Chapter 10
The Impact of Vacation Rentals on Housing: State of the Art and Proposals

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ABSTRACT
The increase in the price of housing for rent and ownership in the city of Malaga is causing a problem of accessibility to it for the most disadvantaged sectors of the municipality, coinciding at the same time with the expansion of the vacation rentals on housing. This phenomenon is characteristic of the Spanish tourist cities, with growths of this variable greater than the national average; and not only is it depressing family income already reduced in recent years, but they are influencing essential aspects of the urban morphology of the city such as its historical heritage and its commercial fabric. All this is producing a social and academic debate on what public policy proposals might be that could be made to limit the growth of the phenomenon.

INTRODUCTION
This chapter aims to set out the breadth and consequences of housing price increases, as well as the factors that determine it, with particular emphasis on the tourism factor. The author’s intention is to establish public policy recommendations that can facilitate access to housing and reduce the effect of factors influencing rising prices, especially those concerning vacation rentals in housing.

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BACKGROUND

In order to have a sufficiently broad perspective of the topic under study, a methodological approach to literature review was used. To do this, it has been included contributions from social scientists at national and international levels in specialized journal articles, books, and reports, in addition to data available from public bodies and national companies related to the tourism and real estate sector. Being a phenomenon of global significance and precedents in other historical moments, there are multiple studies that have been done in cities around the world where the influence of the tourism sector on access to housing was raised as a factor having influence on rising real estate prices.

MAIN FOCUS OF THE CHAPTER

Access to Housing in Málaga: Price Level

In the city of Málaga, access to decent and affordable housing for the citizens of the metropolitan area of the city is diminishing appreciably both for those who want own homes, and for those who just want to enjoy housing on a rental basis. The impact of this situation is being felt by young people of emancipation age and in the more disadvantaged social sectors that suffer an increase in their prices and a reduction in the available supply of affordable housing, most notably residential rentals. There is a similar phenomenon taking place in 90% of the major cities of the world, wherein they are unable to provide affordable housing to their citizens (World Economic Forum, 2019).

In addition, since 2013, there has been a gradual increase in housing prices in Spain, and although this increase has affected the two main tenure regimes, it has been easier to show this more clearly in the rental housing market that is rented for leisure.

It should be noted, however, that the trend presented in the rental housing market does not present uniformly throughout the country, since, unlike the process of price growth and construction of new housing that occurred in the period 1999 to 2007, on this occasion, there is a great heterogeneity by geographical scope, since the greatest price increases have occurred in the historic centers of the cities and in the areas of greatest economic and tourist dynamism in the country, primarily in the larger cities and tourist attraction areas (Naredo, 2019). In this typology of urban center is found the city of Málaga and its metropolitan area. Being a large municipality with the capacity to attract residents as a consequence of its economic dynamism in recent years related to the main economic activity developed in the province of which it is part, and of which it is currently the protagonist—tourism—Málaga has experienced housing price increases above the national average since 2015, coinciding with the emergence and growth of vacation rentals (See Figure 1).

This prominence has been favored by the last decade’s expansion of cultural urban tourism around the world, which responds to a change of tourist habits and tastes in the forms and destinations of new tourists being more likely to increase their leisure time in travel with longer rest periods, to which local tourist offers have been adapted, such as the building and improving of large passenger transport infrastructures, a cheapening of the means of collective transport, as is the case with so-called “low-cost” airline fares (Saladié, 2014), the loss of purchasing power of individuals resulting from falling labor incomes, the emergence of new forms of housing that are cheaper and more accessible than traditional