

TOURISM MOVEMENTS TO THE PLACE OF BIRTH

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Abstract: In any analysis of tourism behaviour it is obvious that certain factors such as personal feelings, family ties or culture will weigh heavily in choosing a given destination and remaining loyal to it afterwards. To glean more information on this matter, the *Spanish Domestic and Outbound Tourism Survey (Familitur)* has included the variable "place of birth" in its questionnaire since 2000, and the information has proved to be highly revealing.

In Spain many trips are made to hometowns, and this trend is enhanced even further by the existence of a large number of second homes, which make accommodation in the hometown easier. It is estimated that 21% of households in Spain have access to a second home.

Although the Spanish case might be particularly significant, the inclusion of the place of birth in tourism surveys may well be of general interest. The large-scale migratory movements during the second half of the last century mean that many people now live far from their hometown (in Spain this percentage is estimated to be close to 50%), though they often still have part of their family in those places together with economic interests (such as a house) and of course strong family ties in general. Confirmation of the general nature of this kind of hometown trip would shed much light on the tourism phenomenon as whole while also explaining why so many of these tourists decide to settle down in their old hometowns on retirement. This is in fact the typical case of Spanish emigrants.

I. INTRODUCTION

The tourism behaviour of a population, in this case the Spanish population, is not an isolated factor; rather is it bound up with many other social phenomena. The intention of this paper is to offer a overview of the tourism behaviour of the Spanish, analysing the most important motives behind most of their journeys. To do so, the tourism data per se will be brought into relation with genuinely demographic data such as the structure of the population and its trend over time, migratory movements, changes of residence, etc., plus the economic or sociological habits bound up with the profusion of secondary residences or the access to a second home. The tourism data itself comes from the **Familitur** survey.

A study of this type is possible only when the necessary information is to hand. In this case it is the existence of the **Familitur** survey and the introduction of new analysis variables in the questionnaire that have enabled us to carry out this social analysis of tourism in Spain.

We are going to focus our study on trips to second homes in which the destination is the place of birth of one or several household members. The latest Familitur data suggest that it is precisely this type of tourism that shows the greatest stability, as it is largely immune to events such as those that occurred on 11-S. This type of tourism can in fact be claimed to very safe and free of uncertainty. Furthermore, the trips are usually made in private transport, avoiding the risk of terrorist

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attacks to which collective transport might be prone. On some occasions, also, these trips are motivated by a family obligation or emotional need rather than the desire to travel in itself.

II. BRIEF DESCRIPTION OF THE FAMILITUR SURVEY

The *Spanish domestic and outbound tourism survey* (Movimientos Turísticos de los Españoles: **Familitur**) is the only nationwide statistical survey for studying national tourism from the demand side. It has been included in the National Statistical Plan since 1997 and the information obtained complies with all Spain's statistical commitments assumed under section C of Directive 95/57/EC of the Council of the European Union on the collection of statistical information in the field of tourism.

The basic aim of **Familitur** is to collect information on all tourism trips made by Spanish residents (national tourism), both inside Spain (domestic tourism) and on their way abroad (outbound tourism), providing these trips involve at least one overnight stay outside their usual environment.

Familitur is based on a panel of households selected throughout the national territory. The panel is selected by means of a stratified sample, in view of demographic criteria (size of habitat) and socio-economic criteria. In each household information is collected on all trips made by each household member.

Up to 1999 **Familitur**'s sample size was 3,200 households; in 1999 the sample was

tripled to 10,800 households, thus enabling the survey to include data on a regional level. As well as the significant increase in the sample size, new analysis variables were also introduced such as short-duration trips to a second home.

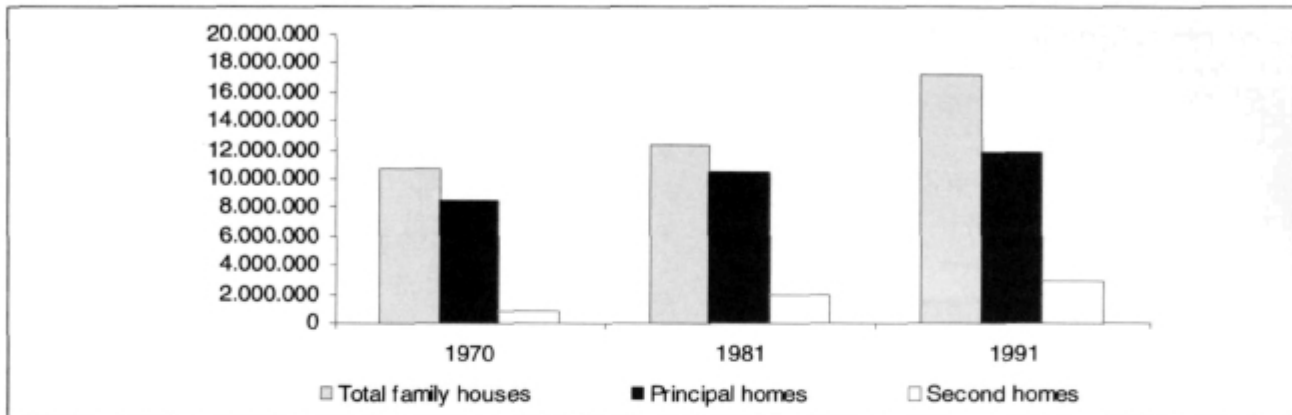
It should be borne in mind here that the analysis of trips to places with which the travellers have emotional ties calls for data at a regional level. It is also very important to gain an in-depth knowledge of the effect of the second homes. Furthermore, new variables have been introduced into the questionnaire in recent years, such as the place of birth of the household members, in order to be able to carry out a more social analysis of tourism. The study presented herein could be said to be groundbreaking, since the necessary information for carrying it out had not hitherto been available.

III. THE SECOND HOME

A paramount factor that cannot have gone unnoticed is the extraordinary number of second homes in Spain (which are precisely the dwellings used for leisure and recreation), higher than in any other European country. According to the figures of the Population Census, the number of second homes rose from 1.899.759 to 2.923.615 in the period running from 1981 to 1991. That is to say, in only ten years there was a 54% growth in the number of second homes, while the number of principal homes rose by only 13% in the same period.

Although similar figures are not yet available from the 2001 population census, various signs suggest that the number of

Figure 1
Evolution of the family houses



Source: Censo.

second homes has continued to soar in the last ten years, even growing at a faster rate than in the previous decade.

In the years 1999 and 2000 alone, according to the figures of the Ministerio de Fomento (Ministry of Public Works) over half a million dwellings were built.

This spectacular growth in the number of dwellings is by no means matched by a similar growth of the population, as the only population growth in Spain is contributed by immigration top-ups. The disparity in these two trends suggests that many of the dwellings built since 1991 have gone to swell the spectacular tide of second homes, though this will not be borne out in figures until the 2001 census comes out. A noteworthy point to be made here is that the stockmarket crisis of recent years is prompting families to invest their savings in the real estate sector, despite the sky-high prices of houses in Spain.

The Familiarur survey also offers figures on

the second homes of the Spanish. Although the working concept of second home in the census is not strictly comparable with the Familiarur term, the latter source can still give us a good idea of the current importance of second homes in Spain. The methodological difference between both sources is obvious. In one case the number of second homes comes from the housing census. Familiarur, however, is a survey and the second-home indicator it analyses is the number of households with access to such property. Should one household have more than one second home, only the one most frequently visited is counted. In other words the measurement of the second-home phenomenon is approached from the viewpoint of a tourism study.

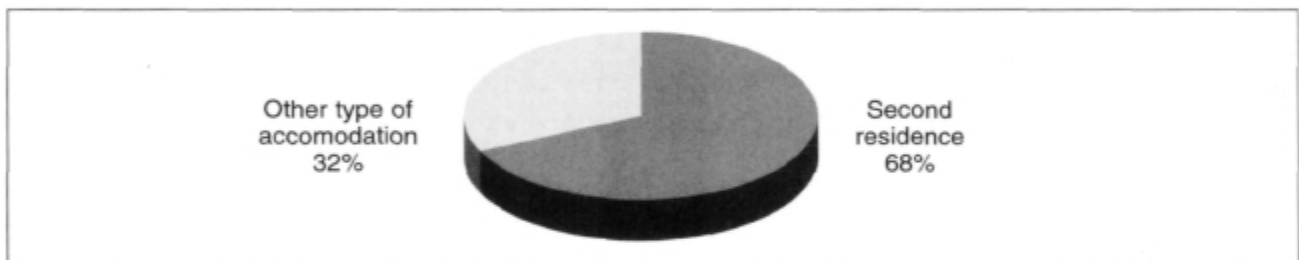
According to Familiarur, 3.5 million households had access to a second home in 2001, representing 26.6% of the total of resident households. 47.8% of these second homes are owned, 2.3% are rented and the remaining 49.9% belong to relatives or friends.

From a tourism viewpoint the access to a second home generates a great number of trips to visit it. Of the 123 million journeys made by the Spanish in 2000, a second home was used on 68% of the occasions. The first conclusion to be drawn from these figures, as used by Familitur, is that about one fourth of the households are responsible for over two thirds of the journeys made.

Another important characteristic of the trips to a second home is their great frequency. Of the total trips to second homes mentioned, 91% are short-duration trips, usually coinciding with the weekend. On average, households make 12 of these trips a year.

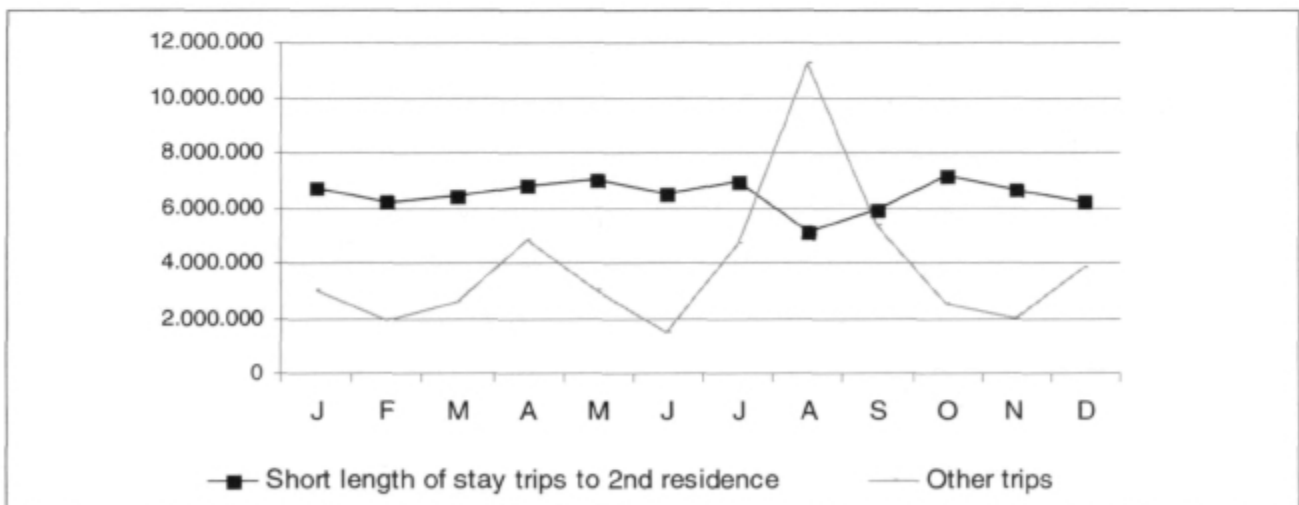
These frequently-made journeys to zones that are often rural are crucial in maintaining the

Figure 2
Type of accomodation used by spanish residents in their trips



Source: Familitur.

Figure 3
Number of trips, by months



Source: Familitur.

population of the given area. If these populations had no tourism income they might disappear, as in fact has happened in some areas.

Furthermore, short-duration trips to second homes greatly help to offset the seasonal lopsidedness of tourism as they tend to be distributed regularly throughout the year. The month in which fewest of these trips are made is August, when they are substituted by more tourism-type journeys.

IV. MIGRATORY MOVEMENTS OF THE SPANISH

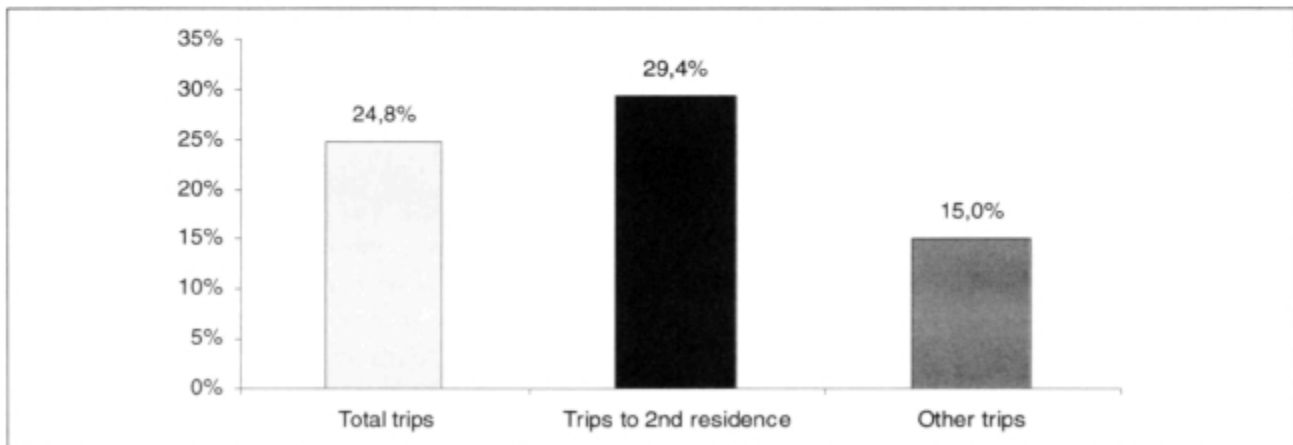
A key factor that might help to explain the atypical tourism behaviour of the Spanish is the migratory movements of the second half of the last century. Indeed, nearly one half of the Spanish have changed their residence municipality and 18% now live in an Autonomous Community other than the one they were born in.

This table shows that 59% of people in the 45-54 age bracket have changed their residence municipality; over 50% of those in higher age brackets have changed their residence municipality and we have to drop to the 34-and unders to find a population bracket in which most still live in their birthplace.

But the variation in Autonomous Community shows an even greater change in migratory terms, implying cultural changes of greater scope (especially when there are different vernacular languages) and a greater distancing from the family.

An analysis of people now living in an Autonomous Community other than the one they were born in shows that the heaviest internal migration occurred in the seventies of last century, as is borne out by the fact that the proportion of people living in a different Community falls from the age of thirty downwards, bottoming out at 2.2% among

Figure 4
% of trips made to places with family links



Source: Familitur.

Table 5

	Total population	Born in Spain	Born in a municipality other than the one they now live in		Born in an Autonomous Community other than the one they now live in	
			Total	% horizontal	Total	% horizontal
Total	40,202,158	38,943,104	18,691,835	48.0%	7,174,258	18.4%
0-4	1,688,935	1,675,238	381,212	22.8%	37,606	2.2%
05-09	2,007,620	1,970,802	725,756	36.8%	85,214	4.3%
10-14	2,248,148	2,194,959	891,292	40.6%	127,042	5.8%
15-19	2,805,795	2,741,199	1,140,651	41.6%	190,513	6.9%
20-24	3,354,877	3,262,167	1,382,177	42.4%	284,747	8.7%
25-29	3,284,084	3,132,419	1,343,032	42.9%	363,557	11.6%
30-34	3,264,850	3,077,824	1,417,590	46.1%	479,110	15.6%
35-39	3,085,977	2,937,550	1,487,299	50.6%	602,339	20.5%
40-44	2,772,113	2,665,161	1,472,846	55.3%	674,822	25.3%
45-49	2,492,883	2,409,970	1,413,113	58.6%	719,631	29.9%
50-54	2,417,520	2,351,388	1,380,493	58.7%	739,960	31.5%
55-59	1,991,834	1,934,577	1,104,737	57.1%	599,850	31.0%
60-64	2,047,961	1,999,599	1,108,101	55.4%	588,533	29.4%
65-69	2,114,237	2,065,474	1,075,540	52.1%	542,120	26.2%
70-74	1,778,835	1,736,872	895,840	51.6%	439,723	25.3%
75-79	1,330,590	1,301,442	680,470	52.3%	327,073	25.1%
80-84	823,764	807,220	429,940	53.3%	204,195	25.3%
85 and over	692,135	679,244	361,748	53.3%	168,224	24.8%

Source: Electoral roll 1999.

those who are currently less than 5 years old. The age of interior emigrants also impinges greatly on the existence of a second home, which is often located in the place from which they migrated.

The intrinsic demographic dynamic, as the older generations die off, means that, *ceteris paribus*, there will be an ever greater

proportion of people still living in the Autonomous Community they were born in. As for the current trend of moving out from city centres to the outskirts, this does not seem likely to affect tourism behaviour in the same way as the exodus from towns and villages to the great cities.

Given the scope and scale of the migration

phenomenon and its close links to the tourism behaviour of Spanish residents, a new analysis variable was introduced into the Familiarur questionnaire in 2000, the place of birth, which is turning out to be very revealing.

V. TRIPS TO PLACES WITH WHICH THE TRAVELLERS HAVE A FAMILY LINK

Once a household has been selected for the Familiarur panel it is questioned about the journeys made by all the individuals living in it; for this purpose the socio-demographic characteristics of each household member are recorded (sex, age, level of education, occupation and place of birth)

Reproduction of the Familiarur question, located in the household-members area, for obtaining information on the place of birth:

P. 20. Place of birth.

Province

Municipality

To evaluate the importance of journeys made due to emotional links with the destination in question, the variable called "family link" was generated. This variable identifies those journeys in which the destination municipality coincides with the birthplace municipality of any of the household members.

It should be borne in mind here that the methodology used for identifying this type of journey will tend to underestimate the number of emotionally-motivated trips to the geographical origin of the families. Only those areas in which one or some household

members have been born are deemed to have an emotional link. This means that places where relatives of previous generations might have been born are left out of the equation. Another possible underestimation bias stems from the fact that only exact coincidence between birthplace municipality and visited municipality is considered, thus overlooking other nearby municipalities in the same zone or district.

An account will be given below of the results obtained by exploitation of this variable for 2000, the first year, as already pointed out, in which this information was available.

24.8% of the 123.4 million journeys made by the Spanish in 2000 were made to a destination in which one or more of the household members had been born, i.e., to a destination in which, as we will say henceforth, "there is a family link".

Trips to second homes, which we have already seen to be of the utmost importance in Spain, turn out to have a family link on 29.4% of the occasions. This gives an idea of the impact that the place of birth might have when deciding whether or not to obtain access to a second home. In some cases the internal émigrés will have kept on the original house as a second home; on other occasions they might have decided to acquire one subsequently in those areas in which they have emotional links.

The close connection between second homes and trips with a family link is shown by the fact that, in the case of trips made to another type of accommodation, there is a family link on only 15% of the occasions.

In the table below the first column shows the population gain (or loss) of each Autonomous Community in Spain. This figure has been calculated from the 1991 census by comparing the number of inhabitants living in each Autonomous Community with the number of persons born in this Autonomous Community. A negative figure shows that fewer people now live in that Community than those that were born in it, the difference representing those who have changed their place of residence to another part of Spain (or abroad).

The second column shows the proportion

of trips made to a place in which there is a family link, i.e., a municipality in which one or some of the household members were born. The red figures show those Autonomous Communities in which the proportion of journeys with a family link is higher than the national average, which, as we have already seen, is 24.8%.

The working hypothesis of our study is that the Autonomous Communities with the greatest migratory losses would receive the greatest number of journeys motivated by family links.

	Population gain (residents-natives)/natives	Journeys with a family link
Andalucía	-21,4%	21,7%
Aragón	-7,2%	31,3%
Asturias	2,3%	27,3%
Balearic Islands	33,8%	4,0%
Canary Islands	9,6%	16,9%
Cantabria	-4,6%	19,7%
Castilla y León	-27,1%	52,7%
Castilla-La Mancha	-34,8%	45,5%
Catalunya	38,9%	5,7%
Comunidad Valenciana	23,8%	13,0%
Extremadura	-36,4%	52,9%
Galicia	-5,4%	33,1%
Madrid (Autonomous Community)	52,9%	12,7%
Murcia (Region of Murcia)	-8,4%	18,9%
Navarra (Autonomous Community)	1,4%	43,2%
Basque Country	22,5%	18,8%
Rioja (La)	-8,2%	40,9%

Source: 1991 Census and Familitur 2000.

As can be seen below this hypothesis is borne out for many of the Autonomous Communities. Indeed the Autonomous Community with the greatest population loss (Extremadura) is also the one recording the highest proportion of journeys with a family link, more than doubling the national average. Conversely, Madrid, with a population gain of 52.9%, records one of the lowest proportions of journeys with a family link.

VI. CONCLUSIONS

As we have seen throughout this paper, the location of the second home is a key factor to be taken into account when investigating the preferred destination of the Spanish on their journeys; the same goes for the places with which they have family links. Of the total of 123.4 million journeys made in 2000, 71.5% bore some relation to one of these factors.

This investigation has been based on the joint analysis of a tourism survey on the one hand (Familitur) and alternative information on the other, such as the Population and Housing Census, the electoral roll and the figures of the Ministerio de Fomento. The use of additional information, such as internal migration patterns and the number and use of a second home, has enabled us not only to give a social explanation of tourism but also to anticipate part of the tourism behaviour of both the residents of a country and the tourism that country receives.

A prime example of this sort of family-motivated journey is given by the so-called "operación del Estrecho", the name given in Spain to the vast social and policing arrangements made each summer to facilitate

the holiday journeys back to their home countries made by North Africans now living in Europe. According to police figures nearly half a million people left Spain from the southern port of Algeciras (to cross the Strait of Gibraltar) in the months of July and August. This represents a huge flow of traffic for a border post recording a monthly average of only 50,000 people passing through it. Some of these people live in Spain while many others, now living in Northern Europe, have to cross Spain from France to reach their home country.

From the inbound tourism point of view it is worth making a comment on the use of a second home by foreigners visiting Spain. In 2001 Spain received nearly 50 million tourists, ranking second under this heading worldwide. Of this total of tourists 21% put up in their own or in free accommodation. The use of second homes and private accommodation by foreigners visiting Spain has been a key factor in the last year, during the post-11-S tourism crisis. As from October 2001 tourism arrivals in Spain started to drop away slightly. The factor that softened the fall of tourism in Spain was the use of a private dwelling in Spain by non residents. In the period October 2001 to July 2002, foreign tourism in Spain fell by 1% as a year-on figure. This percentage is the result of disparate trends in terms of the type of accommodation used, for tourists putting up in hotels fell by 3.9% while those using private dwellings rose by 5.6%.

The advantage of tourism motivated by family links or the existence of property in a given destination is that it is little vulnerable to adverse situations such as the ones we have lived through lately. As we have seen in previous

examples it has a knock-on effect on all types of tourism (domestic, outbound, inbound).

Furthermore, though this would have to be looked into in greater depth, these trips would not seem to be easily substitutable by other more distant or less known destinations, a factor to be taken into account when carrying out promotional campaigns.

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