Integrating tourism in the urban agenda

Remarks from Barcelona

Albert Arias Sans

Barcelona, 11th June 2019
From a global success...

4th tourist destination in Europe in overnight stays

One of the world’s favourite cuisines offered at fine restaurants with 20 Michelin stars

First urban destination in the world to obtain the Biosphere certification of Responsible and sustainable tourism

Ranked 1st Cruise port of the Mediterranean with 2.8 Millions passengers in 2017

4th world city in the organisation of international meetings (ICCA)

An airport with a brand new terminal serving over 44.5 million passengers
...to a Public issue

Spain tourist CRACKDOWN: Barcelona market BLOCKS holidaymakers in latest attack

BARCELONA's Santa Caterina market, selling fruits, vegetables and flowers, has been closed to tourists as the Spanish city's anti-tourism backlash increases.

By LAURA MONAT

The Guardian picture essay

How tourism is killing Barcelona - a photo essay

One of the coolest destinations in Europe just two decades ago, Barcelona is now so overcrowded it has become a tourist theme park - and is losing the character that made it so popular

by Stephen Burgen. Photography: Paola de Grenet
Tourism issues?
What tourism issues?
Volume matters

Steady growth of tourists and overnights in hotels

Source: Barcelona City Council
Tourists in BCN 17,4M
Tourists in Catalunya visiting BCN 4,3M
Cruise pass. in transit 1,3 M

Source: Barcelona City Council
Seasonality matters

BCN Airport Passengers

Source: AENA
Accommodation matters

Legal accommodation supply

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<th>Establiments existents segons tipologies</th>
<th>Units</th>
<th>Beds</th>
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<td>Guesthouses and Inns</td>
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<td>Vacational housing</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>10.537</strong></td>
<td><strong>148.552</strong></td>
</tr>
</tbody>
</table>

Source: Barcelona City Council
Illegal accommodation matters even more

Illegal vacation rentals in Barcelona, 2017

Source: Barcelona City Council
Spatial distribution of attractions matters...

Main Tourist attractions by tickets sold

Source: Barcelona City Council
... and so it is the urban conditions

Source: Barcelona City Council
Transport and infrastructures are crucial...

**Airport**

![Airport Chart](chart1)

Source: AENA

**Cruises**

![Cruises Chart](chart2)

Source: APB
... and the image of the place too
Barcelona has to keep on attracting more tourists.

Survey of the perception of tourism 2017
Source: Barcelona City Council
... and resident‘s negotiation capacity for urban resources

Average salaries by activity sectors

Source: Barcelona City Council
It is about mobility patterns...

Tourist flows. Twitter used by non-Spaniards. 2015

Source: Barcelona City Council
... rhythms

Tourist flows according to Twitter, 2015.
Source: Barcelona City Council
... modes and use of transport
... but also volume, again

**Tourism mobility**

- **154,000**
  - Average visitors per day

Depending on the sum of events, daytrips and cruisers it can reach **220,000 visitors per day → 850,000 movements**

- From **10% to 15% of total mobility** in the city

In the summertime tourists could represent the **30% of metro demand. Overcrowding of certain routes and stations**
Why worry about?
Specialization of central areas on visitor’s economy

Ratio accommodation/residents

Source: Barcelona City Council
Everyday Disruption

Is the presence of tourism affecting the cost of living?

Survey of the perception of tourism 2017
Source: Barcelona City Council
Everyday disruption

Long-term rental market impacts

Source: Barcelona City Council
Everyday disruption

Public space pressure
Destination competitiveness

Walkable city

Overcrowding

Price/quality of products and services

Tourist’s opinion on Barcelona, 2017

Source: Survey of tourist activity 2017
Barcelona City Council
What’s the plan?
Main purpose

"Managing the destination by ensuring its sustainability, reconciling to the maximum all the elements at stake and promoting the greatest possible social return of tourism activities satisfying the enjoyment of visitors without jeopardizing the quality of the residents.

... framed by force drivers

Responsibility  Sustainability  Cohesion  Redistribution  Innovation
We need to reconceptualise tourism as a political issue

• Tourism cannot be considered as a discrete object – decentering tourism
• Tourism and the city constitute each other – ordering approach
• Tourist practices negotiate space with other practices – multiplicity
• Tourism challenges have no local origin solely – relational approach
• Tourism can’t be tackle as a sector – Issues are collective
• Stakeholders approach is not enough – hybridity on politics
Integral Urban for Destination Management

### Governance
- Institutional relations
- Internal coordination
- Community engagement

### Strategies
- Territorial strategy
- Mobility Strategy
- Accommodation Strategy
- Economic Development Strategy
- Marketing Strategy

### Tools
- Urban Planning
- Regulation and enforcement
- Taxation and funding
- Knowledge
- Communication and hosting policies
If there are no magical solutions...
Integrate tourism into the urban agenda

- Managing the city considering tourism as an inherent urban activity
- Tourism related problems require urban solutions
- Promoting the major social return of the value chain as the main goal
- Maintaining permanent life able to negotiate the resources with tourism
- Prescriptions and prevention are more efficient than managing side effects
Tourism 2020
Barcelona

STRATEGIC PLAN

https://ajuntament.barcelona.cat/turisme/en/

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