpret the studies. This deficiency is acknowledged as a limitation to consider.

6.6.4 Limitation on the Number of Questions in Questionnaire

Regarding the data collection method, the questionnaire could not be too time consuming for respondents. Even with a reduced number of questions, many of interviewed participants left the questionnaire incomplete. The researcher acknowledges that with this limitation, a number of important geographical and urban factors were eliminated from the questionnaire; for instance, the importance of proximity to the urban parks as a particular item.

6.7 Further Research

One avenue for further study would be a research into the specific field of creating the destination image of Costa Brava. Developing such an image through tourists as an individual research, the methodology applied in this research might be used to obtain a more comprehensive image rather than the few factors introduced in this research.

Another interesting topic regarding the distribution of second home in the area would be the study on the role of real estate agencies and property owners in the actual heterogenic distribution of second homes.

Regarding assisted services and their typology, and the hypothesis about the transformation of tourist accommodation, future research into this pattern might usefully focus on the feasibility of such a transformation, according to the actual status of these accommodations, while the hostellers' intention toward such a plan needs to be assessed too.

Regarding the low interest of potential second-homers in cultural factors, as discussed in this research, finding suggests the idea that the profile of this group generally includes lower levels of education and this could be a hypothesis for further studies.

Moreover, as a complementary study, one could develop a network to access actual international second-homers of the region through communication technology. Their evaluation regarding this destination in particular, could be assessed. This will give a realistic evaluation of the status from the point of view of foreign retirees residing in Costa Brava. The evaluation of actual second-homers and their preferences may vary from the respondents in this research and may indicate other strengths and weakness of the destination.

Therefore, as a future research, one could evaluate both urban attributes and residential preferences, through in-depth interviews with both potential second-homers who are likely to choose the Costa Brava as a destination for second home tourism, and the actors in both public administration and supply.

Another useful research would be on the heterogeneity of municipalities in tourism and second home distribution. It is relevant to study the reasons for such heterogeneity and to investigate whether such a heterogeneity is beneficial for the region or it requires integrating plans. However, a part of such difference between municipalities might be due to the different levels of accessibility.

At last, regarding the Brexit, it is suggestable to study on the impact of Brexit on British citizens' mobility and their probable reduced share on the second home tourism in the area and in the national scale of Spain.

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Appendix A: Senior Residence Models in Europe

Beyond the categories studied in the thesis, the other senior residence models, which are mostly similar with the five categories explained in chapter 2, are described below in three sections of France, Spain and other Europeans innovations.

1. Senior Housing Models in France

The general term of *Maison de retraite* (retirement home) is used for a wide range of accommodation options. The medical care offered will vary according to the needs of residents and their degree of dependency. The following examples start with options for the most independent and able-bodied.

1. Sheltered accommodation is called foyers-logement in the public sector and résidences-services in the private sector. It is designed to be an interim step between the resident's original home and a traditional retirement home. It appeals to older people, not necessarily over 60, who are independent and able-bodied but who no longer want or are able to live by themselves. The accommodation usually takes the form of a studio or two-room flat which the occupant can furnish. A certain level of security is guaranteed.

The residents maintain independence while having access to joint facilities and services which remain optional but are charged for - like a canteen, cleaning and washing services, medical assistance and entertainment. In the private sector the accommodation can be of a very high standard and can include the 24-hour presence of nursing staff.

2. Small residential units (Petites unités de vie or PUVs) take up to 24 residents within a given local community. They include community apartment buildings and rural homes for the elderly called marpas (maison d'accueil rurale pour les personnes âgées). These accommodate residents from age 60 onwards who live independently in small flats where the living areas are communal. Residents remain in their local community and retain independence.

3. Traditional retirement homes are known as établissements d'hébergement pour personnes âgées (EHPA) and retirement homes for dependent elderly people - établissements d'hébergement pour personnes âgées dépendantes (EHPAD).

In these, the accommodation offered is usually restricted to a room and all residents are over 60. The difference between the two is that the residents of an EHPAD are no longer able-bodied and autonomous and require regular medical attention.

The EHPAD is required to provide a certain level of quality and to house the residents with the best conditions of hygiene, safety and comfort. The DDAS carries out regular inspections and guarantees good practice. Some EHPAs do not offer in-house medical services, but instead use freelance medical help from district nurses and GPs. Some of them are waiting to sign agreements to become EHPADs.

4. long-term care units (Unités de soins de longue durée) are for those who need constant medical treatment and supervision. For the most part these units are part of the hospital system. All services are shared.

5. Cantous (*centres d'activités naturelles tirées d'occupations utiles*) are small structures which house up to 10 residents suffering from dementia or Alzheimer's. They deal with the individual care required for residents with special needs as a result of their illness which can result in anxiety, behavioral problems and disorientation. These units can be independently or within the body of a larger retirement home and offer a secure environment for the residents, who are encouraged to take a part in communal life, including helping with domestic tasks like preparing meals and laying the table.

6. American- luxury style. It's a new type located in converted convents and restored countryside heritage sites. The project that is situated in the historic town of Tours in the Loire valley is an example which the building was once part of the luxury historic hotels association *Relais & Chateaux*. It's an upmarket housing complex for the elderly. This practice of converting charming old structures into private residences for seniors is gathering pace in France. And as informed consumers, their demands have become increasingly exacting. Property developers are riding this wave, filling the gap in the market by supplying what they think these sophisticated consumers are looking for. These places steeped with history, offering added services specially adapted for retirement needs and its fancies: four-star restaurants, fitness centers, swimming pools, hairdressers and more.

The form of mentioned project in Tours is a complex converted into 114 apartments with an architectural solution that encased the historic structure with a surrounding of brand new modern buildings. The occupants of this kind of residential accommodation have an average age of 80, the fee does not include any kind of medical service: you are essentially 'at home' and often a long way off from any suitable medical facilities. Because they are often located right in the center of town, these historic buildings are particularly suitable location-wise for conversion into seniors' accommodation.

All mentioned models in two different cultural patterns of the United States and France are compared in some main characteristics and services as the following table.²⁰

²⁰ Examples of constructed projects of mentioned models:

- 1- The Barrington : <http://www.thebarringtonofcarmel.com/retirement-communities-indianapolis.php>
- 2- Abundant Love & Care for elderly: <http://www.abundantloveandcare.com/>
- 3- Monastery Oaks: <http://www.manta.com/c/mxjxh7f/monastery-oaks-llc>
- 4- Pacific retirement services: <http://www.pacificretirement.com/about/>
- 5- Anaheim care cottage: <http://www.anaheimcarecottages.living.com/?page=details&lid=16196>

2. Spanish Senior Residence Models

The assisted living projects are approximately a new concept in the real estate market of Catalonia. What sets it apart is the inclusion in a traditional residential building of a series of common areas and services aimed at offering solutions to domestic or health problems and those of any nature, which may arise with the passage of time. These services vary and attract mostly elders and retired both for residents and foreigners. This model is more like a hotel rather than a residential building. A look at its market demand showed that in Catalonia, for example, there are more than one million people older than 65 years old which the majority of them are living in unsuitable flats with their needs.

Las Arcadias

An almost recent innovation in Spain is a development of dwellings with exclusive areas and services named “Las Arcadias”. “Your home in Las Arcadias is part of a whole” this phrase shows the community nature of this type of accommodation in which each person or couple, has own flat. The projects named as Arcadia are wildly developing in Catalonia for example, in Barberà del Vallès, las Liras in Terrasa, and some apartments in Barcelona. “Your home in Las Arcadias is part of a whole” this phrase shows the community nature of these facilities.

Las Arcadias offers a range of facilities all over the year: restaurant, spacious lounges for conversations, Internet room, TV room and library, games room, private dining-room for occasions, visitor's room, nursing service providing permanent attention, gymnasium, reception area, a head of maintenance to ensure all the facilities operate properly, etc.



A variety of this type projects are offered or are under the construction in Barcelona. These dwellings are not necessarily for seniors or for tourists, so that actually in this city most of the residents of Arcadias are locals. This model offers a variety of facilities and creates a set of job opportunities. Moreover, it's considered as a luxury model with a low portion of elderly people with the ability to rent or buy. However, its main ideas could be transformed into an adaptable sample for development in coastal zones.

3. Other European Innovations in Senior Residence

Study of recent innovations in the real estate market, may conclude to develop a model for future residential projects, especially in coastal areas where there is a high potential in residential tourism demand.

Retirement Village of Algarve, Portugal

As it's found, the retirement village is almost a concept in its infancy in Southern Europe countries. These villages, in the US, Australia and South Africa have existed for some time, though they may call with different names. Algarve Senior Living is a provider of permanent, long-stay and seasonal holidays for seniors and plays an important role in the relocation services for retirees. The customers can access to a range of accommodation options, across a variety of locations, a range of services and activities and access to special elderly services through an extensive partner network.



High quality accommodation, parking, weekly cleaning, weekly linen change, Internet access, cable television, condominium fees like gardening, pool cleaning, communal areas including lighting etc., Reception, Initial medical conversation and some sport courses are services offering in these villages. The offered services and activities are flexible. Considering the wide range of facilities, it could be said that these exurban luxury accommodations are specifically designed and attractive for retired migrants selectable as a second home. However, the charges and prices make it limited to luxury customers.

Extra Care Housing, Sweden

Extra care housing is called “security housing” in Swedish, thus communicating that it offers security. There are different definitions of extra care housing in Sweden (Larsson et al, 2013). However, the common features are that residents should be 70 years of age or older, and that the housing has good accessibility, a common space for activities and staff several days of the week²¹. Some of these facilities also serve meals. The apartments are in most cases part of the ordinary market and can be of different tenure: tenancy right, tenant-owned or cooperative tenancy.

Extra care housing has existed for approximately ten years in Sweden as a popular model of provision for older people. They increased after 2008 due to recommendations from the governmental commission *live well throughout life* (SOU, 2008). Moreover, there were subsidies

²¹ If they have received subsidies from the state there are stronger requirements on accessibility, hours per day with staff etc. (Boverket, 2013).

from the state to this kind of housing between 2010 and 2014. Some municipalities also offer subsidies to property owners who invest in extra care housing. Developing extra care is described as a key plank of government policy in terms of its aims to promote choice, independence and well-being for older people (Evans & Vallelly, 2007).

Table 1. Categories within Sense of security in extra care housing in comparison with Maslow's hierarchy of needs.

Sense of security in extra care housing	Maslow's hierarchy of needs
	Self-actualisation
Being able to manage on my own	Self-esteem
A secure social context	Love/Belonging
Being able to stay Protection and safety	Safety and security
Protection and safety	Physiological needs

They are facilities with good accessibility, space for social contact and staff to facilitate the social community.

Co-housing or collaborative housing, Denmark and Sweden

A little different from assisted service models, there is a model called Co-Housing which is housing with common spaces / shared facilities, where residents can socialize and pursue various activities (co-housing or collaborative model). The projects of this model are being built in increasing numbers internationally, especially in Denmark and Sweden. Some of them are for seniors only, others are age-neutral or intergenerational. Our case studies confirm the findings of international research showing that housing solutions such as these promote a sense of security and opportunities for companionship if so desired. In this housing model as described, residents feel they are more physically and socially active. These housing solutions are little known in the Norwegian housing market, however (Schmidt,2015).

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Appendix B: General philosophy of selecting questions

The questionnaire is designed to seek the following two aims of study containing two parts. The target group was European visitors in the area to ask what are their criteria and their preferences in choosing an area for a second home. Then the study had a focus on those who are interested in having a second home on the Costa Brava.

Part 1: Evaluating the built environment and Mediterranean city attributes

The physical attributes in the category of built environment, among all geographical attributes including well known attractions of Mediterranean coastal areas like mild weather and beach. In this sense, the questions contains several aspects:

- Determining urban settlements: village, town, etc.
- Determining the geographical setting: Mountainous, coastal, etc.

In general, the characteristics in 3 characteristics: Built environment, Cultural environment and Natural environment.

Natural: Climate, natural attractions

Considering a share of respondents who are interested in living in a Coastal area the importance of the vicinity to the beach and marina which is known as a main attraction of these coasts, is asked. In this part the rocky shores and small bays of the Costa Brava is asked for those who are interested in coastal areas.

Built Environment

Built environment section including age friendly Environments as mentioned in literature review of this research which mostly focused by ease of access to shopping, hospital, quality of streets and pedestrians, ease of access to natural parks, gardens, etc.

- Geriatric unit as a professional elderly unit are not commonly exists in all hospitals. Since the subject of this research is second home for retirees, it is tried to assess from the point of view of respondents how important is the existence of such a professional health service.

Local attributes

One of the local attributes which added to the questionnaire, was the huge amount of natural interest in Girona Province. More than 30% of the total surface area of the regions of Girona is protected by its natural interest some of them are inside the Costa Brava. The most important natural areas of the Costa Brava are: Natural Park of the Cap de Creus, Natural Park of Empordan Marshes, Medas Islands, Ses Negras, Botanical Gardens. Regarding the existence of these characteristics, instead of asking about the existence of these characteristics, the vicinity

to such attractions is evaluated. Therefore, it is asked from respondents how is the importance of vicinity to a natural park, or as it's expressed in questionnaire, natural protected areas.

Regarding the golf course, Costa Brava has total 22 courses and after costa Barcelona, is the second coastal area with highest number of golf course. Therefore this item is asked if it has a significant importance for visitors.

Mediterranean city attributes

The existing aspects of Mediterranean cities in the study area are listed through field observation and interviews.

The other local attributes that added to the questionnaire is golf courses, while Girona Province after Barcelona Province has the highest number of Golf courses in Catalonia. So the importance of vicinity to such sport facility is asked from respondents.

Part 2: Evaluating desired housing and residential characteristics by an assisted living approach

The general concepts regarding the second home are:

- Tenancy
- Management and maintenance system
- Typology
- Size
- Desired price
- Desirability of Assisted living services

Appendix C: Questionnaire in English



Dear respondent,

This questionnaire is part of an academic research in the faculty of Architecture, Polytechnic University of Catalonia. The aim of this study is to find territorial and residential preferences of the foreign tourists over 50 having visited the Costa Brava, regarding their retirement plan. Please kindly help us by taking a few minutes to fill the following survey. Thanks in advance for your collaboration in this research.

Your responses are **voluntary** and will be **confidential**. Responses will not be identified by individuals.

1- What is the reason of your trip? Tourism (vacation) Job Job and vacation visit family other: -----

2- On this trip how satisfied are you...	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
With your overall experience?					
With the Costa Brava?					
With the attitude of the local people?					
With the prices of your accommodations and food?					
3- How likely are you...	Very unlikely	Unlikely	Neutral	Likely	Very likely
To return here for a visit?					
To have a 2nd home on the Costa Brava?					

4- While visiting the Costa Brava where did you stay?

- | | | |
|----------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|
| a. Hotel/hostel <input type="checkbox"/> | d. Rented rural house <input type="checkbox"/> | g. Your vacation home <input type="checkbox"/> |
| b. Rented apartment <input type="checkbox"/> | e. Camping <input type="checkbox"/> | h. In a friend's/family's home <input type="checkbox"/> |
| c. Rented room <input type="checkbox"/> | f. Home exchange with a local <input type="checkbox"/> | i. No overnight at Costa Brava <input type="checkbox"/> |

5- Do you have a second home(vacation home)? No Yes, in my country Yes, in Spain Yes, in another country

Imagine you're choosing an area to purchase/rent a second home for your retirement:

6- In which setting would you prefer to have a second home? (You may choose 2 answers)

- | | |
|-------------------------------------------------|--------------------------------------------|
| Forested <input type="checkbox"/> | In a coastal area <input type="checkbox"/> |
| In a valley, flatlands <input type="checkbox"/> | On an island <input type="checkbox"/> |
| Mountainous <input type="checkbox"/> | Other: ----- |

7- Which type of urban settlement, would you prefer?

- | | |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| a. In a regular village <input type="checkbox"/> | e. In the suburbs of a big city <input type="checkbox"/> |
| b. In a small city (up to 99,000 people) <input type="checkbox"/> | f. In a new housing development outside the city <input type="checkbox"/> |
| c. In a medium size city (100,000 to 1 million pop) <input type="checkbox"/> | g. Other: ----- |
| d. In a big city <input type="checkbox"/> | |

8- Which form of housing tenure would you choose for your 2nd home in retirement? (You can choose 2 items)

- | | |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| a. Your own home (purchased) <input type="checkbox"/> | e. Time sharing (have a permanent home for some days/weeks/months/ a year) <input type="checkbox"/> |
| b. To rent a home (long term) <input type="checkbox"/> | f. Other:----- |
| c. Rent a tourist apartment (short term) <input type="checkbox"/> | |
| d. Cooperative Housing (shared ownership) <input type="checkbox"/> | |

9- How long would you expect to stay in your second home? (Per year)

- 1- 4 weeks 1-3 months 3-6months 6-11months All the year

10- As a 2nd home owner, how likely would you consider yourself a "tourist" in the area of your 2nd home?

- Very unlikely Unlikely Neutral Likely Very likely

11- How likely are you to consider a second home in a touristy area which has many seasonal tourists?

- Very unlikely Unlikely Neutral Likely Very likely

12- Regarding the setting of your second home, how important is it...	Not Important	Slightly Important	Moderately Important	Important	Very Important
To have a mild, sunny climate in winter? (14 ° C on average)					
To have a warm sunny summer? (About 27° C on average)					
To have a diversity of the local culture and traditions?					
To be in a place with active nightlife?					
That the local people be friendly and open towards you?					
To have many festivals and cultural activities throughout the year?					
To have diverse, high quality gastronomic choices?					
To live close to others of your nationality?					
To have well maintained streets and pedestrian areas?					
To be secure and safe during the day and night?					
To be in close proximity to the airport (i.e. 40 km)?					
To be in close proximity to the highway? (i.e. 10 km)					
To have easy public transport access to the city center?					
To be close to the city center? (Up to 20 min walking)					
To be in close proximity to natural attractions? (Such as mountains or beaches)					
To be close to natural protected areas? (Up to 20 min walking)					
To be close to farms and fruit gardens (Up to 20 min walking)					
To be close to basic shops such as grocery, convenience stores, Pharmacy etc.?(Up to 20 min walking)					
To be close to the center of cultural activities and galleries?					
To be close to historical sites and cultural heritage?					
To be in a neighborhood with lots of open air activities?					
To be in close proximity to security services such as the police?					
To be close to a fitness and wellness club?					
To have a hospital/medical clinic in your vicinity? (Up to 20 km)					
To have a specialized geriatric unit in a hospital up to 20 km away?					
To be close to a golf course?					
In the event you prefer living in a coastal area, how important is it that it...					
Be located close to the marina? Up to 20 min walking					
Be located close to the port? Up to 20 min walking					
Be located close to the beach Up to 20 min walking?					
Be located close to the small bay and shore (Cala in Spanish)? 20 min walking					
To have public beaches up to 20 min walking					

13- How likely are you to choose a second home in a neighborhood with following characteristics?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Traditional architecture on the facades					
Narrow alleys with suitable lightening at night					
To have courtyards (Spanish: patio)					
To be occupied seasonally					
Open squares with benches and seats					
Winding alleys (curve organic form, not straight form)					
Small shops on the streets and neighborhoods					
Commercial activities on the ground floor of the streets					
Wide spaces for pedestrians (pedestrian priority)					
Weekly local artisan markets					
Restaurants with tables in pedestrian zone					

14- How likely are you to choose one of the following residence typologies for your second home?

Typology:	Very unlikely	Unlikely	Neutral	Likely	Very likely
I. A detached house in an open area					
II. A terraced-linked house in a regular neighborhood					
III. An individual flat in a regular neighborhood					
IV. A room in a shared flat with others					
V. A house in a retirement community*					
VI. A flat in a retirement community*					
VII. A room in a shared flat in a retirement community*					

* A **retirement community** is a housing complex occupied by seniors. They have shared areas like fitness centers and gardens, and receive some shared services like childcare and housekeeping when needed.

15- What size would you choose for your second home?

20- 40 m²

41- 65m

66 to 100m

101 to 150m²

151 to 250m²

more than 251 m²

16- Which management option do you prefer regarding your second home (Assuming it's a retirement community)?

Managed by yourself

Managed by an organization (NGO)

Managed by private firm

Managed by neighbors association(cooperative)

Managed by public sector (i.e. state or local government)

Other:.....

17- How likely are you to choose a second home with these features?

Services:	Very unlikely	Unlikely	Neutral	Likely	Very likely
Housekeeping (e.g. Cleaning & maintenance)					
Nursery and Primary medical care					
Food delivery and restaurant					
Laundry Facilities or Services?					
Fitness Facilities					
Swimming pool					
Spa and wellness club					
Golf course					
Indoor sports facilities					
Outdoor sport facilities i.e. tennis court, bocci court, etc.					
Organized Social-group activities					
Nautical services like sailing, diving, etc.					

18- How much would you pay for your second home, including the possible services?

Less than 500€/month 500-1000€/month 1000-1500€/month 1500-2500€/month 2500-4000€/month

19- What are the 3 most attractive things about the Costa Brava?

20- What are the 3 least attractive things about the Costa Brava?

<p>Age ----- Nationality ----- Sex: F <input type="checkbox"/> - M <input type="checkbox"/></p> <p>Choose highest level of education completed: Elementary <input type="checkbox"/> High school <input type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/></p> <p>Work status: full time <input type="checkbox"/> part time <input type="checkbox"/> unemployed <input type="checkbox"/> retired <input type="checkbox"/> homemaker <input type="checkbox"/></p> <p>Current household type:</p> <p>Couple (without children) <input type="checkbox"/> Couple (with children) <input type="checkbox"/> Only you <input type="checkbox"/> more than 2 people (not family) <input type="checkbox"/> Other:.....</p> <p>Your current home is: rental <input type="checkbox"/> owned <input type="checkbox"/> owned (mortgaged) <input type="checkbox"/> Cooperative <input type="checkbox"/> Others:.....</p>

Appendix D: Questionnaire in French



Cher participant

Ce questionnaire fait partie d'une recherche universitaire à la faculté d'architecture, Université Polytechnique de Catalogne. Le but de cette étude est de trouver les préférences territoriales et résidentielles des touristes étrangers âgés d'au moins 50 et ayant visité la Costa Brava, dans le cadre de leur retraite. Merci de bien vouloir nous aider en prenant quelques minutes pour remplir le questionnaire ci-dessous. Merci d'avance pour votre collaboration dans cette recherche.

Vos réponses sont personnelles et resteront confidentielles. Vos réponses ne feront l'objet d'aucune identification.

1- Quel est le motif de votre voyage? Tourisme (vacances) Travail Travail et vacances visite familiale autre: -----

2- Dans ce voyage, quel était votre niveau de satisfaction ...	Très insatisfait	Insatisfait	Neutre	Satisfait	Très satisfait
de votre expérience générale?					
de la Costa Brava?					
de l'attitude de la population locale?					
avec les prix de votre hébergement et de la nourriture?					
3- Quelle est la probabilité ...	Très improbable	Improbable	Neutre	Probable	Très probable
de revenir ici pour une visite?					
d'avoir une 2ème maison sur la Costa Brava?					

4- Lors de votre séjour sur la Costa Brava, comment avez-vous résidé ?

- a. Hôtel / auberge g. Votre maison de vacances
 b. Appartement loué h. Chez un ami / dans la famille
 c. chambre louée i. Je n'ai passé aucune nuit à la Costa Brava
 d. Location maison rural j. Autre: -----
 e. Camping
 f. Echange de maison avec un résident local

5-Avez-vous une résidence secondaire (maison de vacances)?

- Non Oui, dans mon pays Oui, en Espagne Oui, dans un autre pays

Dans l'hypothèse où vous voudriez choisir une zone pour une résidence secondaire et y vivre durant votre retraite:

6- Dans quel environnement préféreriez-vous avoir une résidence secondaire? (Vous pouvez choisir 2 réponses)

- a. Zone forestière d. Dans une zone côtière
 b. Dans les vallées e. Dans une île
 c. une zone de montagne f. Autre: -----

7- Dans quel type de zone d'habitation aimeriez-vous habiter ?

- a. Dans un village e. En banlieue d'une grande agglomération
 b. A l'intérieur d'une petite ville f. Dans une nouvelle zone d'habitation en dehors de la ville
 c. Dans une ville de taille moyenne (100 000 à 1 million d'habitants) g. Autre: -----
 d. Dans une grande ville

8- Quel type de financement choisiriez-vous pour votre deuxième maison dans la période de retraite? (Vous pouvez faire deux choix)

- a. Achat de votre propre maison d. Habitation coopérative
 b. location d'une maison (à long terme) e. En partage du temps (en foyer permanent pour quelques jours/semaines /mois par an)
 c. Location d'un appartement de tourisme (à court terme) f. Autre:-----

9- Combien de temps comptez-vous rester dans votre résidence secondaire? (sur une année)

- 1-4 semaines 1-3 mois 3-6 mois 6-11 mois Toute l'année

10- Dans la zone où vous souhaiteriez avoir une résidence secondaire, quel est le degré d'importance dans les points qui suivent ?	Pas important	Légerement important	D'importance modérée	Important	Très important
Pour avoir un climat doux et ensoleillé en hiver? 14 ° C (en moyenne)					
Pour avoir un été chaud et ensoleillé? (Environ 27 ° C en moyenne)					
La diversité de la culture et des traditions locales?					
Pour être dans un endroit avec une vie nocturne active?					
Etre au contact de populations locales sympathiques et ouvertes envers vous?					
Pour avoir de nombreux festivals et activités culturelles tout au long de l'année?					
La diversité et la qualité de la gastronomie?					
Vivre près des gens de votre pays?					
Pour être dans des rues et des zones piétonnes bien entretenues					
Pour être en sécurité pendant la journée et la nuit					
Etre proche de l'aéroport (à environ 40 km)?					
Être à proximité des autoroutes? (à environ 10 km)					
L'accès aux transports publics de votre 2ème maison au centre-ville?					
Être à proximité du centre-ville? (Jusqu'à 20 min à pied)					
Être à proximité des attractions naturelles? (Telles que la montagne ou à la plage)					
Être à proximité des zones naturelles protégées? (Jusqu'à 20 min à pied)					
Être à proximité des fermes et jardins fruitiers (jusqu'à 20 min à pied)					
Pour être à proximité de certains commerces de base comme l'épicerie? (Jusqu'à 20 min à pied)					
Être à proximité du centre d'activités et des galeries culturelles?					
Être à proximité des sites historiques et patrimoine culturel?					
Être dans un quartier avec beaucoup d'activité de plein air					
Etre proche des services sociaux tels que la police et la sécurité					
Être à proximité d'un club de remise en forme et de bien-être?					
Pour avoir un hôpital / polyclinique dans votre voisinage? (Jusqu'à 10 km)					
Pour avoir une unité gériatrique spécialisée dans un hôpital jusqu'à 20 km de la distance?					
Etre proche du terrain de golf?					
Dans le cas où vous aimeriez vivre dans une zone côtière: quelle est l'importance de votre 2ème maison ...					
Pour être proche du port de plaisance? Jusqu'à 20 min à pied					
Pour être à proximité du port? Jusqu'à 20 min à pied					
Etre proche de la plage à savoir jusqu'à 20 min à pied?					
Avoir des plages publiques Jusqu'à 20 min à pied					
Etre proche d'une petite baie et d'une rive (Cala en espagnol)? 20 min à pied					

11- En tant que résidant secondaire, à quel point vous considéreriez-vous comme un simple touriste dans la zone où vous résideriez ?

Très peu probable Peu probable Neutre Probable Très probable

12- Quelles sont les chances pour que vous vous intéressiez à une résidence secondaire dans une zone touristique recevant beaucoup de touristes saisonniers?

Très peu probable Peu probable Neutre Probable Très probable

13- A quel point aimeriez-vous avoir une résidence secondaire dans un quartier avec les caractéristiques suivantes?

	Pas intéressé	Un peu intéressé	intéressé	Très intéressé	Choix capital
une architecture traditionnelle visible dans les façades					
Des ruelles étroites avec une luminosité appropriée la nuit					
Pour avoir une cour (espagnol: terrasse)					
Pour être occupés de façon saisonnière					
places ouvertes avec des bancs et des sièges					
ruelles sinueuses					
Avoir des petites boutiques dans les rues et les quartiers					
Avoir des activités commerciales au pied des immeubles dans les rues					
Avoir de grands espaces pour les piétons (priorité des piétons)					
Avec les marchés locaux hebdomadaires					
Restaurants avec des tables en zone piétonne					

14- Quelle est la probabilité de choisir une des typologies de séjour suivantes pour votre résidence secondaire?

Typologie:	Très peu probable	Peu probable	Neutre	Probable	Très probable
I. une maison individuelle dans une zone ouverte					
II. une maison mitoyenne dans un quartier ordinaire					
III. un appartement individuel dans un quartier ordinaire					
IV. une chambre dans un appartement partagé avec d'autres					
V. une maison dans une communauté de retraite *					
VI. un appartement dans une communauté de retraite*					
VII. une chambre dans un appartement partagé dans une communauté de retraite *					

15- Quelle taille voulez-vous choisir pour votre résidence secondaire?

20- 40 m² 41- 65m² 66 à 100m² 101 à 150m² 151 à 250m² plus de 251 m²

16- Quelle option préférez-vous pour la gestion de votre résidence secondaire?

Géré par vous-même

Géré par une organisation (ONG)

Géré par une société privée

Géré par des voisins (association coopérative)

Géré par le secteur public

Autre:.....

17-Quelle probabilité pour vous de choisir une résidence secondaire avec ces caractéristiques?

Services:	Very unlikely	Unlikely	Neutral	Likely	Very likely
Entretien ménager (par exemple Nettoyage et entretien)					
Nursery et soins médicaux primaires					
L'approvisionnement alimentaire et restaurant					
Blanchisserie					
Fitness					
Piscine					
Spa et bien-être Club					
Terrain de golf					
installations sportives d'intérieur pour les sports d'intérieur					
installations extérieures sportives comme un court de tennis					
Activités de loisirs-groupe organisé					
services nautiques comme navigation, plongée sous-marine, ...					

18-Combien seriez-vous prêt à payer par mois pour

Moins de 500 €/mois 500-1000 €/mois 1000-1500 €/mois 1500-2500 €/mois 2500-4000 €/mois

19- Quelles sont les 3 choses les plus attrayantes de la Costa Brava?

20- Quelles sont les 3 choses les moins attrayantes de la Costa Brava?

Âge ----- Nationalité ----- Sexe: F / M

Niveau d'études: Choisissez le plus haut niveau de scolarité: primaire École secondaire Bachelier
Premier cycle universitaire Licence Master Doctorat

Statut de travail:
à temps plein à temps partiel sans emploi à la retraite employé de maison

Le type actuel de ménage: Couple (sans enfants) Couple(avec enfants) une seule personne plus de 2 personnes Célibataire Autre:

Votre habitation actuelle est: une location votre propre habitation propriété (hypothéquée)
Copropriété

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