



Maspalomas Costa Canaria
Segregated Districts

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New Kind of Tourism

Lopesan an Important Force

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Preface

Maspalomas, a place which in its spatial formulation was determined by tourism and which actually was planned as a continuous city of tourism. In opposition to the first intention, Maspalomas was developed in several steps of urbanisation. The image of this tourist city is appointed by these segregated districts and shapes by them.

The various urbanizations reflect the particular spirit of the age and the influence of the increasingly important mass tourism, the new monoculture after the tomato cultivation, which had a lasting effect on this place. The character of the segregated districts vary from support city to luxury resorts.

The natives and the tourists both live in their own cities which have their particular character. Public space within the support cities is open for everybody but public space within the hotels is reserved to the hotelguests only.

The newest development in Meloneras gives the impression that Maspalomas is still a place ruled by the tourism industry. But the space between the dunes and the highway features a trend to more and more residential settlements in areas which were forseen for tourism.

This transformation was provoked by the changing requirements of todays resort tourism which can be defined through the expression "luxury for the masses". The bungalows in Campo Internacional can no longer compete since they're to small and are not able to provide the same amenities as the big hotels in Meloneras.

Besides the rising number of residentials in touristic areas as Sonnenland and Campo Internacional the number increases also because of the residential projects which are being developed at the moment. This new tendency counteracts the basic principle of the temporality of tourism which so far determined Maspalomas.

Background

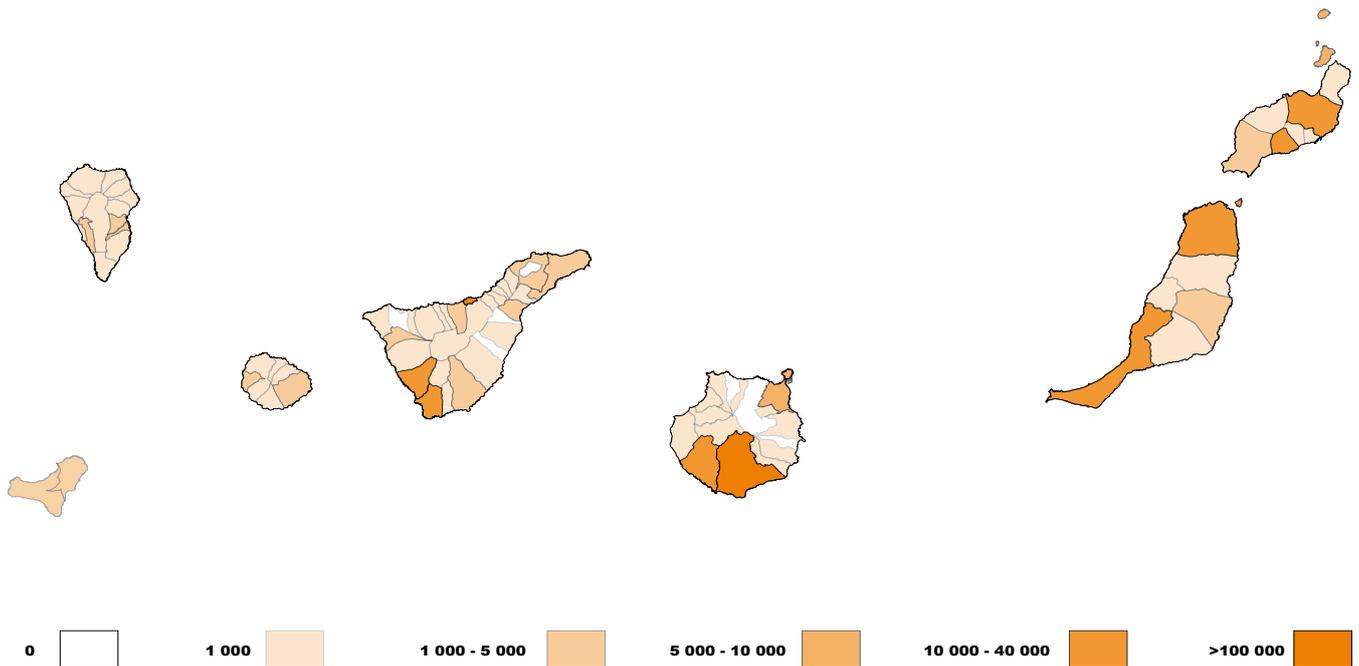
Maspalomas the southern and most populated part of the municipio San Bartolomé de Tirajana is the most visited touristic municipio in the Canary Islands Archipelago. The motorway GC-1 is the fast connection to the airport and to Las Palmas, a connection for tourists as well as for commuters. At this place stay more tourists than inhabitants.

Impact of Tourism

Parallel to the quasi continuously rise of the number of tourists on the island of Gran Canaria (besides a few retracements) the number of beds grew. Nowadays, there are 100'000 beds available (hotels and parahotel sector). In the canarian comparison the largest amount of beds is to be found in the municipio San Bartolomé de Tirajana. But the number of tourist in Gran Canaria are declining since the year 2000, a fact only conditionally reflected in the number of beds in Maspalomas which only shows a slight reduction in the years before 2000. But the number increased again with the completion of large hotel complexes in Meloneras.

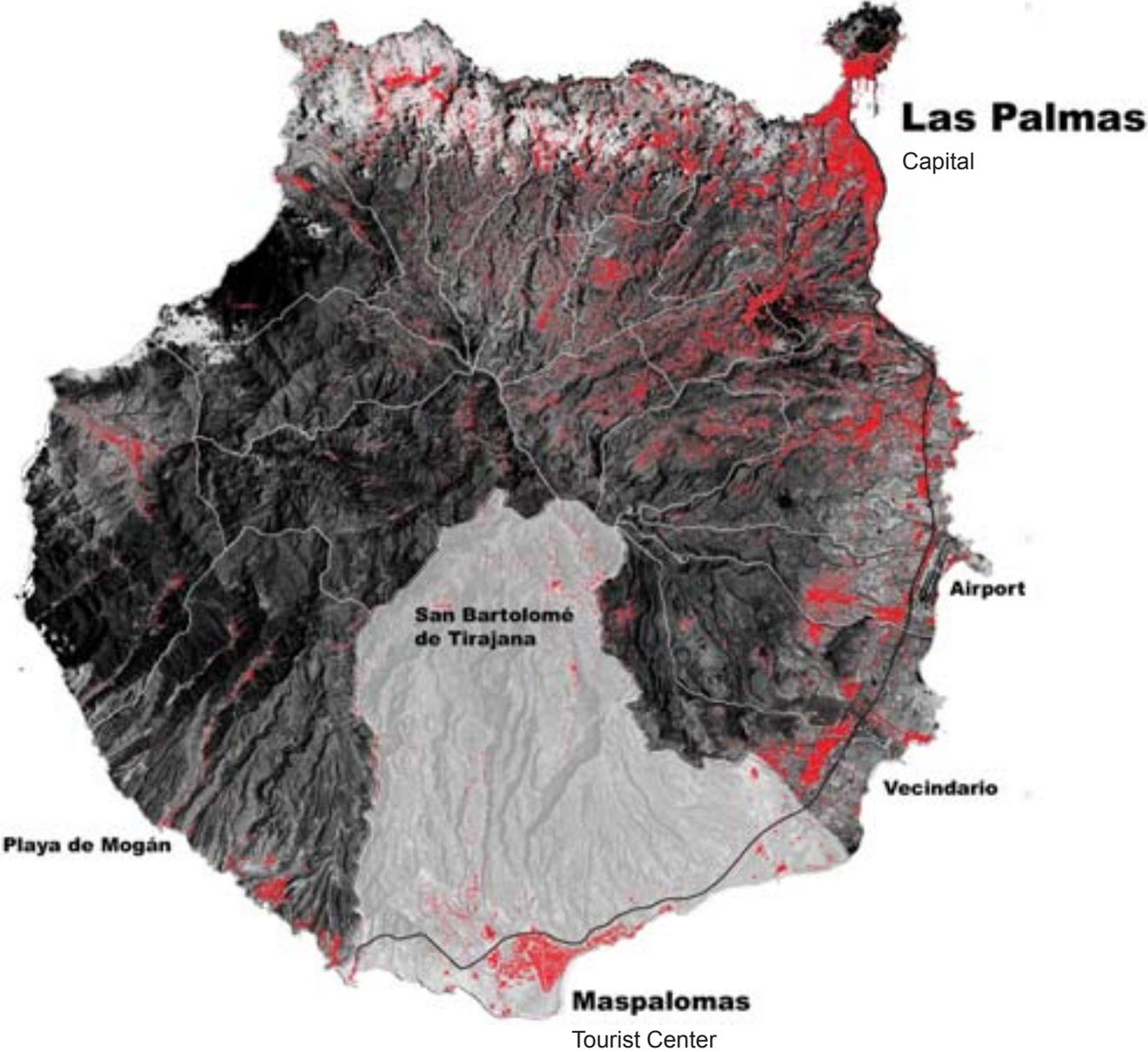
The touristic power of this region can be shown by the number of people who are involved in tourism. 90% of the population is working in this sector. A similar percentage amount can only be found in Mogan where tourism has a comparable importance.

The tourism industry is not only based on the two support cities El Tablero and San Fernando but also on various places along the GC-1 for example Vecindario, Telde or even Las Palmas.



Numbers of bed compared to the other municipios of Canary Islands

Situation



Maspalomas in the municipio San Bartolomé de Tirajana connected with the Motorway GC-1 to Las Palmas and the Airport

Background

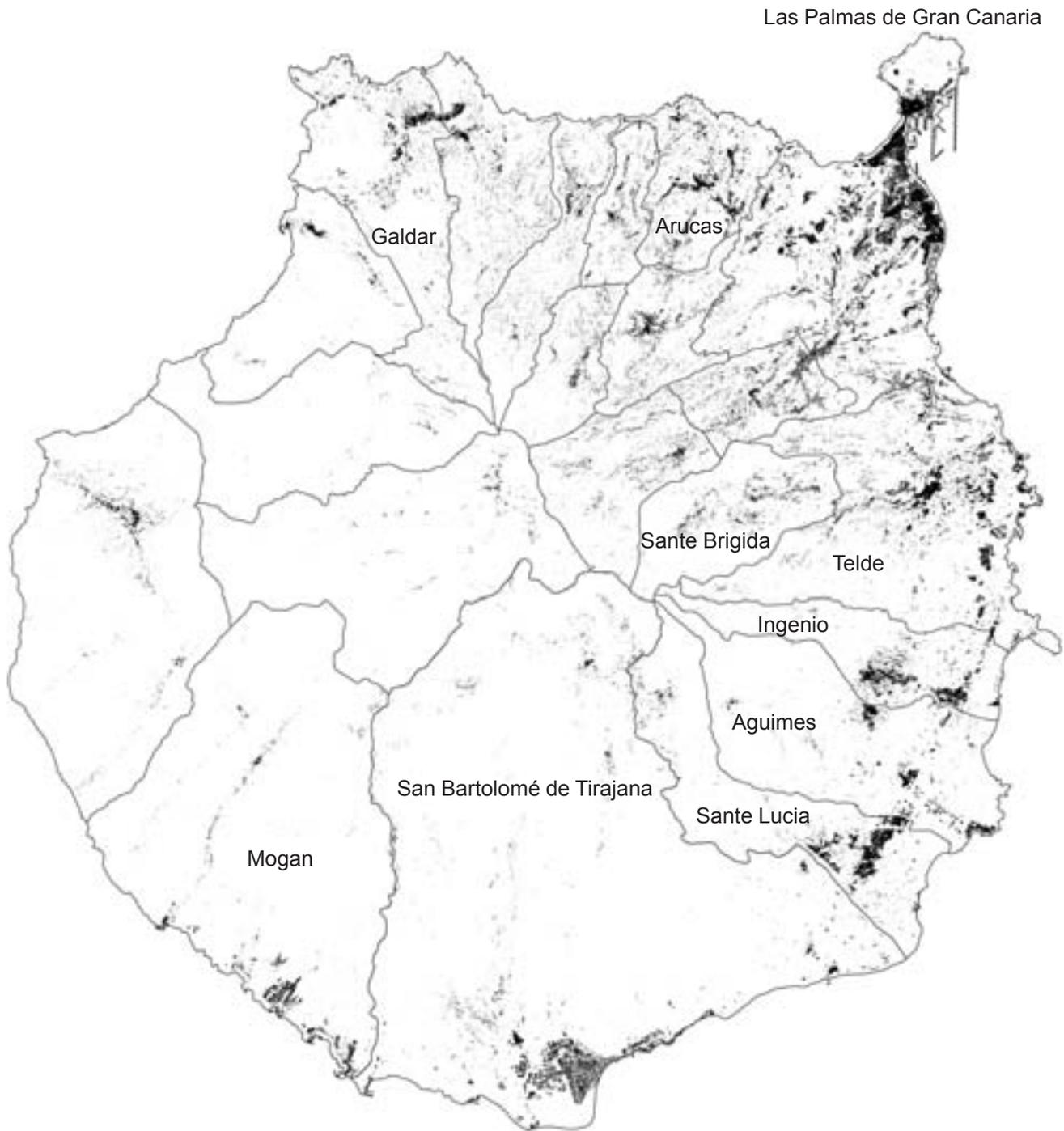
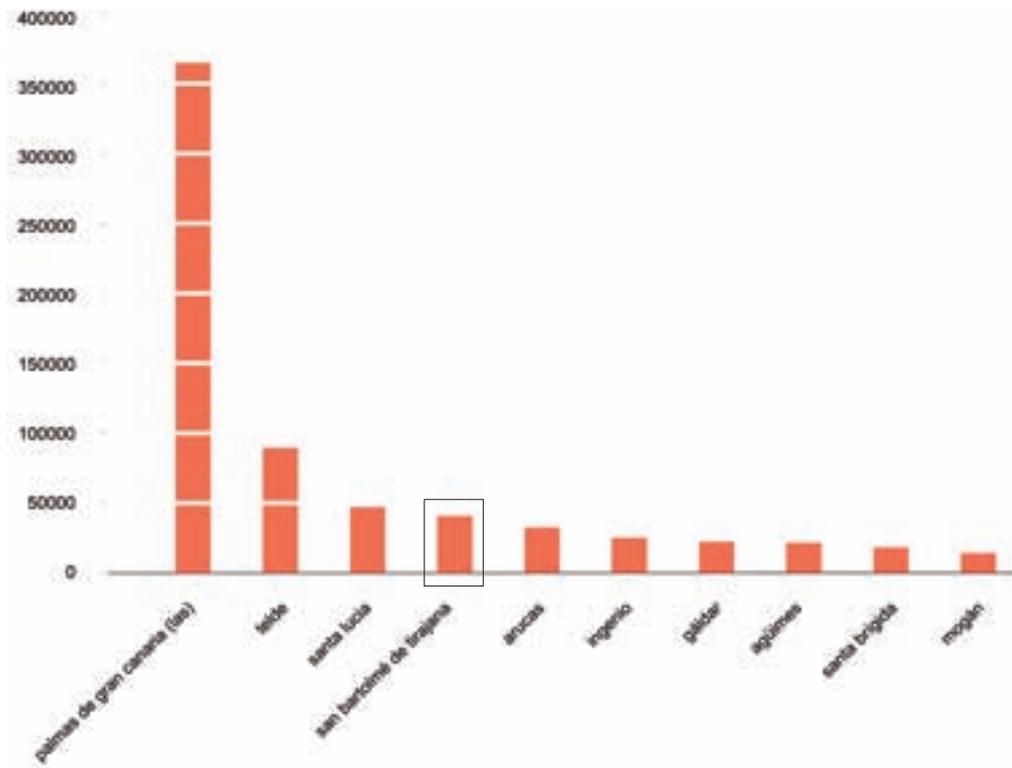
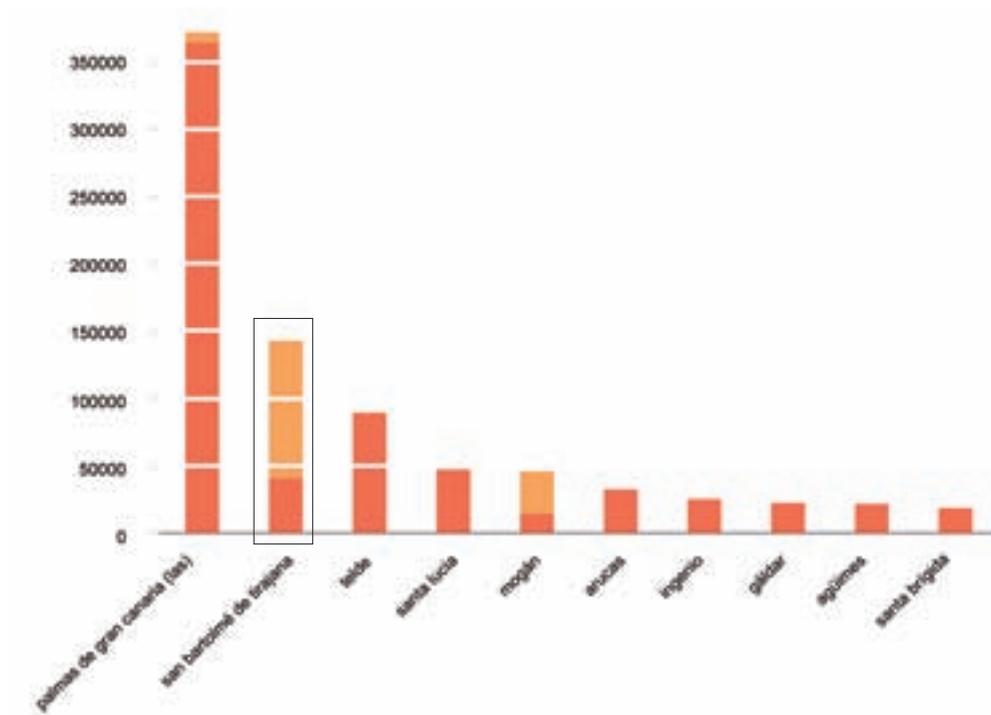


Figure - ground Gran Canaria with municipios

Inhabitants and Tourists

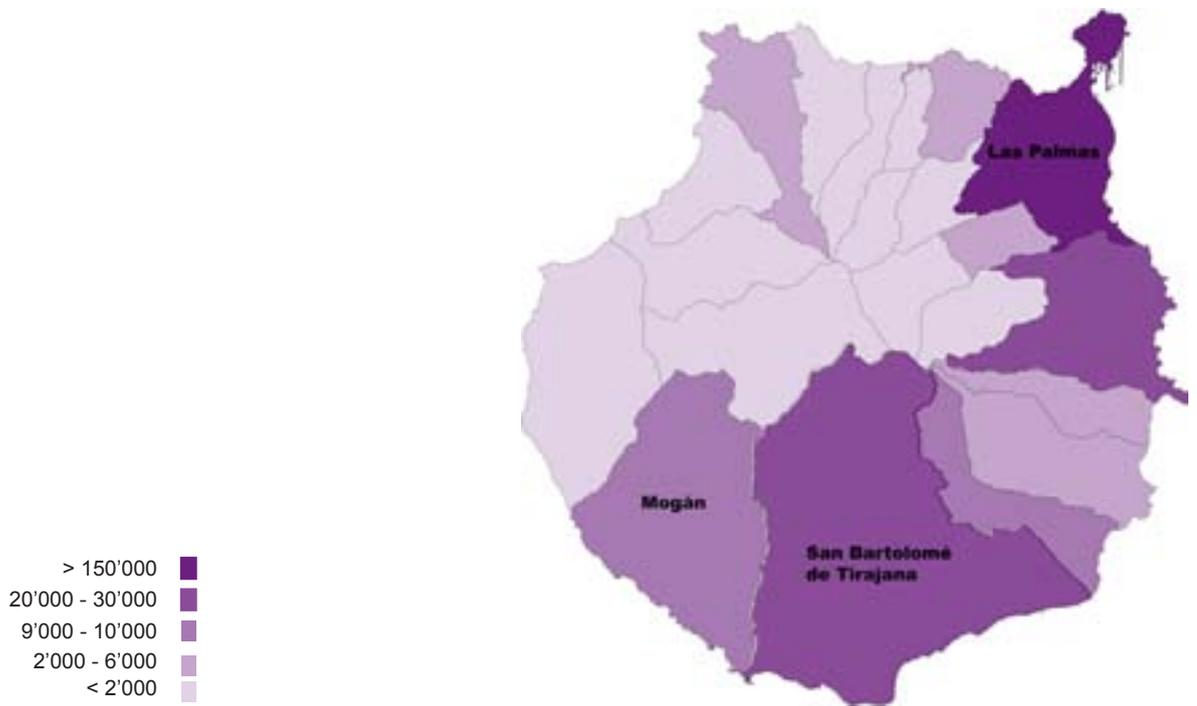


Ten most populated municipios: inhabitants



Ten most populated municipios: inhabitants + tourist beds

Employees in Tourism



Number of employees per municipio

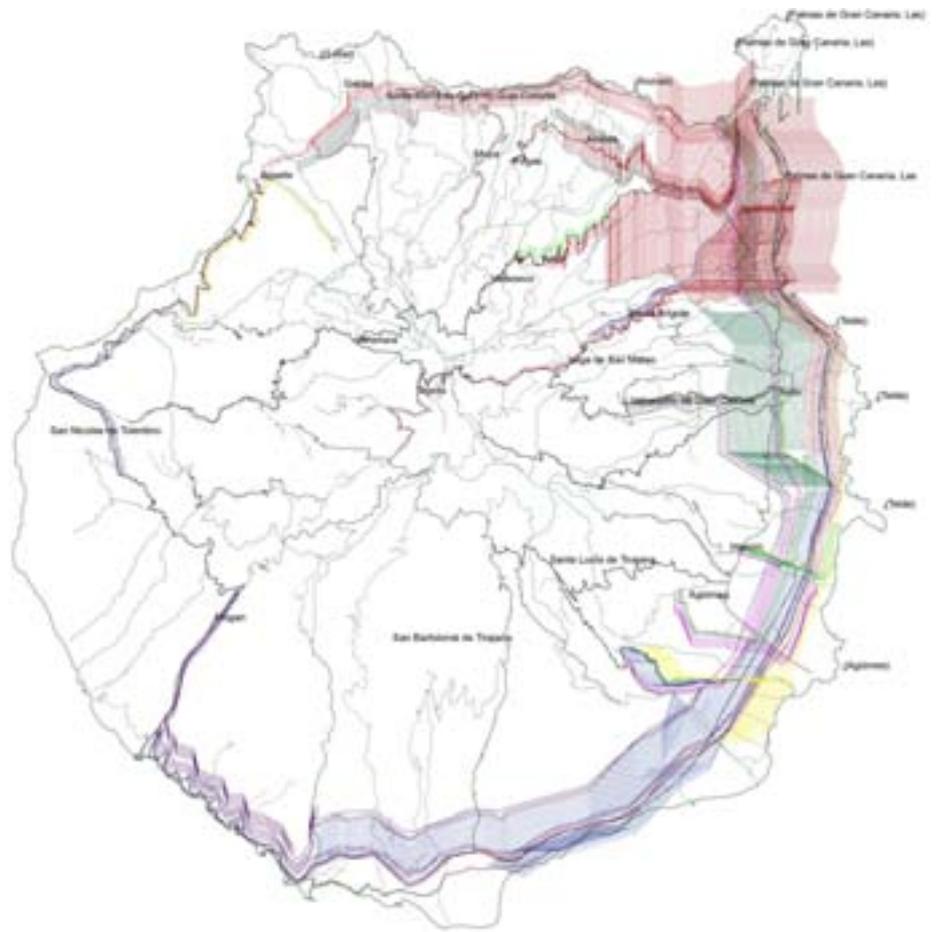


Percentage of employees working in service sector (tourism)

Commuters in Gran Canaria



Gloria Gonzalez responsible for PR in Hotel Costa Meloneras (Maspalomas), lives in Vecindario



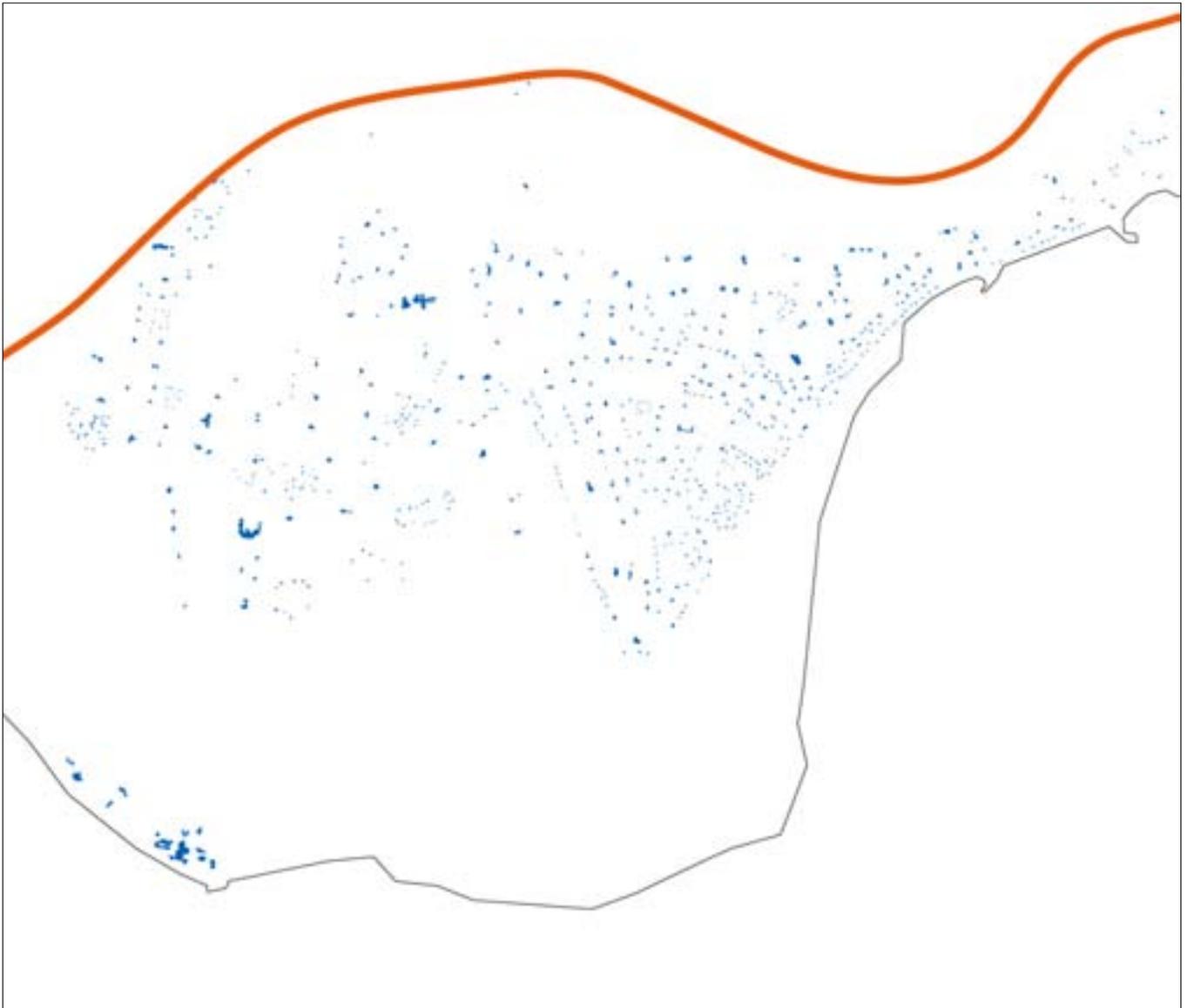
	commuters to/in (Municipality)	population (over 16, not working and studying at their residence)
Las Palmas de Gran Canaria:	177223	154139
S. Bartolomé de Tirajana:	34963	16776
Telde:	32793	37716
S. Lucía de Tirajana:	14675	22871
Agüimes:	9748	9741
Mogán:	8991	8897
Arucas:	7310	13790
Ingenio:	6909	11393
Gáldar:	6589	9186
Santa Brígida:	3741	8062
Santa María de Guía:	3618	5814
Teror:	2576	4959
Valsequillo de G.C.:	1695	1563
Moya:	1219	3483

1 line = 1'000 commuters

Background



Maspalomas figure ground



Maspalomas pools

Urbanisation

Tourism and GC-1 were the main force in urbanisation of Maspalomas and turned an area that was mostly characterized by agriculture into one of the most important tourist destinations of Spain.

Dunes as a Point of Attraction

The dunes which besides the sun and the beach are one of the main touristic attractions of this place are situated in the forefront of this barren and rocky landscape.

On the one hand they emerged from the debris of the mountains which was deposited at the estuary of the Barranco of Fataga and on the other hand from the decline and rise of the sea level. „The dunes are composed of 48.39% calcareous organogenous material such as the remains of mollusc shells, foraminifers, echinodermata and calcareous algae. The remaining inorganic part is made up of rocks of magmatic origin, dating back to the island's formation and originating in the erosion of the mountains. They are essentially phonolitic, but also include some trachytic elements.”¹

Nowadays the built structure attenuates the wind from the northeast which leads to a diminishment of the dunes and to the fact that they are stronger covered by vegetation.

Already before the first touristic accomodations where built in the 1960s the dunes of Maspalomas were a popular place for excursions.

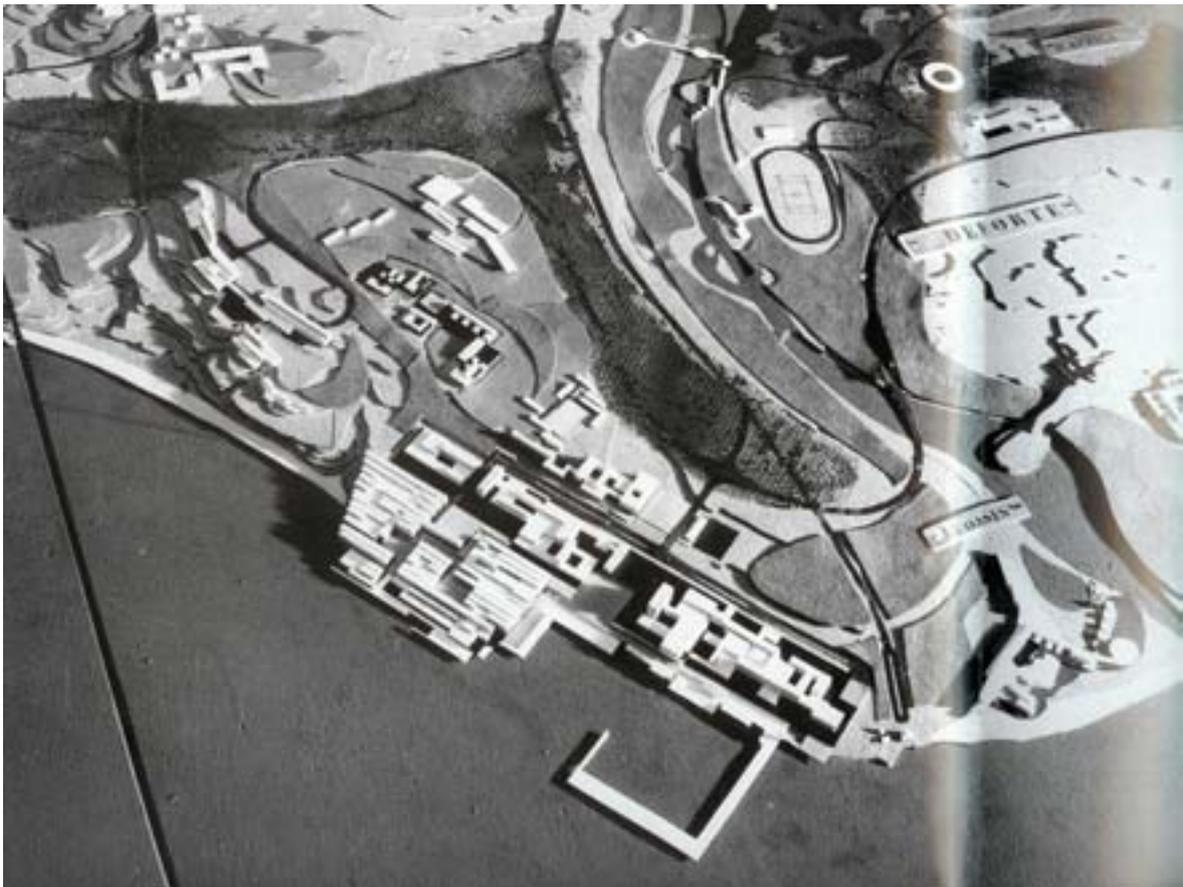
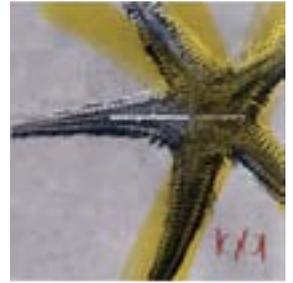
In 1975 the 400 hectares wide area was put under protection and was classified as Reserva Natural Especial in 1994.



Dunes in the 1950s

Vision of Maspalomas Costa Canaria

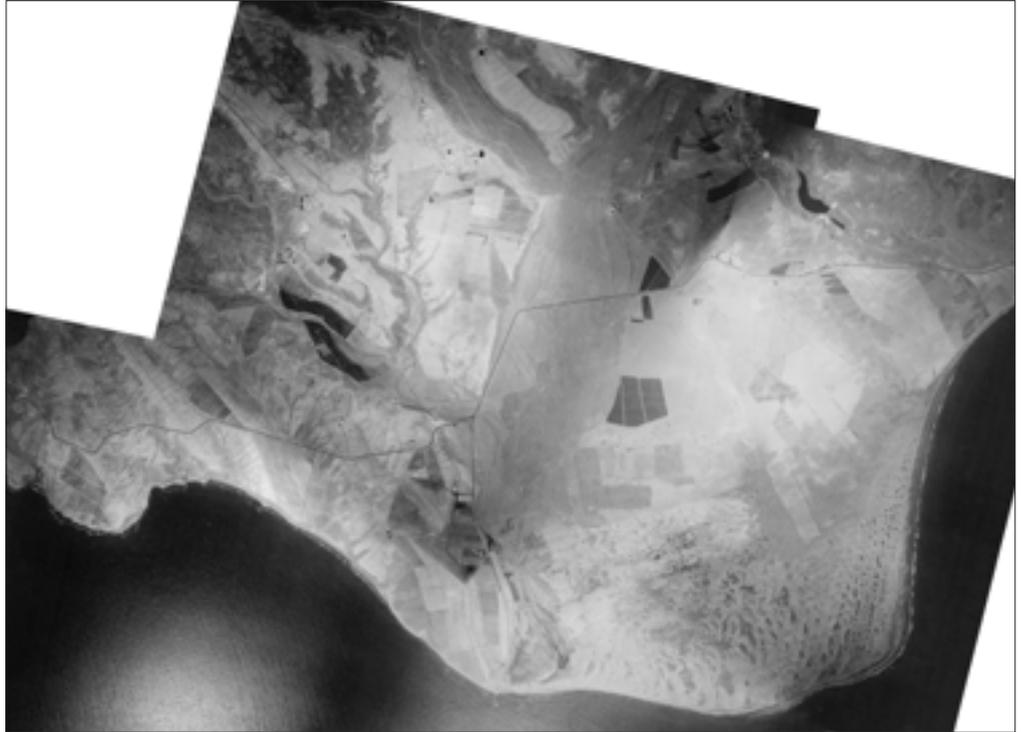
Maspalomas with its short history of settlement is a child of a booming tourism which benefited from the motorway, the airport and the cheap flight rates. Also Conde de la Vega Grande D. Alejandro del Castillo, owner of a large estate, saw the great potential. Not forgetting about his own interests he set up the project Maspalomas Costa Canaria and initiated an urban development competition since he was the owner of this land along the seaside. His aim was to commensurate the touristic development in the southern part of the island. SETAP (Société pour l'Etude Technique d'Aménagements Planifiés), a team from Paris, won the competition and presented a project which proposed an area-wide building development along the coastline. A new city dedicated to tourism should arise. The primal ideas can still be recognized in the road network and in the parcels in the area of Playa d'Ingles, in El Oasis and also in San Agustín. But the actual development didn't take place as an overall project but in specifically planned part urbanisations. Within 35 years Maspalomas has changed from a sparsely populated place which was stamped by agriculture to a booming tourist city.



Project of SETAP - Area of Meloneras

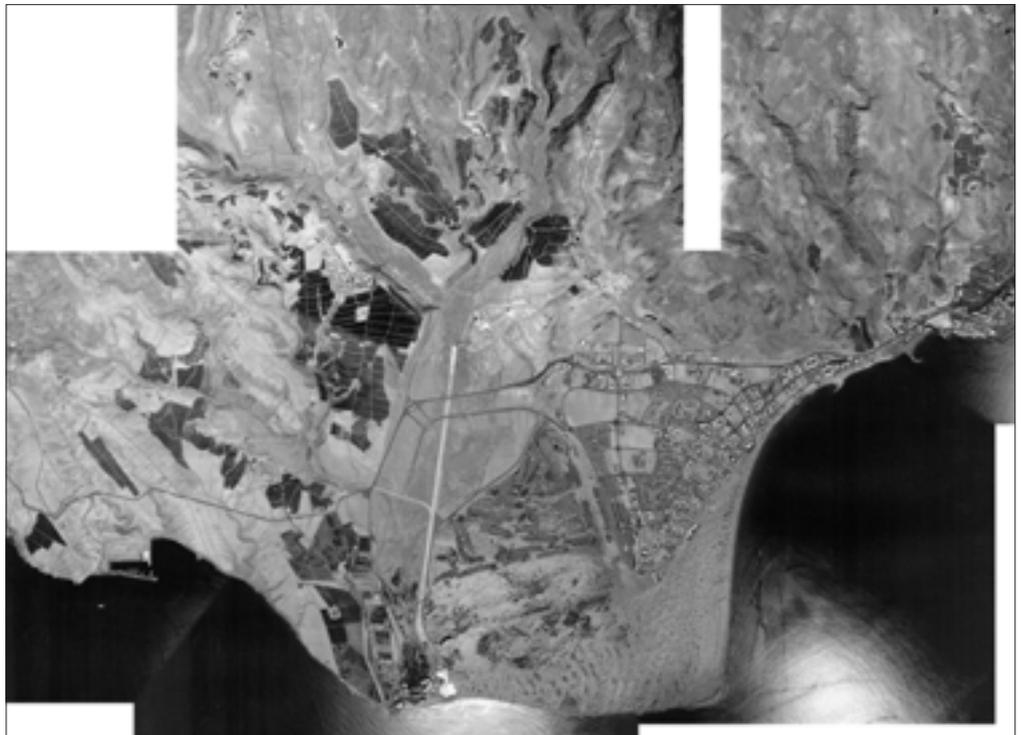
1962

The aerial view shows a to a large extent intact landscape which is determined by the parcel structure of agriculture and the former main connection road C-812 (today GC-500). Well recognizable are the two main settlements San Fernando and El Tablero. Before the touristic boom, most people who lived there were engaged in tomato production. The Municipio San Bartolomé de Tirajana had about 9000 inhabitants in 1950. The number rose to 45'000 inhabitants nowadays



1977

First traces of touristic development are noticeable. The centers are situated in San Augustin and El Oasis. The process of urbanisation has proceeded. The incisive pattern of streets in Playa del Ingles is already mainly determined by touristic accommodations. Work on the Campo de Golf has begun. In the area of Meloneras the agricultural character is still observable, the zone reaches up to El Tablero and further. The artificially built Barranco of Maspalomas is a distinctive element which grooves into the even part of Maspalomas.



2003

The dunes are framed of a dense settlement carpet that spreads out mainly between motorway and dune field. The agriculture was pushed back into the hilly area left of El Tablero.

The topographical area edge of Playa del Ingles forms also the border between a very dense structure to a rather loose one, mainly bungalows. The latest development is visibly at the coast of Meloneras with these chain of resortshotels, outstanding by their size.



Officially Decided Dates of Urbanisation





de Internacionl 1980

Campo de Golf 1969

El Oasis 1964

Districts

Tourism generated various cells. The undulation and changing requirements of tourism industry have left traces in the built structures. On the one hand they determine the growth of support cities as El Tablero and on the other hand also the regulation of the areas which are specially planned for tourism.



Motorway - a boarder between districts



Slope - a boarder between districts



Connections for cars - the districts are insufficient connected for the pedestrians

Gated - separation from the surrounding space



Historical background - the districts belong to different stages of development



Void - there are voids between most of the districts



Segregated Districts

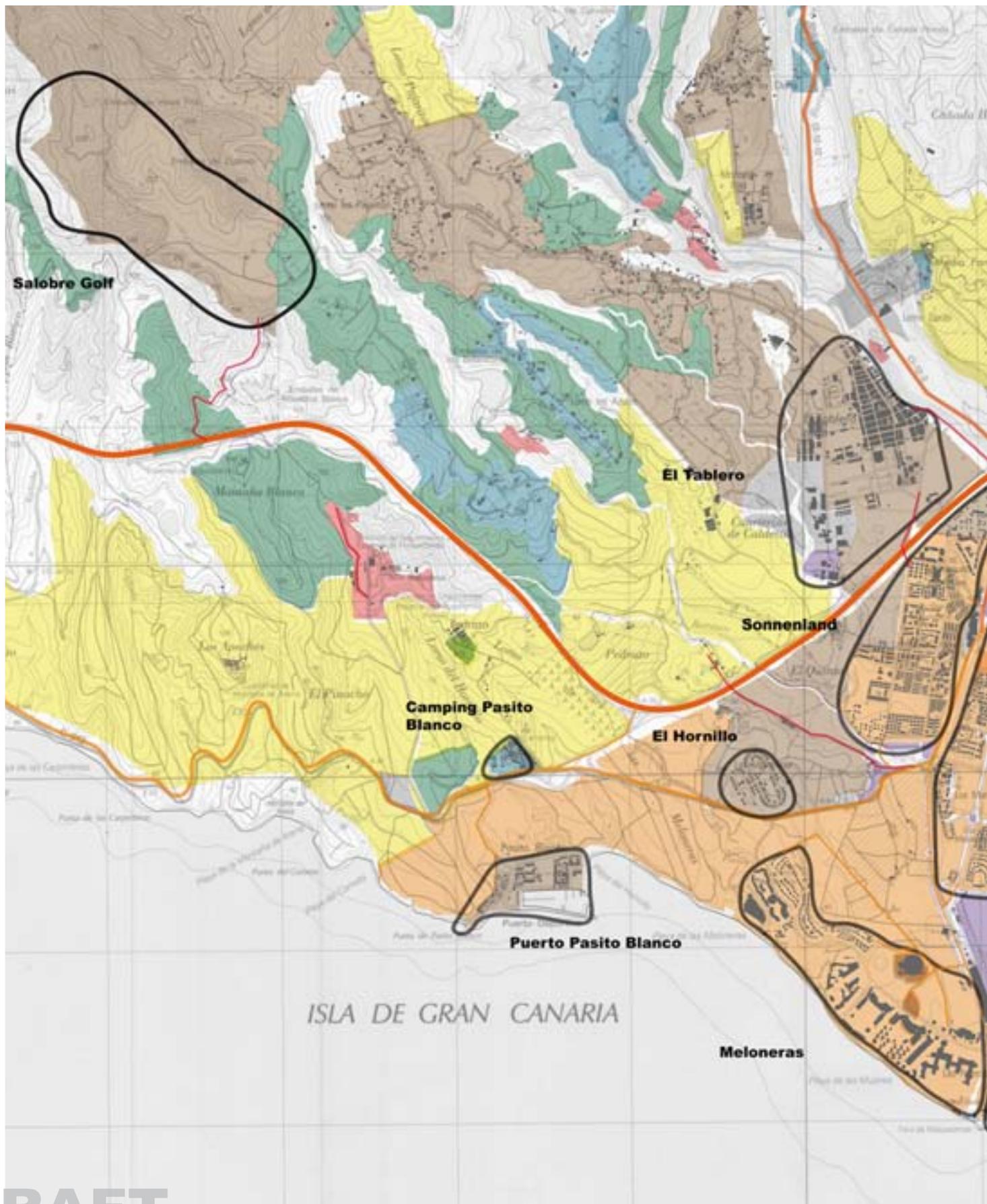


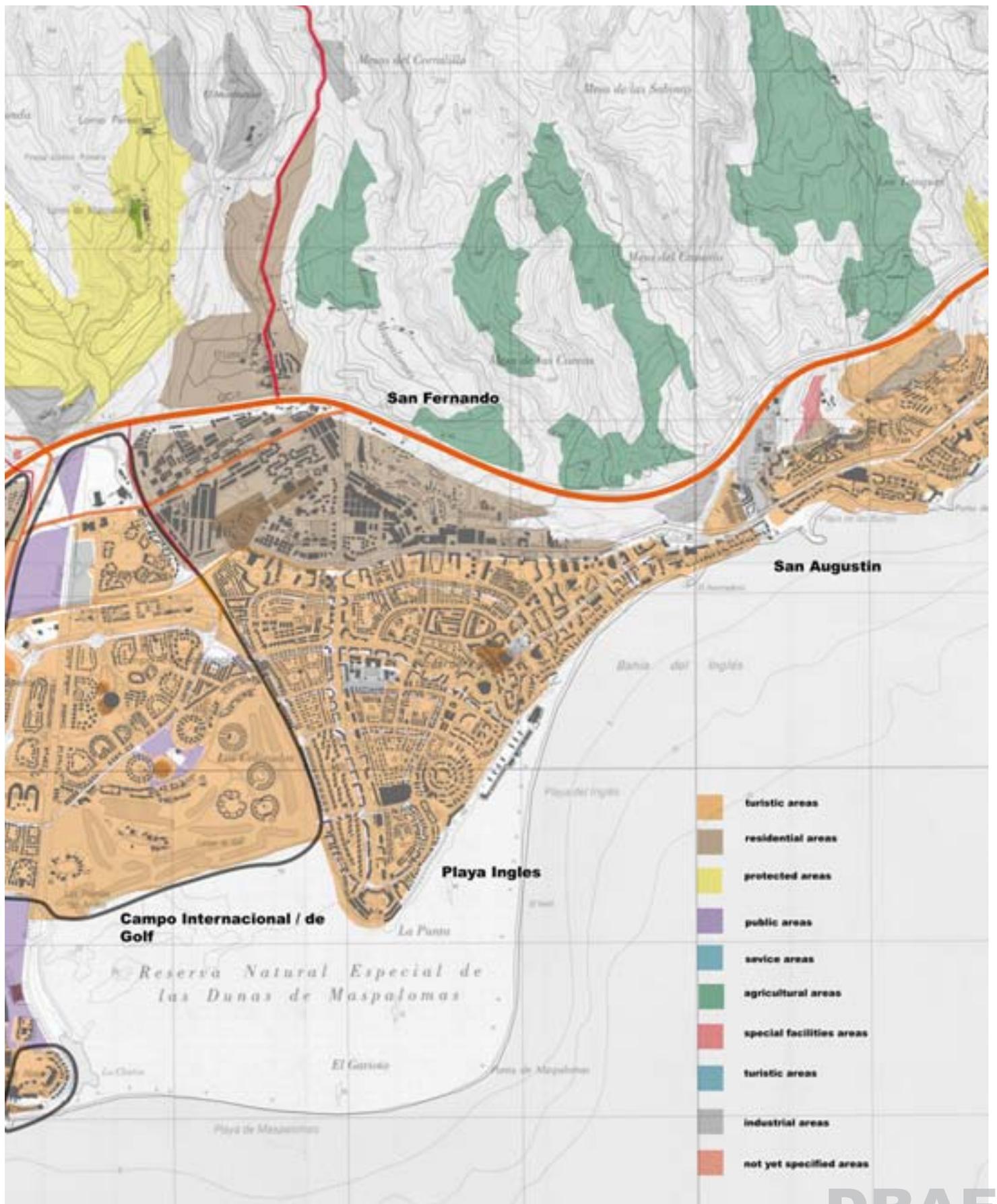


Campo Internenacional

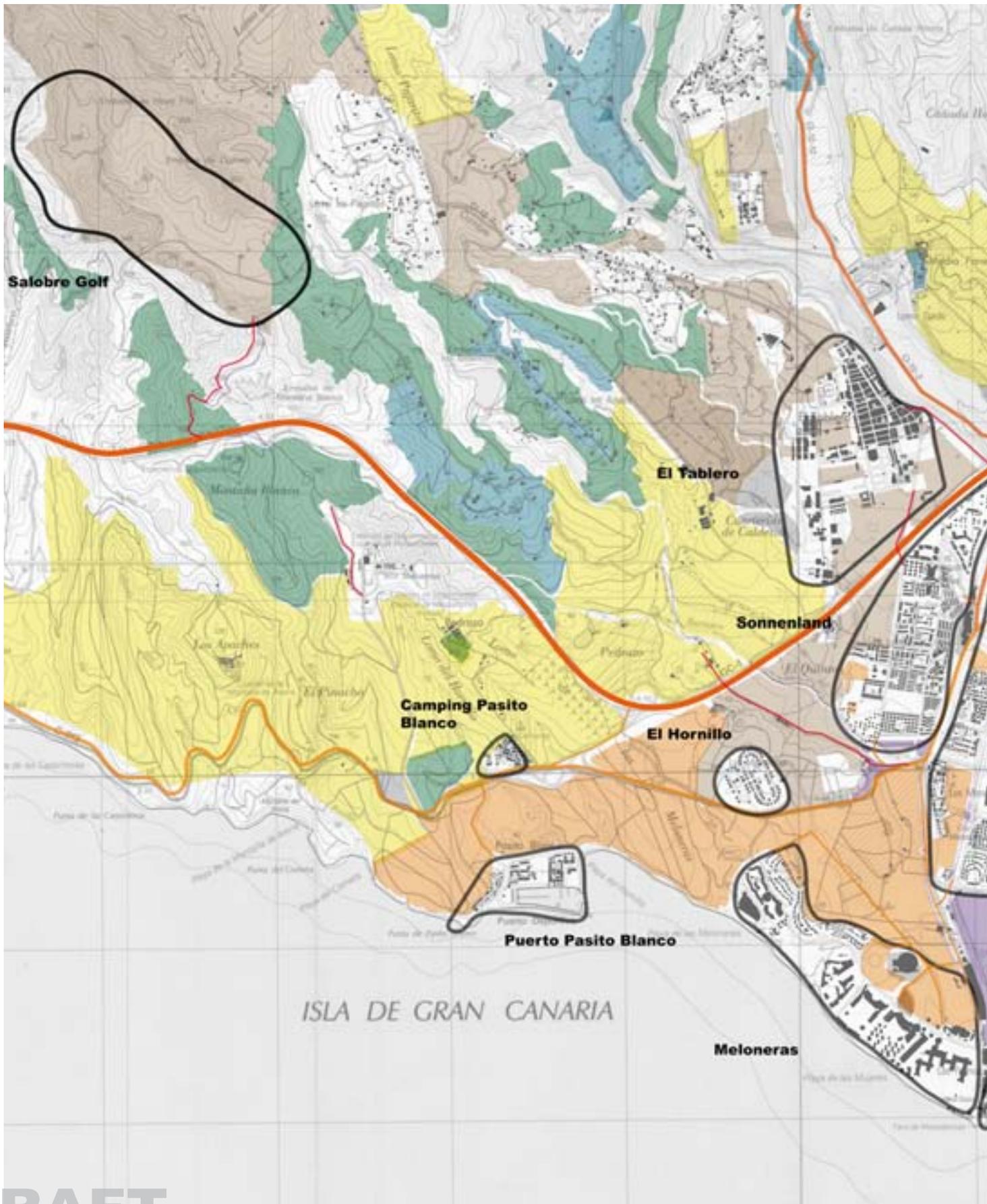
El Oasis

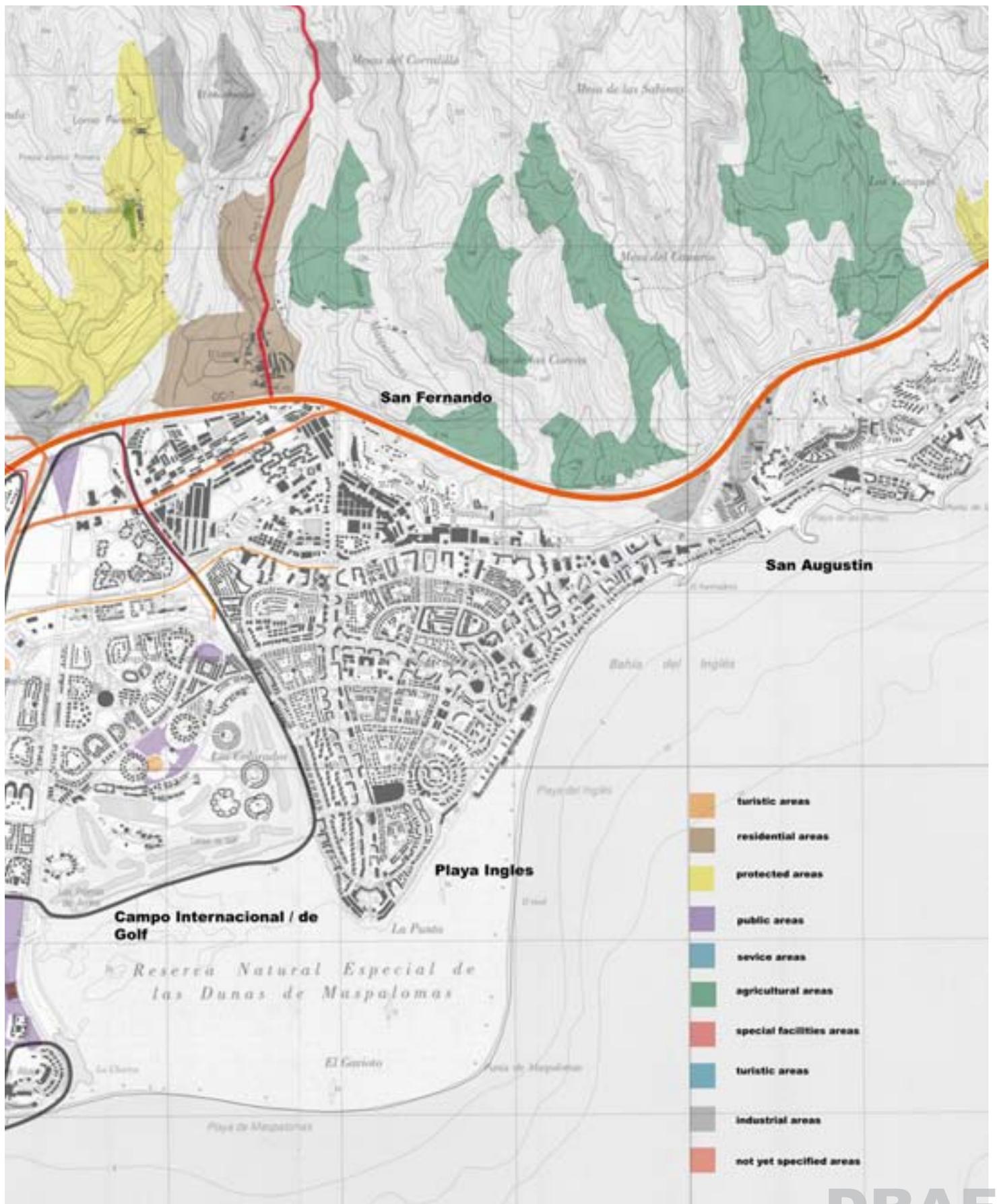
Zones of Different Usages by Plan General de Ordenacion





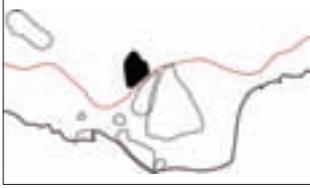
Voids and the Proposal by the Plan General de Ordenacion





Districts

El Tablero - Support City



El Tablero's growth is linked to the growth of tourism. From a small settlement surrounded by fields, it has been grown up to a town of 18.000 inhabitants.

Typical smaller settlements in this region are the settlements with scattered buildings, some farm houses and small villages like El Tablero has been before the rise of tourism.

The inner city, developed until the 1960s is defined by very dense settlement. At the old center is a small plaza, at the border of the compact inner city have been built up a church plaza, the main plaza in this town.

The growth of El Tablero has been from the old center first to north and than to west. The northern first growth is a part of the dense inner city, the development westwards is affected by a lower density. There are still some gaps within the building structure. Now there is been projected a new settlement at the western part of El Tablero - not fished yet. El Tablero is a still growing town.



1 Old city close to the barranco valley



2 Square in the old center



3 A dense city in the early years of growth



4 Church and plaza



5 Expanding westwards



6 Small commercial/ industrial zones



7 New built houses



8 Pushing away the agricultural land

Districts



Figure ground - built structure a copy of the streets



Road network - strong relation street - buildings

El Tablero - Connected to Tourism

These letter has been written by a women learing german. She is working at Campo Internacional and living in El Tablero.

mit Marmelade Frühstück. Um zehn Uhr habe ich mit Arbeit angefangen
- ich habe von zehn Uhr bis fünf gearbeitet, dann habe ich nach Hause
zurückgekommen, Später habe ich mein Zimmer aufgeräumt. Um acht
Uhr habe ich meine Familie besucht, Um neun Uhr habe ich zu Abend
gegessen, dann habe ich ^{bin} zum Arzt gegangen, (denn) ich habe Fieber

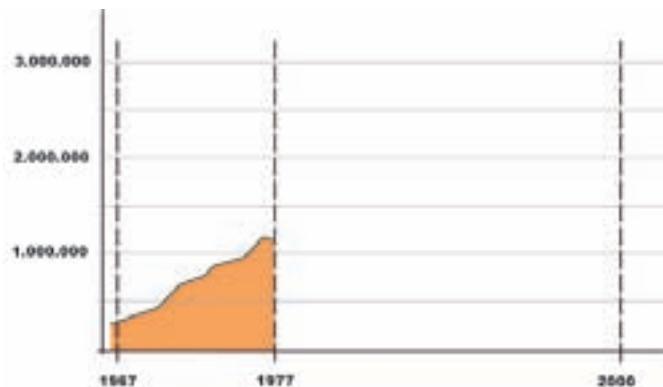
“At 10 o'clock I began working. I worked from ten till five o'clock, then I arrived at home and tidied up my room. At eight o'clock I visited my family, at nine o'clock I had lunch. Then I visited the doctor, because I have temperature.”



1962

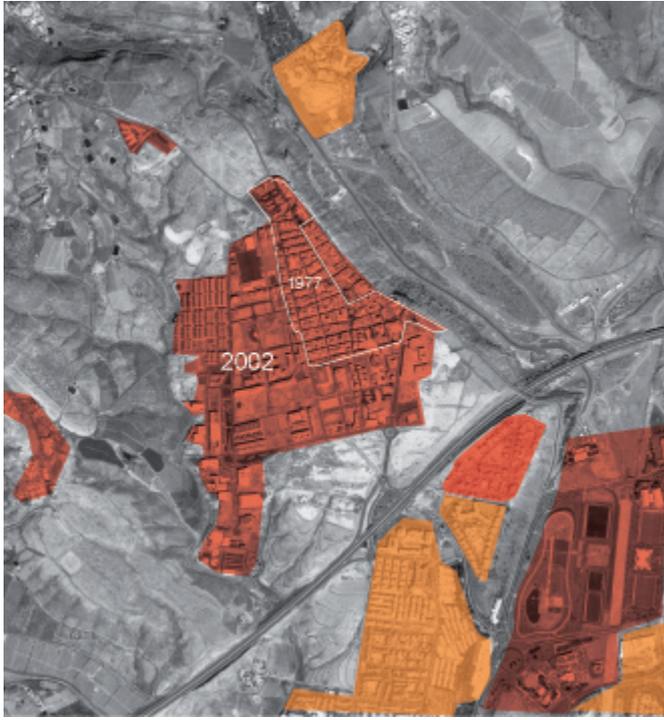


1977

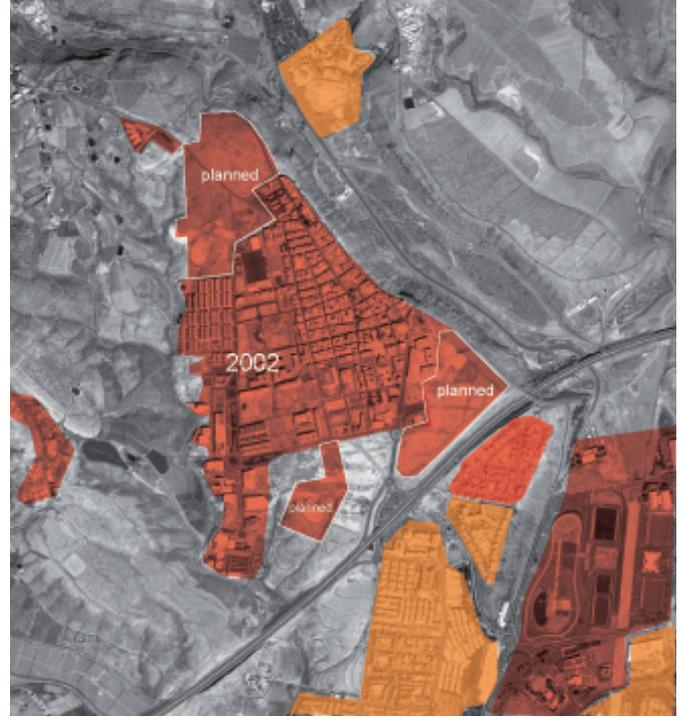


El Tablero has grown up with the tourism. Similarity between the growth of El Tablero and the increasing number of tourist on the Canary Islands.

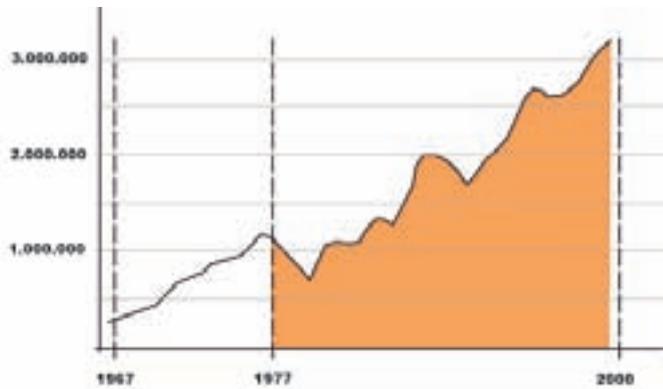
Districts



2002

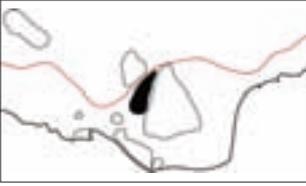


Future



Continuous growth of tourism in the chart and compared to the map 1977/ 2002 there's a nearly similar growth of El Tablero. In the future other expansions are planned.

Sonnenland - Residential / Touristic Spot



This area is situated on a hill. Beside a few hotels consists the district primarily of bungalows and apartments, as well as free standing houses. The extension El Palmeral de Tablero attaches to Sonnenland in direction to the freeway, exclusively residential part.



Road with beach view



Hotel Mirador de Maspalomas



Former hotel

Real estate offer

All dwellings have one bedroom, one living room with Sat TV and terrace. The complex consists of 271 apartments, which are partially in touristical letting out. The social facilities consist of lounge, solarium, gardens, playfield for children, tennis, pool and several elevators.

For sales 6 apartments, everything fully furnishes inclusive washing machine, refrigerator, stove with oven and ceranfield, etc...

plus approx. a terrace of 48 m²
from 92.000 € to 103.000 €

Districts



Residential area in the northern part - El Palmeral de Tablero



Western edge of Sonnenland



Eastern edge of Sonnenland - Slope



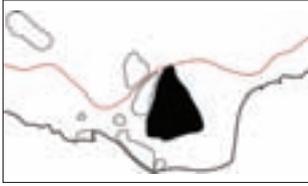
Northern edge of Sonnenland - Motorway



Southern edge of Sonnenland - Barranco

Districts

Campo Internacional - Bungalows District



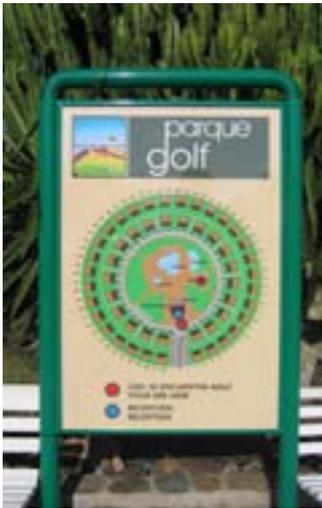
The golf course constitutes the border to the dunes. The loosely populated Campo de Golf is characterised by organic, even amoebic and circular structures surrounded by the green of the golf course. The structures are usually oriented towards the swimming pool, very seldom towards the golf course. Mostly they are bungalows but there are also celles with solely a single house. A mixture between touristic and residential occurs.



Golf course under construction 1967



Golf course nowadays



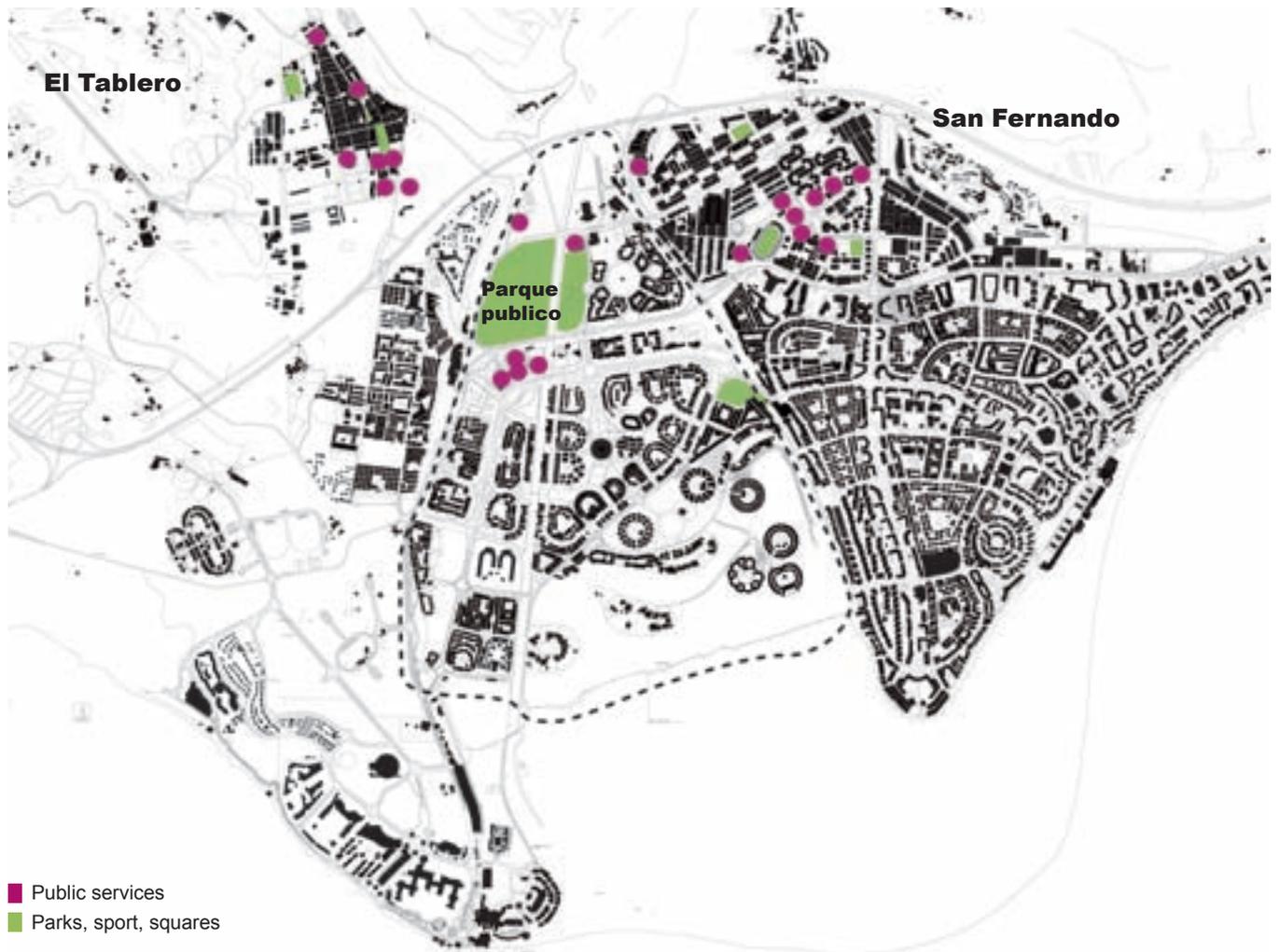
Bungalows Parque Golf



Bungalows Vista Flor



Campo Internacional - Concentration of Public Infrastructure



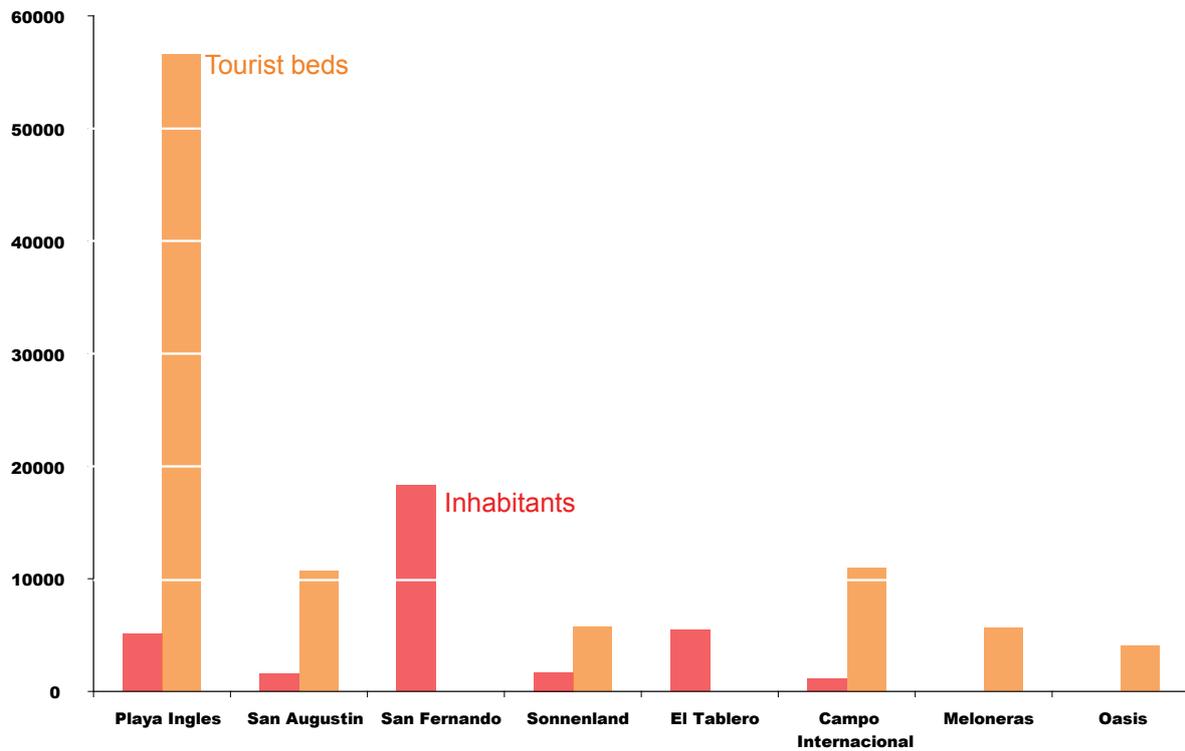
Parque publico

The public space of Maspalomas is mainly characterized by the touristic infrastructure, excepted the two support cities El Tablero and San Fernando, they have exclusively public facilities. Between these two villages at the upper boarder of the Campo Internacional there's a concentration of public usages as the Ayuntamiento, the Parque publico, the Ciudad deportivo, the hospital and the Mercado Municipal. Maybe a new identity for a tourist city which till now was defined by the inside of the different cells but not through the life in public space. At top of the barranco of Maspalomas, there's a huge public parc with a surface 88,510 m² and an amphitheater for nine hundred people. A really unexpected thing in a city that's formed by touristic infrastructure. The park was realized with EU promotion money, the so called "Feder Fund". Two following parks are planned, one of them is situated between the district El Oasis and the hotels in Campo Internacional. The "espacio libro" has an important role concerning the determination of the Plan General de Ordenacion which regulates the usage of the newly developed areas.

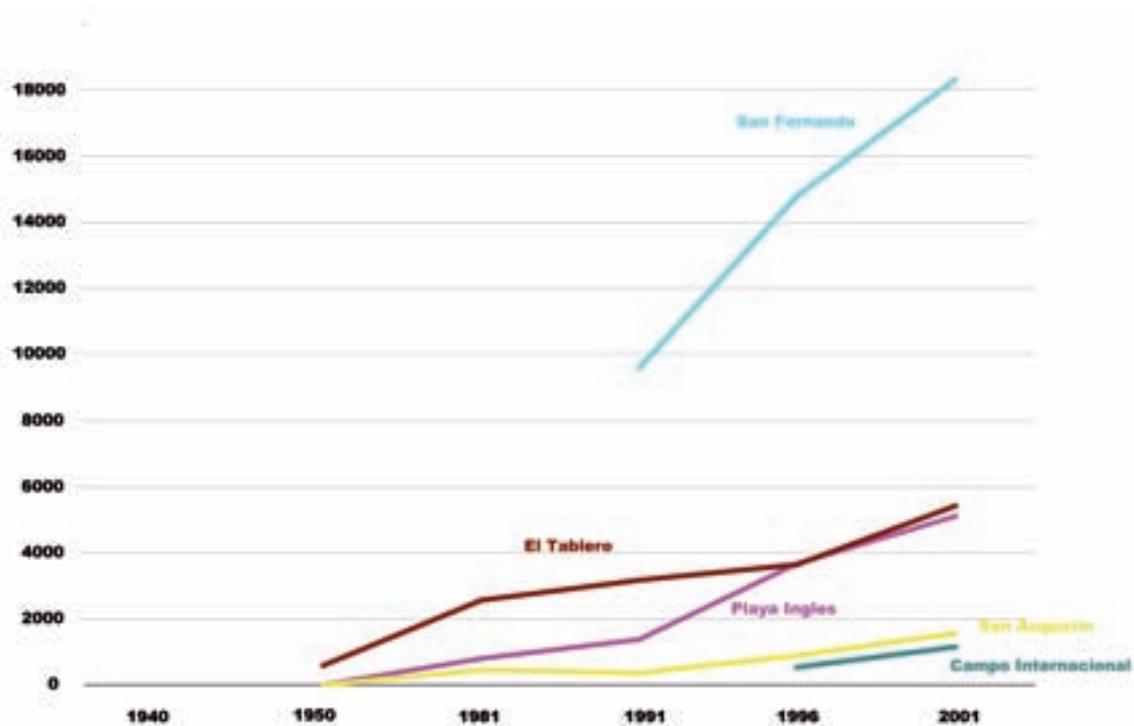


Districts

Campo Internacional - Transformation of a Touristical Area



Inhabitants in the different districts compared to tourist beds



Increasing of the population in the different districts of Maspalomas

Pool in a former bungalow complex



German residentials



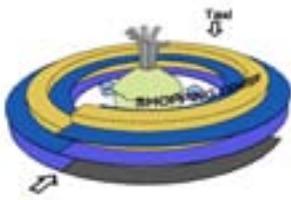
Residential district with single houses



Carefully arranged entrance

Districts

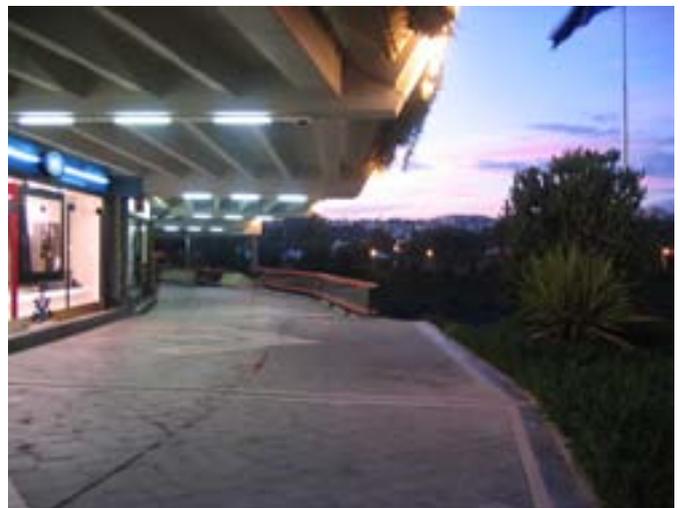
Campo Commercial



The street map of Campo Internacional shows it the most direct way. There is a point looking like the center, well adapted to the whole structure. This is the Centro Commercial Faro II. The name is according to the Faro, the old lighthouse of Maspalomas. The circle of Faro II is going spiral-upwards, on the left you got a view among the green Campo Internacional, on the right you have restauration and shops. At the end of this circle-shopping you can switch to an inner circle leading downwards, shops again. The eye-catcher of this circle is a column; this might be the reason for the name Faro II.



Best connected point in this area - the shopping center Faro II



The inner and outer circle of the Faro II

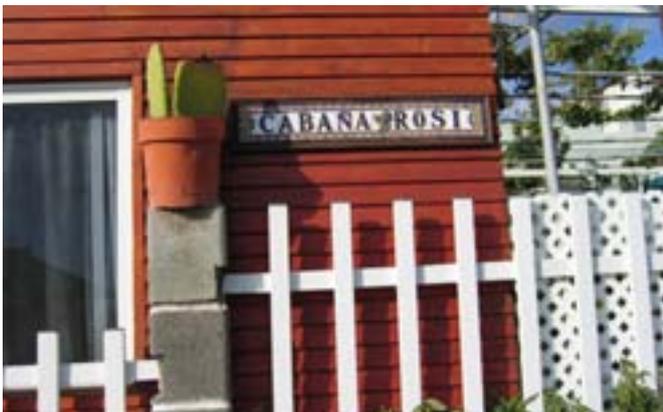
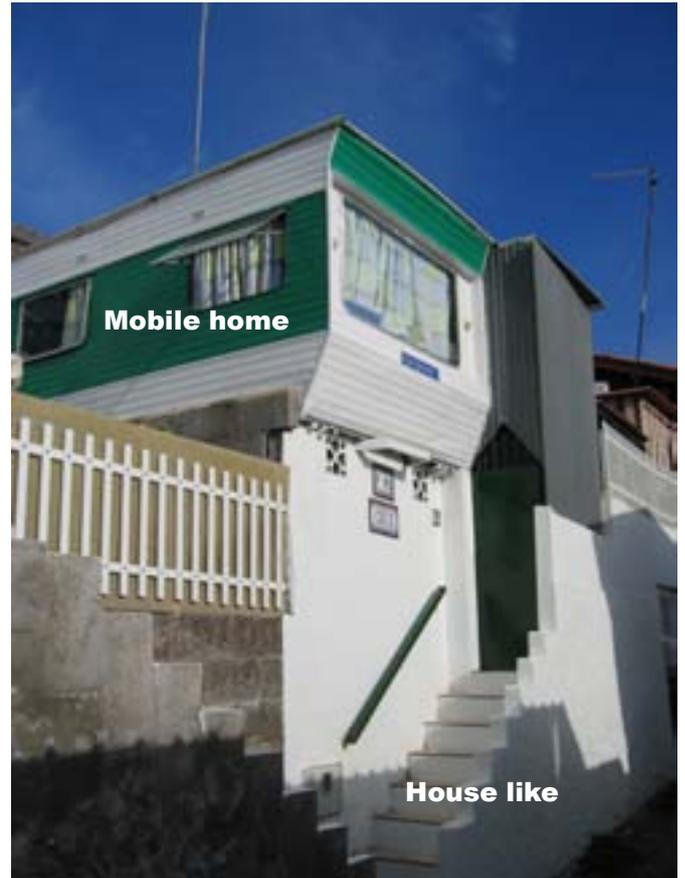
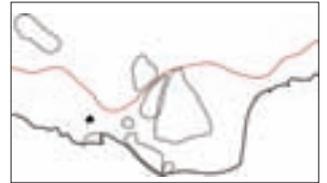


Floor plan winded out, in a circle of 75m diameter and 3 floors serve a passage of over 600 m shopping

Camping de Pasito Blanco - Mobile Home Settlement

A camping ground of its own kind, usually a camper is placed for a certain time and then moved away. In this case mobile structures became immobile. They serve as low budget homes but feature characteristics of ordinary settlements: fence, base and roof. This camping ground de Pasito Blanco has a clearly defined form.

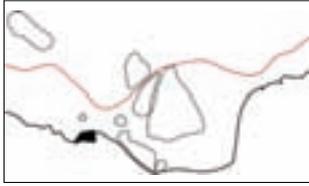
This place is the best example for tourists or people 'on the move' becoming residents of a place they like.



Degenerated pool and community areas

Districts

Pasito Blanco - Gated Residential Area

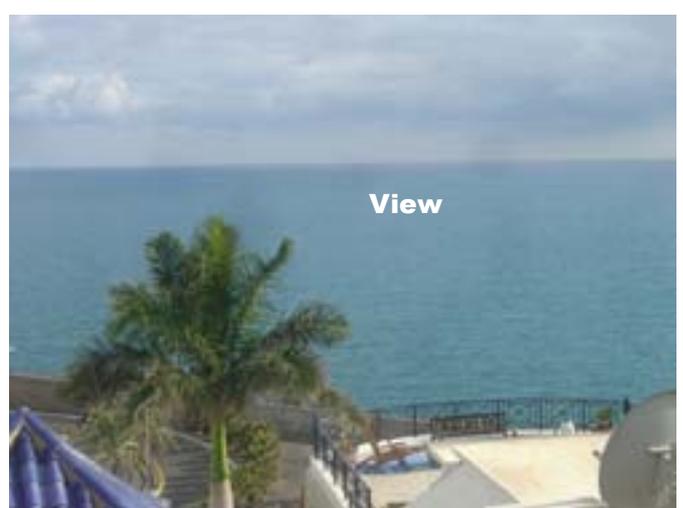


This is a marina in the western part of Meloneras. There are two entrances to this marina, one by the street through a gated entrance and the other by boat at the seaside - not gated.

The houses here are for residential, some of them stay only for 6 months. Some people who are on the passway with their boat are living on their boat.



Marina as point of attraction



A port - a settlements identity

Districts

Salobre Golf - The New Sea



*“An authentic garden of Eden and a whole investment in the future for those who are looking for a place to spend their days as they have always wished.”
Salobre advertising catalogue*

The first interesting point of Salobre Golf is the fact that the golf course is located north of the motorway. There are no other big tourist facilities north of the motorway other than Salobre. A step up?

By coming to Salobre you leave the motorway and follow a small road leading up the hills. At last you reach a peak and after a short moment of suspense you'll enjoy a great view over the whole Salobre valley. Within the volcano stoned environment this green grounded valley looks like a kind of paradise.

Salobre Golf is a golf-resort, the golf is the new point of attraction; the golf is “the sea”. It is surrounded by exclusive residential housing with prices range from 450.000 € up to 4.500.000 € for a unit. There are although other facilities allowing you to share Salobre at a lower scale



of investment. Some houses are for rental purposes and there is a Sheraton Hotel under construction. Other activities can be pursued while golf certainly is the main attraction. The facilities have been built by Satocan, a building contractor like Lopesan which in addition promotes and manages tourist property like El Salobre. The worldwide rise of golf-tourism and golf courses also came to Maspalomas. Of course, the first golf course was established in 1977 (Maspalomas Golf). But the real rise of golf facilities just began at Gran Canaria. There are currently six golf courses on the island and four golf courses under construction.

House 104 m², 434.500 €

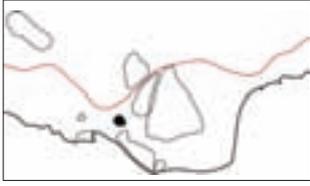


House 105 m² with Pool & Garage, 458.000 €



Districts

El Hornillo - Close to Golf and Sea



El Hornillo is a residential settlement next to the Meloneras golf course. The golf course is still under construction, but some houses are already completed. The main attractions of this place are the lovely view of the sea and the golf course. The prices for single houses are around 1.000.000 € for a 350 m² unit.

Just around the facility there are an English school and a private hospital under construction. These facilities are mostly dedicated to the tourists' or new residents' needs.



Settlement close to the golf course (attractor)



Still under construction



El Hornillo - new settlement under construction



Single Houses

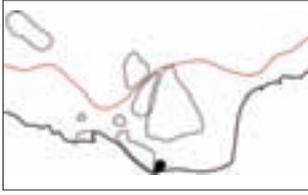


New school: British School of Gran Canaria

Real estate offer

Luxury house "El Hornillo", self-building, new building:
3 bedrooms, balcony, 3 baths, big living room with oriel,
big kitchen, garage (3 car), big terrace.
size of plot approx. 300 m²,
net living space approx. 160 m²
price 650,000 €





This place is close to the Barranco de Fataga where a small lake called La Charca de Maspalomas lies. Beneath the lake a palm grove grew in earlier times, it's a special place in the south of Gran Canaria, where the climate is dry and only a few plants can be found on special water preserved places like that.

The hotel Oasis was built in stages, the first took place between 1965 and 1967 and the second last from 1969 until 1971. The three architects Corrales, Molezun und de la Pena created a hotel consisting of three parts with the background of modernism. The first hotel Oasis with its cubic volume and the facade made of vulcano stone adapts to the naturally grown palm grove at this place. The modern horizontally structured volume is corresponding to the context. The long main element is oriented towards the south to the seaside. The five story high building contains the bedrooms which are situated either on one or two sides of the building depending on the floor they are. There is further a centrally situated service component and the third element aligned towards the palm grove accomodates social facilities as dining room, bar and salon.

The composition of the volumes blurs the different stages of construction and the interior patios create flowing spaces.

In 1972, soon after the completion of Oasis another hotel, IFA Faro, was constructed. It is the only hotel in the area of Meloneras which has its private beach. After three years the group was completed by the hotel Palm Beach which is oriented towards the Charca de Maspalomas and the dunes.



Natural Oasis in front of the lighthouse „Faro“



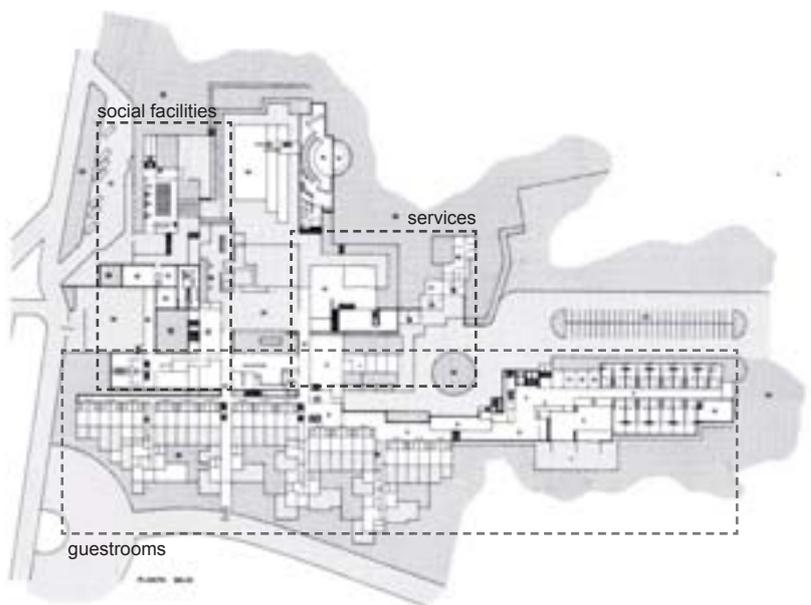
Axometrie



On the construction site



View from the less overgrown palmgarden



One building for all facilities, several parts

El Oasis - Transformation

The hotel Oasis, the IFA Faro and also the Palm Beach hotel are situated right next to the new resort hotels. Because of the already mentioned new requirements in tourism these hotels in the area of El Oasis are obliged to transform. In consideration of this fact they changed their image within the last four years.

The oldest hotel, the hotel Oasis, was the one to begin in 2002. The hotel which was originally built in the style of international modernity was complemented with elements of local canaric style. The transformation was not confined to the interior and structural changes were realized, too. One example is the connecting patio which was closed.

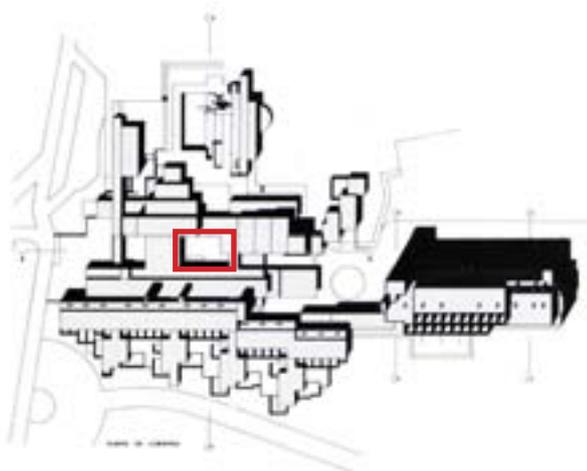
In 2003 the Palm Beach followed. This hotel was renovated by the french designer Alberto Pinto and is called design hotel nowadays.

The last one of this group is the IFA Faro which was closed due to construction work at the time of our visit in Maspalomas, it will reopen in February 2006.



El Oasis - historical image

International Style turned into local canarian style



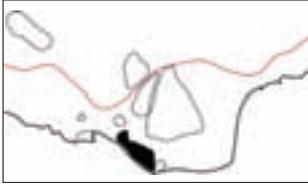
Patio between three parts of the building



Melonerias

In Melonerias further developments of the tourist area are taking place at this time. The new hotels are mainly resorts, they all belong to the four and higher star class and they have at least 600 beds. This spot offers luxury for the masses.

A Strip of Luxury Resorts



The Maspalomas Hotel Architecture has changed from a epochal inspired style, like the modernistic Hotel Oasis to an iconographic style. Parallel realities are created, a kind of Disneyland, a palace with a „court d'honneur“ here, a typical canarian village there, with a church serving as a casing for the hotel lobby. In addition the gardens can be mentioned as a new spatial element.

The trend to enclosed cells continues in terms of large hotel complexes which offer all amenities of a city within the hotel area. The tourists don't need to walk to the beach, they don't have to leave the hotel. The swimming pool is situated directly next to the rooms. In these resorts there is an immense density of spacial and experience-oriented occurrences. Small worlds which are enclosed within themselves absorb the tourists and isolate them from the surrounding. The theme hotels in Meloneras are attractions apart from the dunes and the Faro which are getting less important for the tourists. They came for set of the hotel and not for the place.

Although the various shapes couldn't be more diverse they're all just facade. Concerning the inner structure, the placement of the rooms, it's only the economy that counts. These kinds of hotels serve the temporality of this tourism in a optimal way.

The former center has changed, the facilities like the restauration are now spread over the whole resort. They are close to the consumer, which lies next to the pool. The Wellness Area had become a part of the site-design concept and follows this concept. The main shopping facilities and the lobby are still included in or next to the center.



Costa Meloneras

RIU Palace

RIU Club

- Medical**
- Congress**
- Public Transport**
- Leisure**
- Shopping**
- Icon**

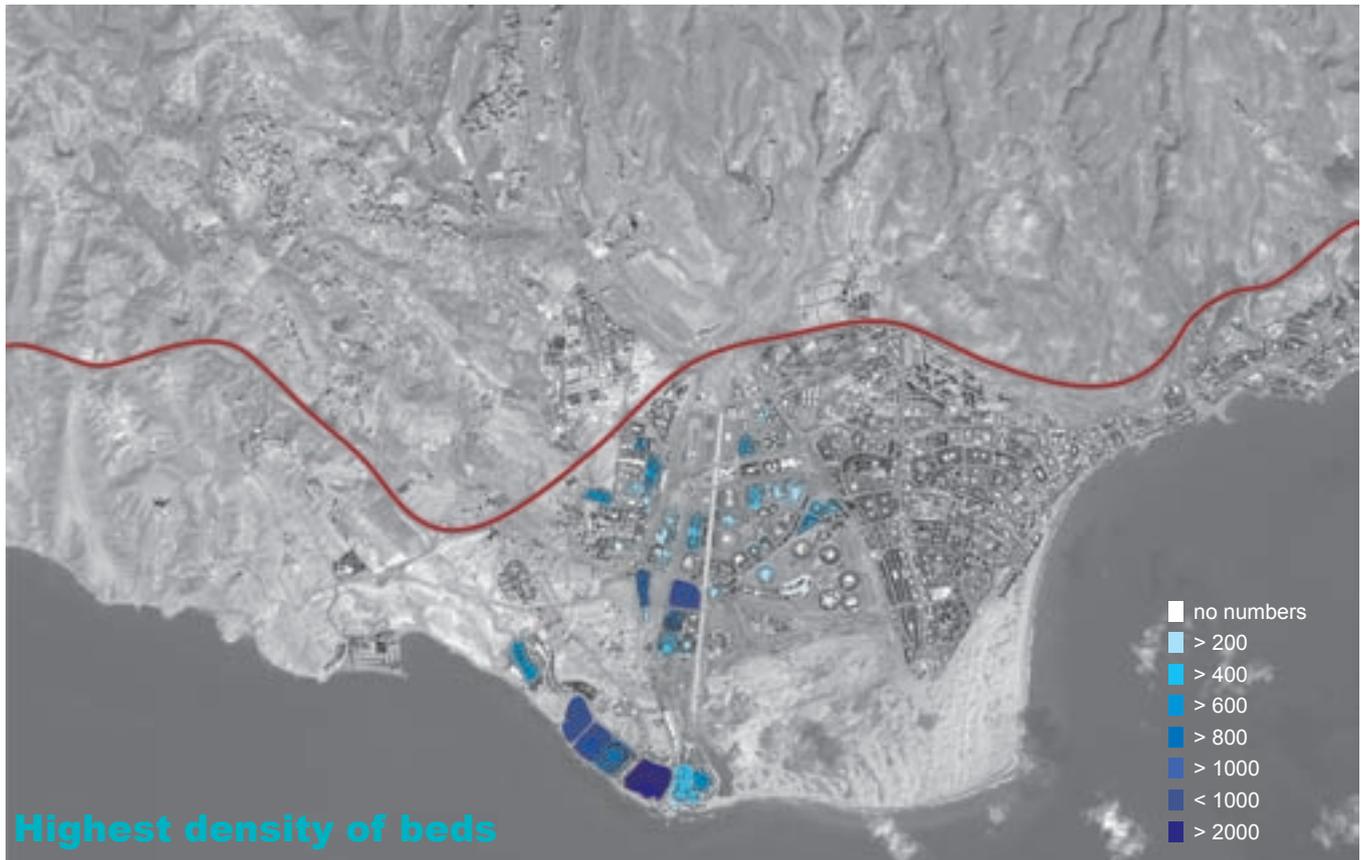


Touristic Infrastructures



Tourist Accomodations

An enormous concentration in the part of Meloneras. This is the place with the most part of the hotels more than four stars, they have all a huge number of beds. In contrary to the Campo Internacional where are most part of the accomodations are bungalows and some apartment buildings but not so much as in Playa del Ingles. Meloneras is a area of a high density.





Grand Hotel Costa Meloneras



The Costa Meloneras is one of the most astonishing hotels at Meloneras. With 2500 beds it is the biggest hotel in Europe. It was designed in colonial style from the team of architects of GESTYARQ and has been completed in 2000. The entrance is determined by a palm grove drive in, two wooden frames and the complex with two towers. Inside the hotel you can hardly find your way up to the towers, because their main task is to give this hotel a look of luxury. From the lobby you have access to the different floorlevels and to the hotelrooms. Close to the lobby are the so called service facilities shops, a restaurant, a bar and the wellness area.

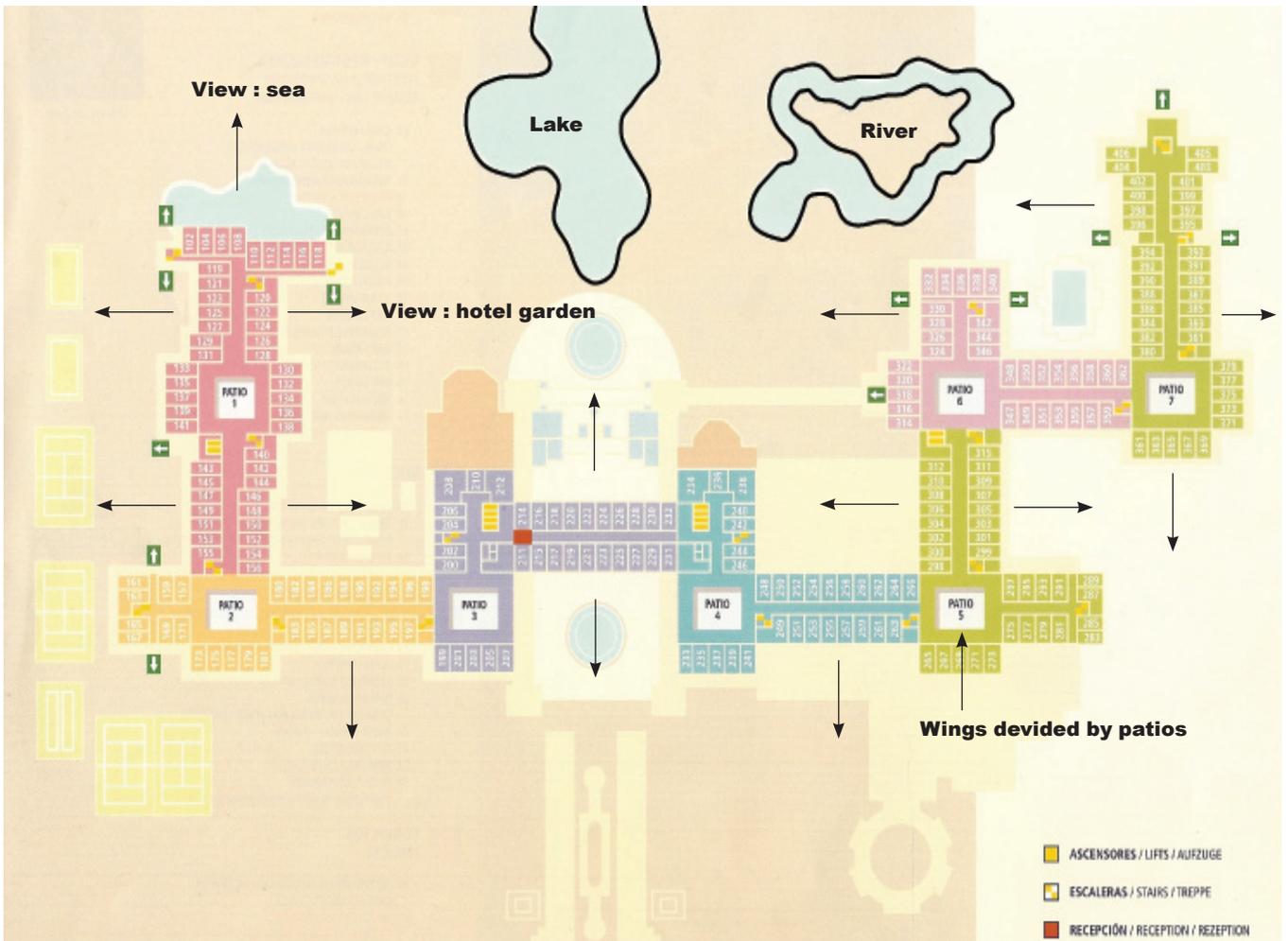
The area of the hotelrooms is structured by small courtyards which lead to the different wings. It looks almost Spanish, the ceilings are covered with colored tiles, the original balustrades of steal are made out of plastic.

The wellness area is an imitation of caves. The stones give the impression to be in a cave -of course- they're not real. The Costa Meloneras provides to offer luxury for the masses, luxury for 2500 people the whole year.

The garden-area measures 100'000 m² with the palm-grove. It's an imitation of nature with a "river" pool and a "lake" pool surrounded by a sand beach and palms. The "lake" pool offers an almost perfect view of the seaside.



Park as attractor



Floor plan



Pool as artificial sea



Meloneras



Patio with spanish flair



Real caves? - wellness area



Patio as a point of identity



„Colonial style“ lobby

From Minibar to Big Business

The Hotel Costa Melonaras is the best example for a shopping - developed facility to show the different kinds of shopping possibilities. The shopping areas begin at your most private space in holiday: in your hotel room. Indeed, in almost every hotel room there is a small shop, offering both alcoholic and none alcoholic drinks and small snacks: the minibar. But if you desire a little bit more, you can call the waiter for a meal, a bottle of champagne et cetera. By leaving your room and going to the pool you get other opportunities: a small snack bar is close to the pool. If you check the lobby you'll find much more shopping facilities like a supermarket, a barber and small boutiques. Close to the lobby are some food-facilities, like the main restaurant and a small snack bar. Now, maybe you got bored of these facilities? No problem: by leaving the hotel through its front gate you find another new commercial centre. It is looking like a small village and has several non-gated entrances. By walking through it you get the atmosphere of a Spanish village with the sight of several houses, small squares with fountains and small stairs up to the houses. Within this small village you find a bar, an Italian restaurant and a small shop. Back to the Hotel Costa Melonaras: there is another entrance to the hotel, the beach entrance. By leaving this hotel through there, you arrive between two stores and in front of you are several shops including an electronics store, a perfumery, and a supermarket. Almost the whole coastline of Costa Melonaras is covered by shops, only a small gap, providing an amphitheatre and the look for the pool swimmers to the sea. That's the best example how a place like this works. The hotel and the two shopping centres belong all to the Lopesan Group.



Melonaras before 1997

Meloneras



Access of the Hotel Costa Meloneras to the beach surrounded by shopping



Shopping Center like a Canarian Village in front of the Hotel Coste Meloneras





Shopping Centers in the public space

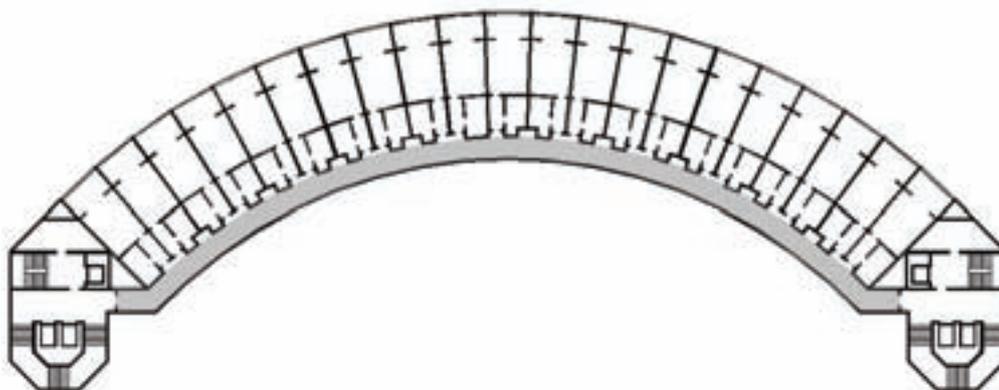


Shopping Centers inside the tourist accommodations

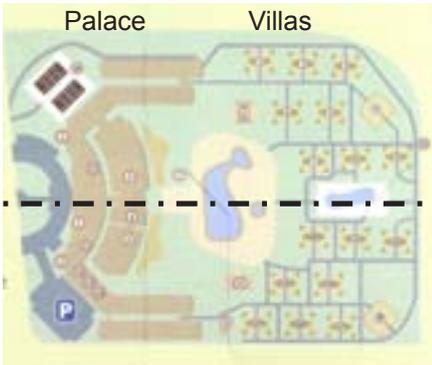
Hotel Riu Palace Meloneras Resort

The two Riu Hotels are very similar. The mayor component in the center is organised with a lateral access corridor to the rooms which are situated on one side of the volume, the side wings are organised by a central corridor with rooms on both sides. Their u-shaped structure opens up towards the axial arranged garden with swimming pool and towards the seaside. The Riu Palace gives the impression of a baroque palace with villas in a park.

The latest hotels have guestrooms close to the center but there are also other types of rooms. In the case of the Riu Palace, they are combined with the park. The villas are from the main building seperated guestrooms.



Floor plan



Two themes for the site



Axiality of entrance and the following park



„Barock Palace“ with a central symmetrical arrangement of the park



Villas in a park

Villa del Conde

Dealing with the original architectural icons of the island

The hotel Villa del Conde is one of the latest hotels at the site. It was completed in 2004 and with its 1122 beds it is one of the bigger resorts in this area. The hotel complex looks like a village with a churchlike building in its center. But the “church” is just the lobby and the houses of the village are the guestrooms mostly located around several pool - plaza areas. The “church” is a copy of the church of Aguimes, a town in the north of Vecindario. The architects have changed the look a little, the front facade is white plastered. The opening of the building works different and they also altered the entrance of the “church”; here you enter the building from the eastern side and not from the towers. The “church” is no longer aligned eastwards, it is aligned towards the sea. There is no religious and liturgical meaning anymore, the apsis is a piano corner. The lobby-church is a kind of landmark, to orientate within the complex. But it is even more than that, it is a landmark for the region around it.

The guestrooms are situated on two sides of a corridor,



Aguimes: the model



Villa del Conde: the copy

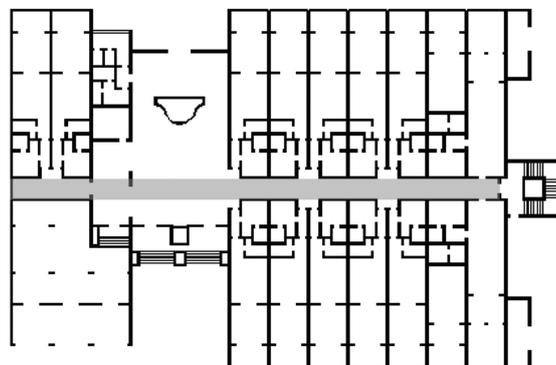


the houses are more or less facade, it is not possible to enter each house for itself, you have to enter one where you find stairs and an elevator and then you get access to the neighboring houses. The house units are arranged around several pools, so you get a more private atmosphere within this resort.

But they didn't rebuild canarian villages, they copied only the iconography of their architecture, even if they imitated a whole church. The architect Andreas Pineiro also planned the Bahia del Duque in Costa Adeje. The office has even resort tasks in Egypt.



Village with squares, church, houses and lakes (= pools)



Just a hotel with floor and rooms on both sides

Meloneras

To use the casing of the church for the lobby has nothing to do with “how to use a church” or how a church works. It is not even a place to linger, it is just an entrance, a first “wow!” when you enter the hotel. This is the way the whole hotel works: they use iconographic elements of canarian architecture to build up this resort. In a catalogue it is described as a “spanish village style hotel”. The wellness in the Villa del Conde is not just wellness, it’s thalasso. Thalasso means, that they use seawater for therapy. This area is under the water front sidewalk at the closest point to the sea but with all amenities: air-conditioned rooms, warmed up water, no disturbing wind and waves. The sea is an icon too, but real and close.

Apsis with piano



The lobby

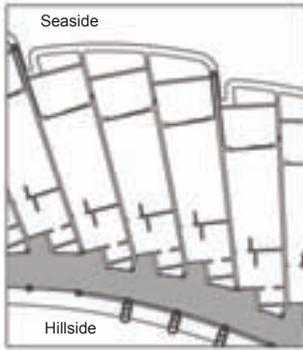


Thalasso: saltwater therapy with sea view



Thalasso under the beach promenade

Hotel Playa Meloneras Palace H10

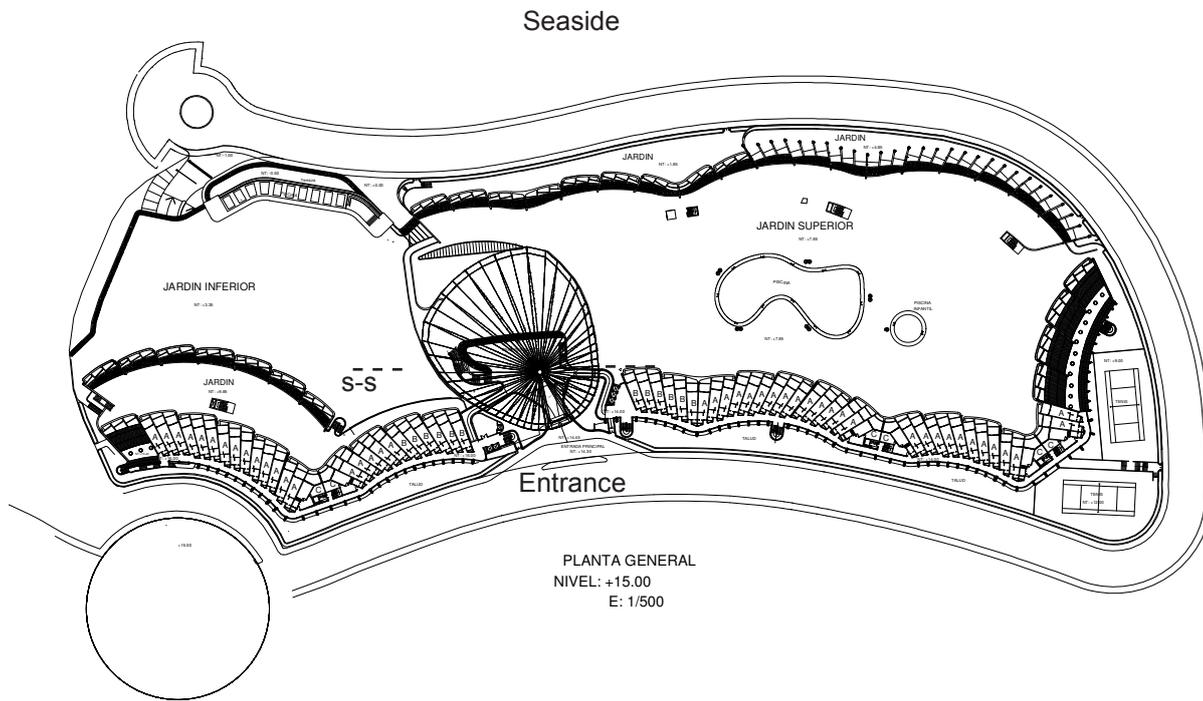


This hotel is situated behind the mall Playa Meloneras and has to deal with the natural conditions of the slope. For this reason the H10 Playa Meloneras is different from the other hotels, there's a "Laubengangerschliessung" to reach the room. The architect Luis Lopez Diaz tried to fit the building into the landscape also with the choice of the material stone. The center of this complex is a building with a roof that has the shape of a ribbed palm tree. In this nucleus are located the important service facilities as the lobby, one lower level the restaurant and at the garden level a salon. Not all the rooms are affiliated to the central lobby but some are situated in the area of the retaining wall which rounds off the garden in direction of the sea. In a BASA article Manelo Feo describes the relationship between surrounding and interior which the architect Luis Lopez Diaz constitutes as follows: "(...) especially in the interiors of his hotels lobbies, where the sea or the tectonic background of the mountains enters in reverberation with internal topography of the space from which the onlooker observes."² The same effect can be found in the lobby of the H10 Playa Meloneras.

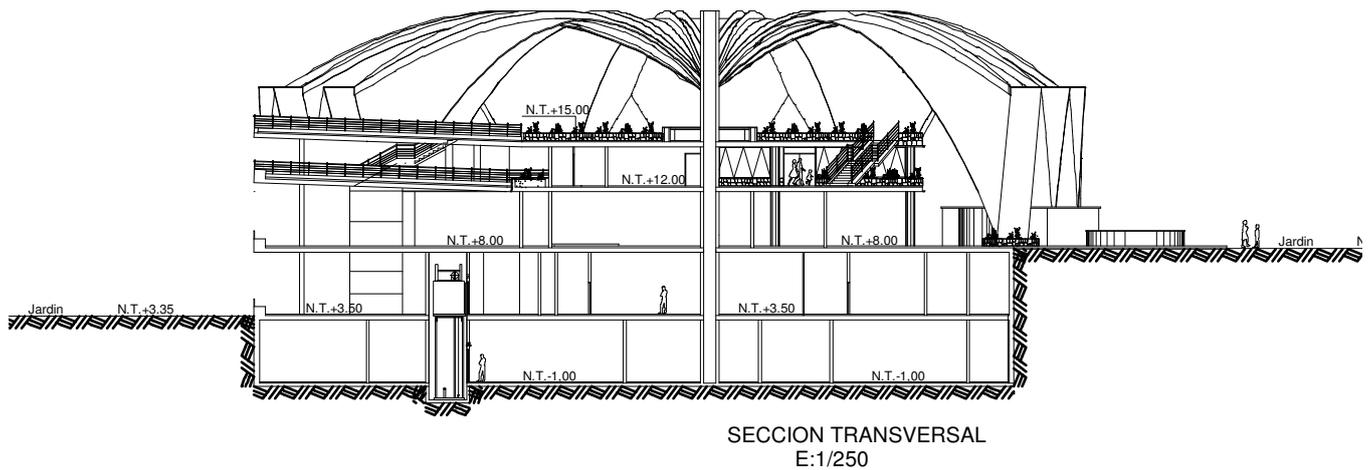


Center of the complex with a shape of a ribbed palm

Meloneras



Floor plan



Section plan s-s

New Kind of Tourism

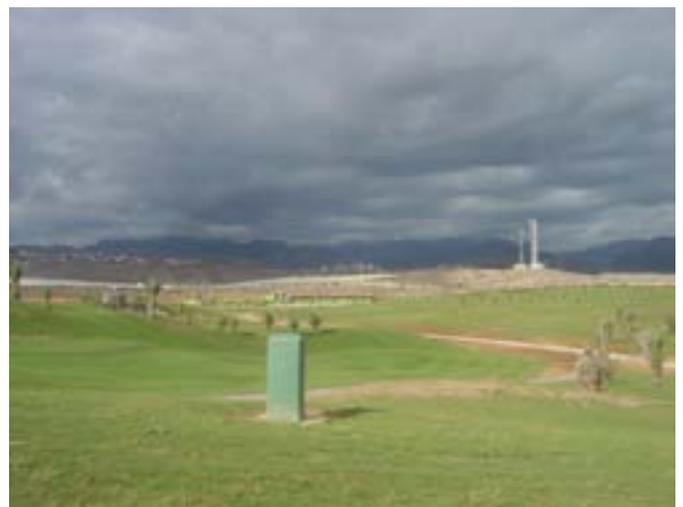
Nowadays, there is a countermovement to the mass tourism of Playa del Ingles perceivable. Sun and beach were the buzzwords of his mass tourism in Maspalomas.

It's in the area of Meloneras that you find a diversification of offerings. The goal is a wider variety of offers, examples are golf courses, casinos or yacht clubs. Another example is the convention center, with this project they try to open a new market, target audience are the incentive travellers.

Congress Center

One indication of the reorientation which took place in Maspalomas in the passed ten years is the convention center. Because of its dimension it is striking, it is rather expected in an urban context of a city like Las Palmas and not in neighbourhood of four and five star hotels.

Casino



Meloneras Golf - a new trend in tourism

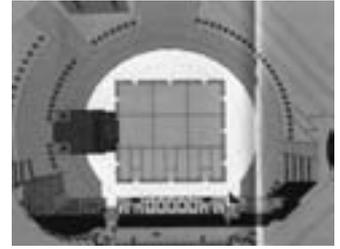
Meloneras

In 1993 the Sociedad Canarias Congress Bureau Maspalomas was founded, the following partners merged into this association: Gobierno de Canarias, Saturno, the Ayuntamiento de San Bartolomé de Tirajana and Lopesan Touristik.

The architects GESTYARQ designed the largest convention center of the island. The main hall comprises 3'870m² and has a capacity of 6200 persons, the auditorium which can be combined with the main hall has a capacity of 930 persons. One tries to benefit from the increasing number of conferences in Spain.

The Palacio Congressos de Maspalomas is a public-privat partnership. The building belongs to the Gobierno but the exploitation will go over to a privat company. Meanwhile the Sociedad Canarias Congress Bureau Maspalomas was privatised.

The convention center opened in 2000 and is mainly utilized by foreign organizers.



Floor plan



Palacio Congressos - the biggest of Gran Canaria

Lopesan an Important Force



Hotels and Resort

The canarian hotel chain and construction company Lopesan is one of the important movers of this new upperclass tourism. They promoted the area Meloneras 2A. Ten years ago it was still a rocky landscape with only a few booths for the bathers. Today Lopesan owns the Areal Meloneras Golf, the two hotels Grand Hotel Costa Meloneras and Grand Hotel Villa del Conde, three shoppingcenters (C.C. Oasis Beach, C.C. Varadero and C.C. El Faro Boulevard) and a casino.

Opposite to the Hotel Costa Meloneras there is another four star hotel under construction which will focus on the familysegment and accomodate 750 rooms.

Their influence is not limited to the area of Meloneras but they also own the golf course Campo de Golf and the Shopping Center Faro 2.

Last year they founded togheter with Satocan the other big building contractor of Gran Canaria the travel agency Holiday Jack. Their target is the german market. Originally they where planed as partner for TUI but instead the competitor from Mallorca RIU got the contract.



Lopesan properties

Meloneras



Maspalomas Club de Golf



Real estate agency



Real estate agency



Shopping Center



Building contractor



Hotel



Yacht club



Shopping Center



Public



Public space ?



Lopesan Logo - private space?

Public Space

The public spaces in the tourist areas are almost about the reason for going to Maspalomas: the beach. The main public spaces are the dunes, the beach itself, the beach or seaside promenades and the ways leading from the hotel to them like the barranco as a main connection from Campo Internacional to the beach and the boulevard from Meloneras bus stop to the “Faro” lighthouse. The Faro is a historical attraction itself, but it is although close to the sea. The public spaces of the tourists are more than the beach and its connections. Close to the public areas of the beach and well connected are the shopping centers which are the plazas for the tourists in



Barranco as connection and public space



Boulevard to beach



Dunes



Shore promenade

Meloneras

Maspalomas: here you sit down, drink and eat something or just go into a shop. There are some malls like the Faro II which are still the center of an whole area and are the best connected point. But some tourists don't even leave their hotel. And all tourists spend a lot of time in the hotel, in the restaurants of the hotel, the wellness areas, the shops and of course the pool areas. And that's one of the main problems of the public space in Maspalomas, the missing parks and plazas, there are a lot of semi-public spaces, which are the public spaces of the tourists, the main problem in Maspalomas is that the public space has been nearly totally commercialised.



Beach



Promenade leads to Shopping Center Playa Meloneras



Shopping Center Paseo del Faro



Private sand beach of the Hotel Costa Meloneras

Public Space - Commercialized Public

The resort had become a main public area in Maspalomas. First it had been the pool area and the restauration areas. But now it became much more a hole entertainment for the tourist or customer; restauration, wellness, sports like tennis, minigolf, shopping, hairdresser and animated games with animateurs.

Looking at the map of the Hotel Costa Meloneras, this place is dedicated for at least 2500 people which could stay in this hotel. So there is some kind of public life in these hotel site area.

The private space is the guestroom, than the floor and at least the public space like the garden, pool area. By possession it's private, but it's a commercialized public space.

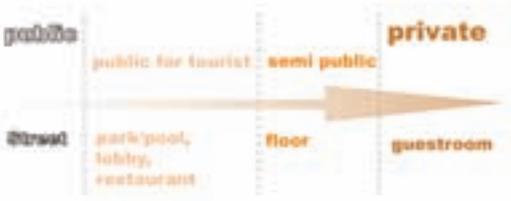


The resort as a city - the complete offer

Public Space - Important Facts about the Hotel Villages



Public Space - Private, Semi Public, Public



Private Semi-Public Space of Touristical Resorts





Driven by Demand

Maspalomas developed within only 30 years to a town of 40.825 inhabitants, adding the tourists it's a town of 142.207 people living there. This fast growth could be explained by the pressure of the tourist market. The former small farming cities like El Tablero have switched to support the tourist industry and also developed fastly. To look at the problems and at the new developments in Maspalomas it's interesting to look at the tourists, at their demands regulating the offers. Most tourists, deciding to go to Maspalomas, want beach holidays. Take a tourist company catalogue of TUI or Neckerman (german travel agencies) and you find a short description of the hotels. Besides all the hotel-related information like star ratings, wellness appointments, room descriptions and other hotel-offered activities or special institutions. You find a clear value: the distance to the beach (there are some facilities which have other interests, like the Golf-Resort, they will be described later).

Most of the tourist places Campo Internacional, Sonnenland and Meloneras are bound to the beach distance value. There is even the value of ground. In the maps you can see that most of the hotels are close to the beach, all of the new hotels are close to the beach, no new hotel has a distance of more than 800 meter. Far distance from a valuable beach at the coastline, like the western parts of Meloneras with the slope were other special usages could be found, the Meloneras Golf (under construction) or marina resorts like Pasito Blanco.

But there are some other boarders. The barranco, of course, is not a boarder. It's a connection. No touristic development shares of the barranco, looking at the Campo Internacional the settlement cares not of the bar-

Campo Internacional LPA 61027
 Lage: Ruhig in der Nähe der Dünen. Zum Strand von Maspalomas ca. 1,5 km, zum Golfplatz und Shoppingcenter „Faro 2“ ca. 700 m. Ortsbeschreibung auf S. 96.
 Das bietet Ihr Hotel: Die großzügige Anlage besteht aus dem Hotel Maspalomas Princess (4 Lifte) und einem Schwesterhotel. Zu den Einrichtungen gehören Salon, Piano-Bar, Snack-Bar,

Loser ?

Maspalomas LPA 41007
 Lage: Am Strand, mit direktem Strandzugang durch eine Gartenpforte.
 Ortsbeschreibung auf Seite 97.
 Das bietet Ihr Hotel: Das vollklimatisierte First-Class-Hotel ist eine Oase der Ruhe für Gäste, die Erholung und eine

Winner ?

rango, only the Faro II got problems of connectivity to the other side of Barranco. But the Barranco is the only pedestrians way from Campo Internacional to the beach; otherwise you have to walk beside a traffic road.

The traffic roads are the next boarders, but we talk here about a distance of 2500 meter to the beach. Some places of this distance got other opportunities, like Sonnenland which offers you a great view among the barranco valley. But north of the C-112 there is no adequate place for tourism. The next boarder is the motorway; it's an important connection and a boarder. North of the Motorway could be found only support, like the city of El Tablero, or? No, the tourist-industry has an invention that could life among these line, not the rural tourism, it's not very important for this place, the new opportunity is the Golf-Resort. In a "hidden valley"like El Salobre a Golf-Resort needs no beaches or sea, it only needs golf. The "View" is the view among the golf course.

The grafic below explaining the terms of boarder and the terms of value and an aproximately scheme of the zones of Maspalomas. There could be some hotels in zone 2 or some apartments in zone 1, but that's not the point. The point is, to describe the settlement in a simplified map, to describe the mechanism of Maspalomas, the boarders and the views, the market.



Wide road



Slope

Driven by Demand





BOARDER 3: MOTORWAY

BOARDER 2: WIDE ROAD, SLOPE

BOARDER 1: BEACH DISTANCE

the dunes

beach

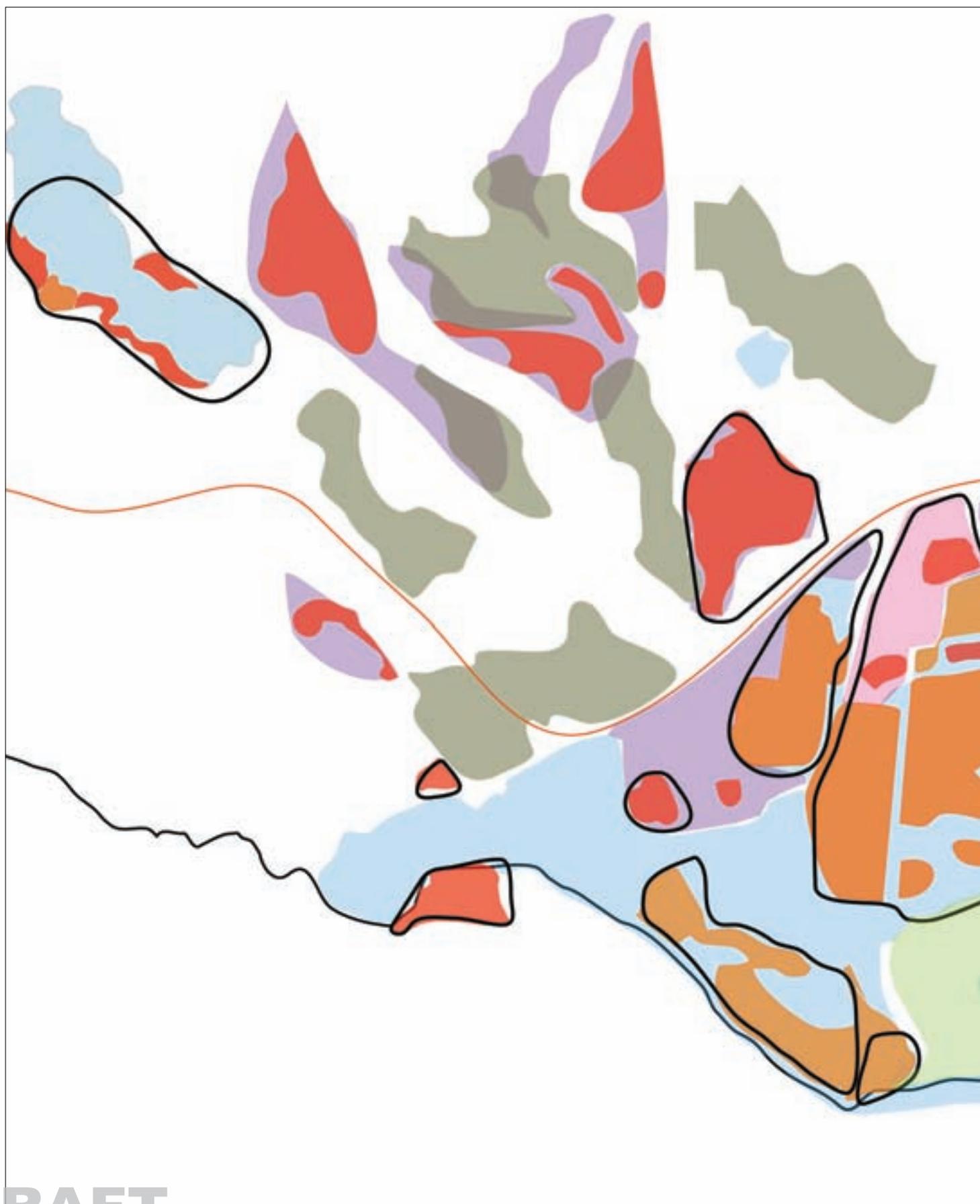
beach

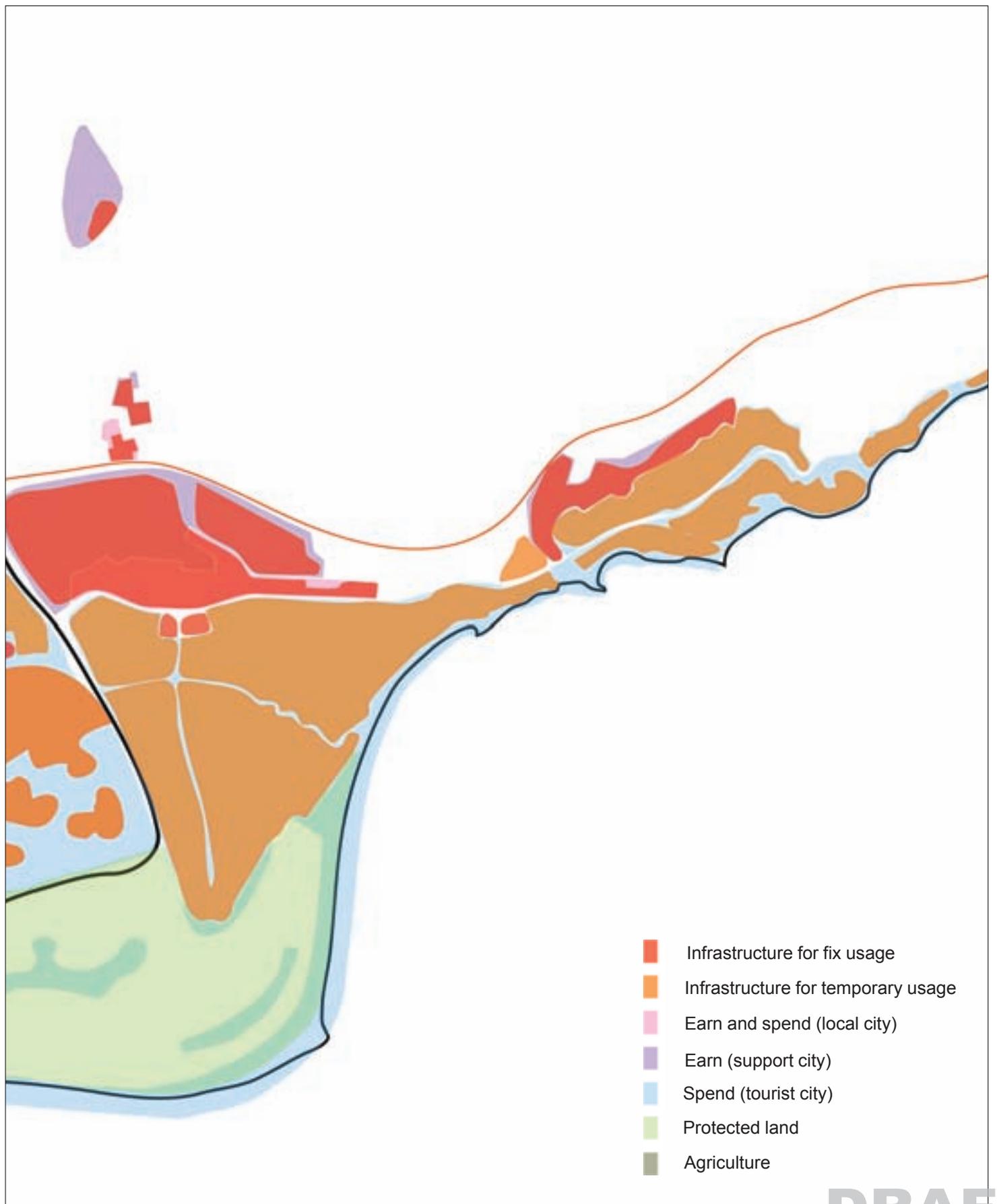
beach

Synthesis

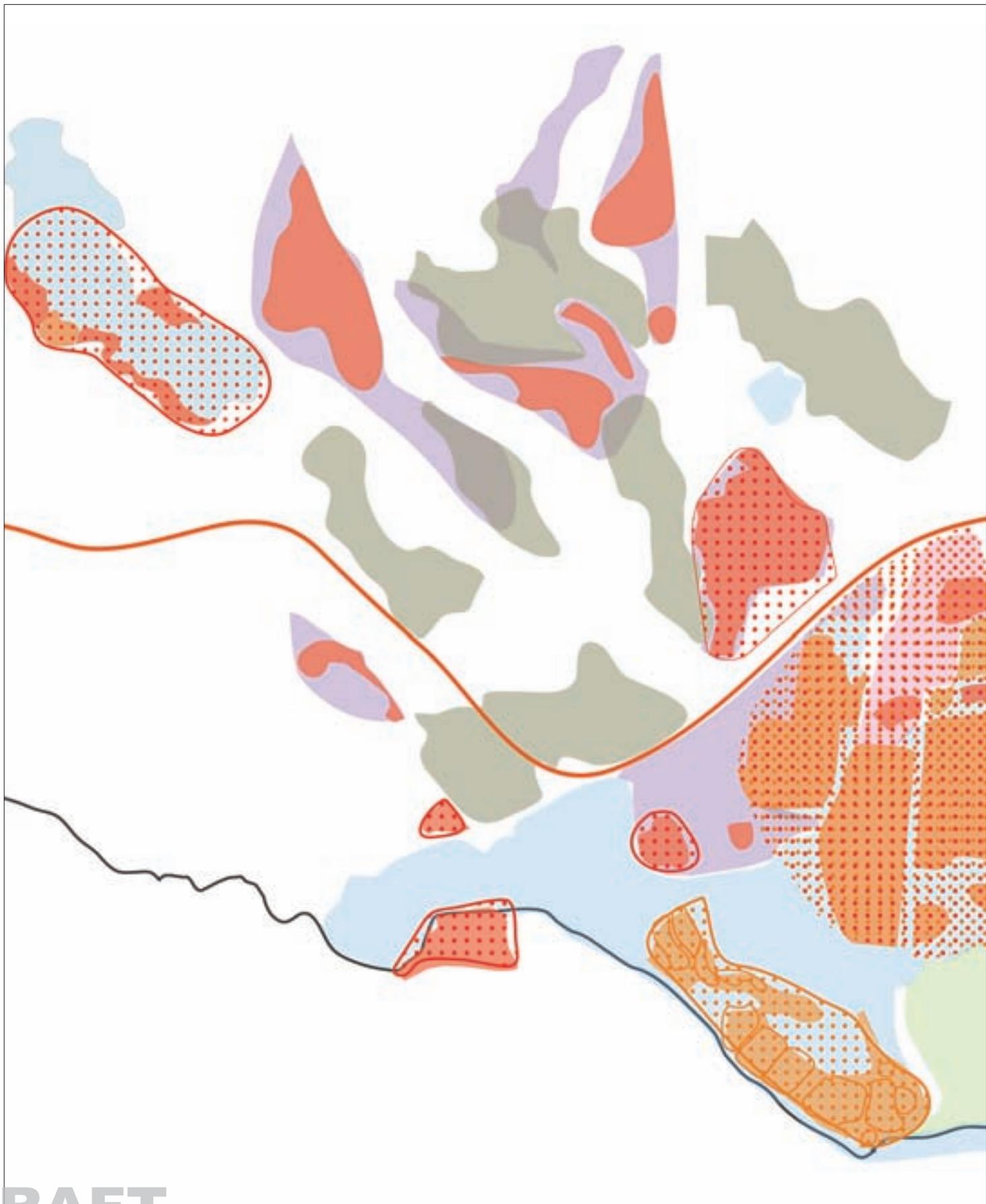
Maspalomas, still a tourist city? People start to settle down in areas which were provided for tourism. This tendency can be observed in the region of Sonnenland und Campo Internacional.

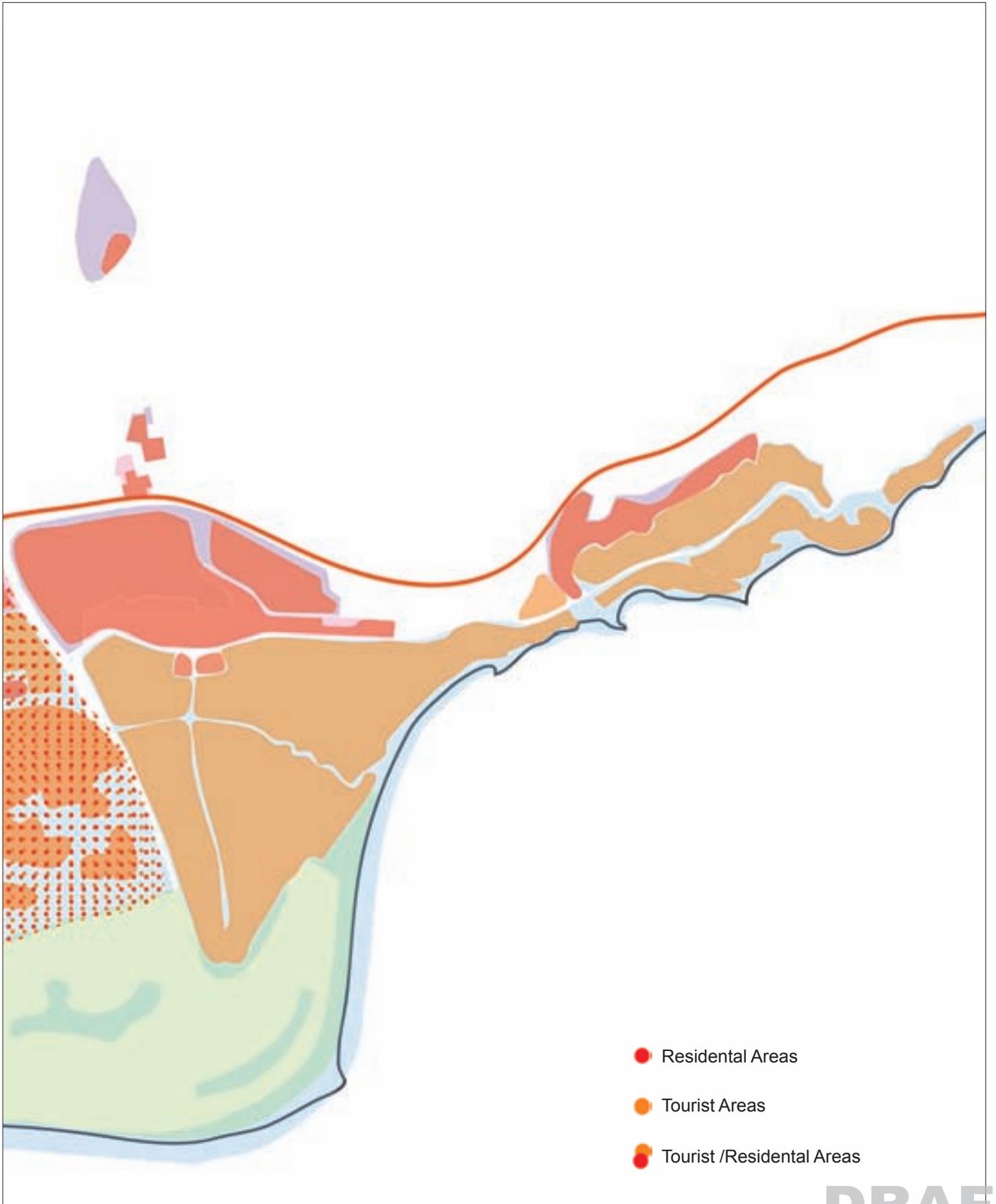
Synthesis Map with the Segregated Districts





Residentals in Touristical Areas





Appendix

EU Contributions

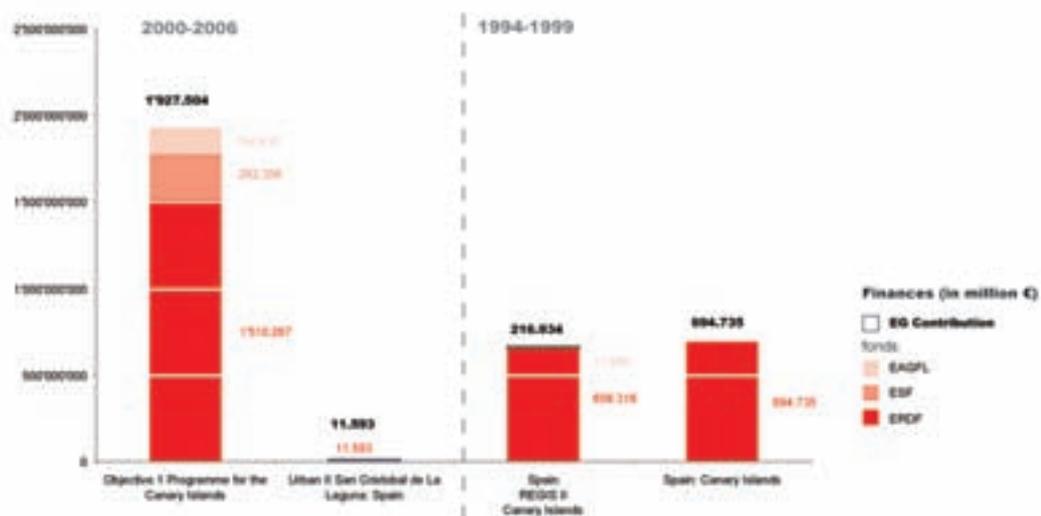
The charts give an overview of the support the Canary Islands got from the EU and public aids (EC + Other).

Chart 1 shows the EU - Only contribution, which still is not the whole contribution the islands got from the EU, because there are other programs not directly dedicated to Canary Islands, but still affecting them like the Interreg III B - Azores - Madeira - Canary Islands program.

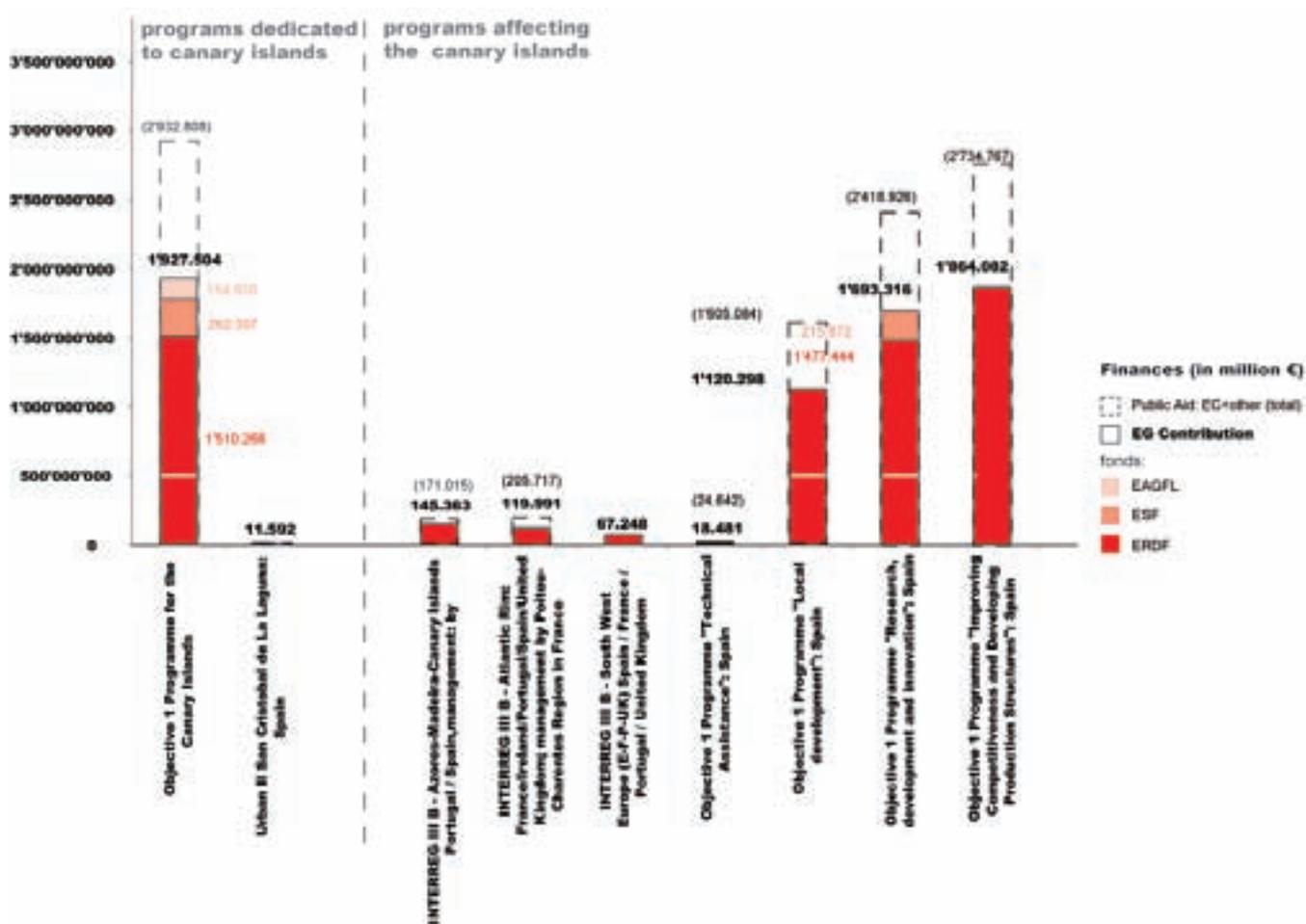
These programs are financed by three different funds:
 EAGFL: European Agriculture Guidance and Guarantee Fund
 ESF: European Social Fund
 ERDF: European Regional Development Fund
 Most of the support from the EU came from the ERDF Fund, which supports low developed regions.

Another important issue is the fact, that the programs of the EU are supported by public aids from "EC + Other". So the support which the Canary Islands get is much higher than the direct EU programs. These charts give an general overview of the levels of support and their amounts.





1 EU contribution 1994-2006 programs dedicated directly to the Canary Islands



2 EU + public aid contribution of Canary Islands 1994-2006

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Footnotes

- 1 **Ayuntamiento de San Bartolomé de Tirajana, Concejalía de Turismo (1999):** Maspalomas a natural legacy, Gran Canaria, p. 127.
- 2 **Feo, Manolo (2005):** Luis Lopez. Constans in Hotel Architecture, In: BASA, Publicación del Colegio de Arquitectos de Canarias. no.28, p. 179..

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<http://www.grupolopesan.com>
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<http://www.maspalomas-congresos.com>

Hotels
<http://www.riu.com/>
<http://www.ifahotels.com>
<http://www.lfld.net> (Architect Luis Lopez Diaz)

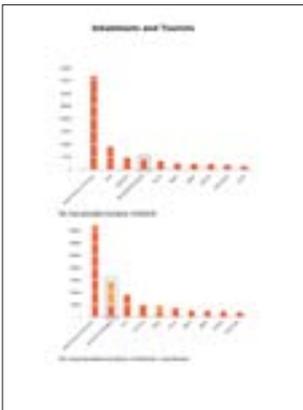
Info
<http://www.canarias7.es>
<http://www.stadtforum.net/showthread.php> (holiday jack)

Officale pages
<http://www.gobiernodecanarias.org/istac/estadisticas.html>
<http://www.grancanaria.com/memoriainsular>
<http://www.maspalomas.com>
<http://maspalomas.com/PGOU/>

Thumbnails

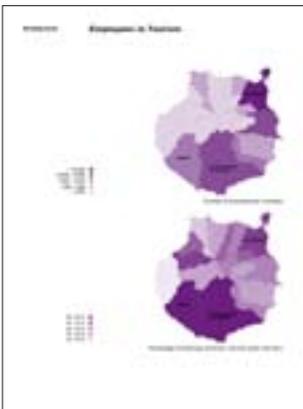


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Number of tourists: Consejeria de turismo.Gobierno de Canarias. www.gobiernodecanarias.org/turismo/estad/plazas/plazas/2004/plahegc04.html



Employees per municipio: Istac. <http://www.gobcan.es/istac/estadisticas.html> under "Estadísticas Insulares y Municipales"

Employees work in the service sector: Istac. <http://www.gobcan.es/istac/estadisticas.html> under "Estadísticas Insulares y Municipales"



Commuters in Gran Canaria: <http://www.istac.com>, download 01.11.2005, www.titsa.com (first exercise of Evelyn Steiner)

Appendix

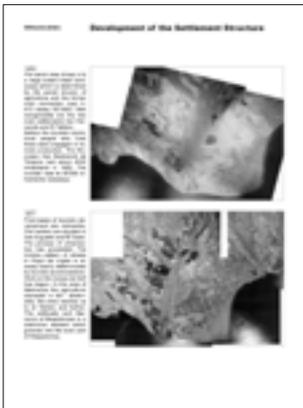


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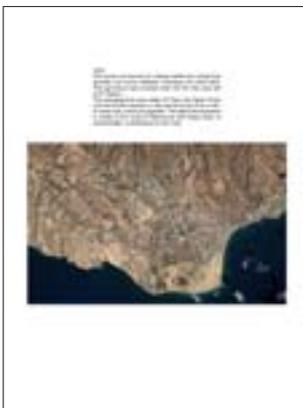


http://bdigital.ulpgc.es/mdc/Fichas/mod_textos_f.php?accion=Texto&id=2622&vol=no&td=

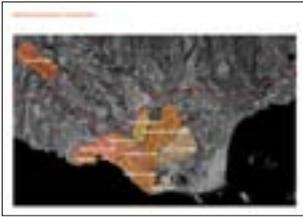
Project of SETAP. In: „ Maspalomas. Las Raices del Progreso 1964-2004“, Franco Lopez, Pedro José, Alby Tegaday Mendoza Quintana (2004), p. 72/73



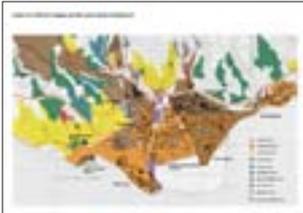
Maspalomas 1962. Cabildo Insular de Gran Canaria
Maspalomas 1977. Cabildo Insular de Gran Canaria



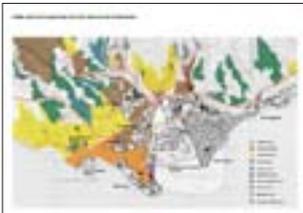
Google Earth (2005). © National Geographic Society Image, © MDA EarthSat



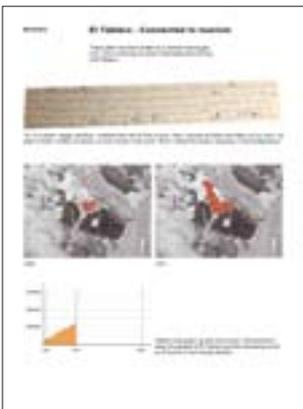
Officially decided dates of urbanisation. In: „ Evolucion e Implicaciones del Turismo en Maspalomas Costa Canarias, El Espacio Turistico Maspalomas Costa Canaria“, Ayuntamiento de San Bartolomé de Tirajana, Concejalía de Turismo (2001), p. 74/81/87/92



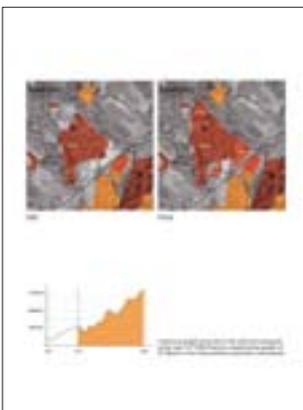
Usos Globales. Plan general de Ordenacion de S.B. de Tirajana



Usos Globales. Plan general de Ordenacion de S.B. de Tirajana



Maspalomas 1962. Cabildo Insular de Gran Canaria
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“Increasing of Tourists on Gran Canaria since 1967“(Source: MIT, ISTAC, Gobierno de Canarias, CIES. Elaboracion propia). In: “Evolucion e Implicaciones del Turismo en Maspalomas Costa Canarias, El Espacio Turistico Maspalomas Costa Canaria“. Ayuntamiento de San Bartolomé de Tirajana, Concejalía de Turismo (2001), p. 86

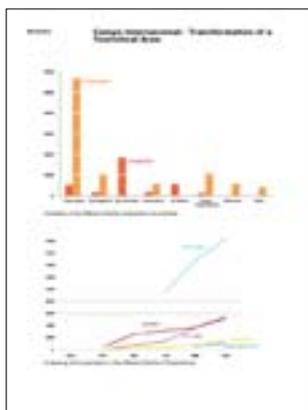
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Sale infos. <http://www.roevenich-immobilien.de>



Campo de Golf, 1967. In: „Maspalomas. Las Raices del Progreso 1964-2004“, Franco Lopez, Pedro José, Alby Tegaday Mendoza Quintana (2004), p. 150/151

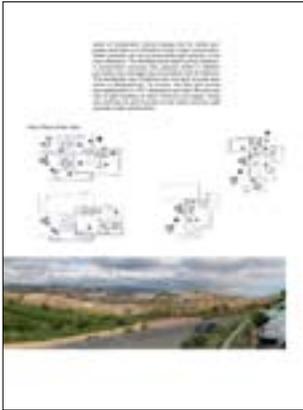


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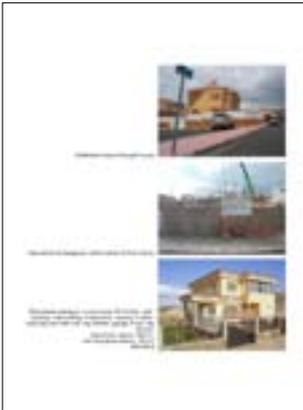
Entidades de Poblacion Evolucion demografica. Periodo 1950-1998. In: "Revision del Plan General de San Bartolomé de Tirajana, Informacion urbanistica", p. 8/9



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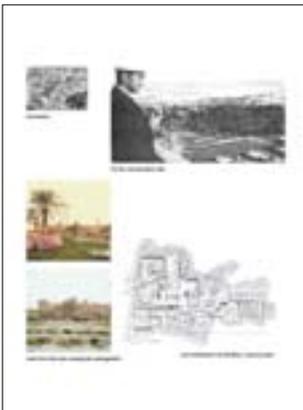
Floor plan El Salobre from a real estate agent



Sale infos. www.jensen-immobilien.de/Grankanaria/Immobilien/liste.html



El Oasis. In: „Maspalomas Antier“, Ayuntamiento de San Bartolomé de Tirajana, Concejalía de Turismo (1998), p. 24



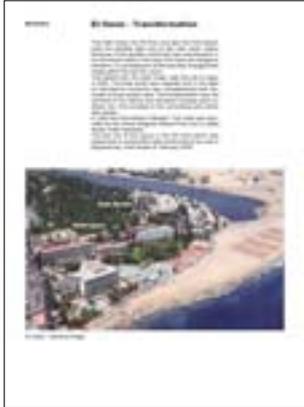
Axometrie Hotel Oasis. In: „Maspalomas. Las Raíces del Progreso 1964-2004“, Franco Lopez, Pedro José, Alby Tegaday Mendoza Quintana (2004), p. 163

Hotel Oasis under construction. In: „Maspalomas. Las Raíces del Progreso 1964-2004“, Franco Lopez, Pedro José, Alby Tegaday Mendoza Quintana (2004), p. 118/119

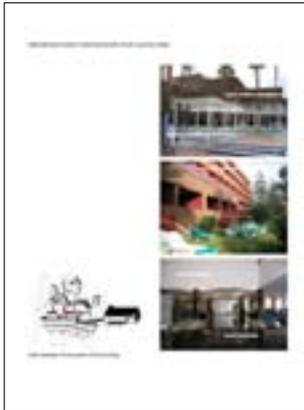
Old Photos. In: „Corrales y Molezun“, Consejo Superior de los Colegios de Arquitectos de Espana. (Varios) (1993), p. 143

Floor Plan. In: „Corrales y Molezun“, Consejo Superior de los Colegios de Arquitectos de Espana. (Varios) (1993), p. 142

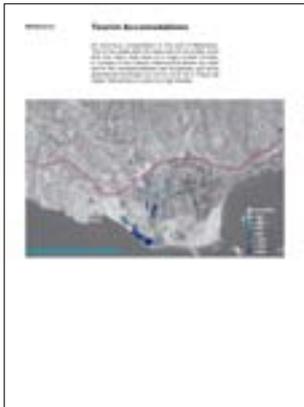
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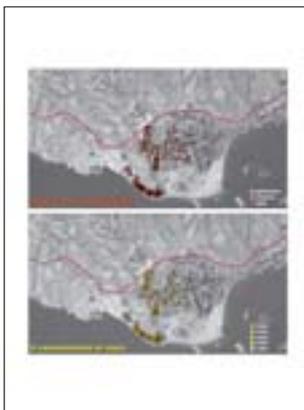
Aerial view El Oasis. Postcard



Top view. In: „Corrales y Molezun“, Consejo Superior de los Colegios de Arquitectos de Espana. (Varios) (1993), p. 142

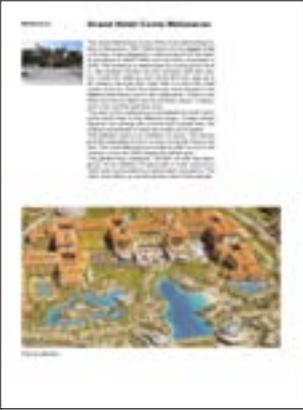


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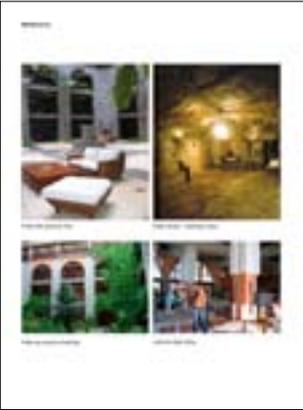


Hotels, apartments, bungalows and stars. Tourist Map Maspalomas Costa Canaria 1:20500

Situation of the different accomodations. Tourist Map Faro 2



Aerial view Grand Hotel Costa Meloneras. Postcard



Caves photographed by Jordi Bernado. In: BASA „Canarias, Turismo y Ficción“, Publicacion del Colegio de Arquitectos de Canarias (2005), p. 93



Aerial view Riu Palace. Postcard



Church from Aguires. Rebecca and Chie Villages Aguires. “Guia- Callejero Fotografico del Municipio de Aguires”, José Luis Montnes, p. 6

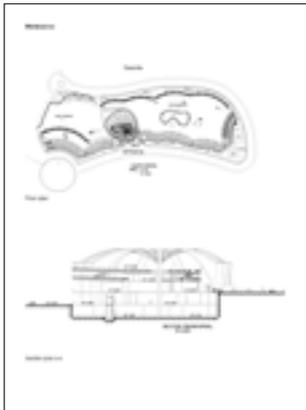
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Site Map Villa del Conde. In: BASA „Canarias, Turismo y Ficción“, Publicacion del Colegio de Arquitectos de Canarias (2005), p. 83



Floor plan. © Luis Lopez Diaz



Floor plan and section. © Luis Lopez Diaz.



<http://www.grupolopesan.com>



Description of the site. TUI Prospectus