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THE SEARCH OF AUTHENTICITY IN THE TOURISM EXPERIENCE

AN ANTITHESIS IN THE HOST-GUEST RELATIONSHIP

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ABSTRACT

The purpose of this research is to understand tourism from a local perspective, conducting a deep analysis of cultural heritage and its authenticity. It is demonstrated that in tourism management, the local communities are key for the success of a destination.

This work conducts a deep analysis on the new tourists' motivation for authenticity and the side effects that tourism is provoking on local communities.

Finally, it is shown that the long term sustainability of a place is strictly related with the wellbeing of its inhabitants. In fact, a destination in order to be sustainable needs to benefit, not only tourists but especially its local communities.

The aim of this paper is to raise awareness toward a more sustainable tourism in which the local communities are taken more into consideration, since they represent the sign of distinction of a destination and therefore its unicity and authenticity.

1 INTRODUCTION

1.1 Background and rationality of the study

This research proposal analyses the deeper meaning of tourism by focusing on the local communities and their cultural heritage. Tourism, identified as the element to bring individuals and human communities into contact, empathize within different cultures and civilizations, and facilitate dialogue amongst them. This tourism assists the world's inhabitants to live better together and thereby contribute to the construction of peace in the mind of men and women (UNESCO, n.a).

It seems that in the last few years there has been an evolution in tourist demand, were mass tourism is no longer valuable. Mass tourism is a kind of tourism that does not bring prestige to a destination (Fayos-Solá, 1996). Therefore, recently diversified forms of tourism consumption have been developed, more personalized, more exclusive and segmented. The shorter and less concentrated time for holidays contribute to the development of a less scaled tourism which can be developed especially in unusual places, like small towns and smaller destination where the desire for authenticity can be easier to satisfy (Ferrari, 2016). Nowadays tourists look to find ways to get into much closer contact with locals and have the opportunities to experience the community at their destination. But how is this new trend affecting local communities? And how are destination managing this new force of change?

It is fundamental to take into account that, like other forms of development, tourism can also cause its share of problems, which can provoke a feeling of discontent among locals and therefore the non-acceptance of tourism itself (Doxey, 1975). In fact, the relation between local communities and tourists always plays a critical role when it comes to tourism development. The locals' reaction toward tourism can represent success or failure in a touristic destination (Akis, Peristianis and Warner, 1996). This is why sustainability plays a fundamental role in the development plan of a place. Therefore UNWTO and UNESCO, the leading international organization in the field of tourism, are working together to set the guidelines to help develope sustainable tourism. Their aim is to set the principle for a "tourism that respects both local people and the traveller, cultural heritage and the environment". (UNESCO, 2010) Therefore, to guarantee sustainability in a destination a good management system is required, which can benefit all stakeholders. But looking into a more practical approach, maintaining this local-tourist balance is not that easy. This is why this research is applied following a more practical approach, more effective at the time of identifying current issues. Regarding the previous statements, this research proposal investigates the way localities are affected and, in

some cases, shaped through tourism; aspects that might question the sustainability of tourism. The place analysed is Barrio de Gracia (a neighborhood in Barcelona), more specifically the part of Villa de Gracia, which represent not only the historical centre of the neighborhood, but also one of the few places in the city of Barcelona which maintains its integrity and authenticity and represent a new attraction for tourists, as subsequently is explained.

1.2 Identification of the research problem (research question)

This research proposal aims to discuss the sustainability of tourism by focusing on its local communities. It is widely known that tourism can result in significant benefits for a destination, but it could also have highly underestimated negative impacts (UNESCO, 2010). More than ever, the loss of authenticity that tourism can cause to a destination can signify the end of its attractiveness. In fact, accordingly to Poon, the "new" traveller seeks authenticity and realness in his/her travel experience by being in contact with locals, which characterized an high sense of adaptiveness (1993). Furthermore, the support of local residents toward tourism development is crucial, and the success of sustainability for any development is strictly linked to an active support of the population.

Considering that tourism has been the major cause of loss of authenticity in the past few years, how are localities affected and in some cases shaped through tourism? How can a destination manage tourism to guarantee authenticity in its cultural heritage, so that while destinations will be attractive to tourists, they do not lose their meaning for local communities?

1.3 Originality and contribution to knowledge

The study of this topic is going to be relevant as a guideline to identify some of the major challenges that a destination needs to face in order to guarantee its authenticity; it also gives specific advice and recommendations to benefit its local communities and consequently have their active support. Furthermore, on one hand, it is useful to give a relevant competitive advantage to the destination itself and, on the other hand, it creates a sustainable approach using tourism as a development tool for its communities. In addition, it can represent a significant contribution to knowledge considering the lack of recent literature review regarding the topic by providing more updated and relevant information.

1.4 Research aim and objectives

The main aim of this research proposal is to achieve the following objectives:

Objective 1: Identify and give a clear definition of cultural heritage and authenticity as key in tourists' motivation.

Objective 2: Determine the negative impacts that tourism provoke in destination according to its local community.

Objective 3: Identify the key reasons of the previously defined negative impacts.

Objective 4: Give recommendations to manage tourism's impacts in a sustainable way for its local community and maintain the authenticity of the touristic destination.

To achieve the objectives the research proposal is divided into three main parts, a theoretical framework that is developed using substantial and reliable sources to give clear definitions regarding the following topics: sustainable tourism, authenticity and cultural heritage. This contributes to avoid possible misunderstanding of the readers and guide them through the knowledge creation. It follows an accurate analysis of tourism's side effects focused on the relationship locals-tourists from a local perspective, first using the theoretical frame then the development of the applied research. Subsequently, an accurate analysis will identify the main socio-cultural impacts that Gracia is currently facing due to tourism and finally a conclusion and possible recommendation are given.

2. LITERATURE

2.1 Literature review

2.1.1 INTRODUCTION

Accordingly to UNESCO, tourism is one of the fastest growing industries in the world, despite being one of the major source of income for many countries it also provides many jobs and can play a fundamental role in the revitalization of local economies (2010). However it also has its negative effects. This research proposal focuses on the negative effects related with the local communities, such as social dislocation and loss of cultural heritage (UNESCO, 2010). The impacts vary according to the number and the nature of tourists as well as the characteristics of the site at which tourism activities take place, as is explained later. It is proven that the impact that tourism usually has on local communities, if not controlled and well managed, can be devastating and provoke significant loss of authenticity. The only way it can be manage effectively is by identifying, measuring and evaluating it (OETE, 2006).

There is a significant increase of awareness among people regarding negative tourism impacts; this has been one of the main reasons for the creation of new form of alternative or sustainable tourism. This kind of tourism is more focused on nature and getting in contact with locals, such as "nature based tourism", "ecotourism" and "cultural tourism". For this reason, UNESCO said "Sustainable tourism is becoming so popular that some say that what we presently call 'alternative' will be the 'mainstream' in a decade." (2010). For UNESCO, tourism in order to be sustainable, needs to provide meaningful and satisfactory holidays that can also benefit the local communities (2010). Therefore, if a destination is able to provide tourists with valuable and authentic experiences in the long term and, at the same time, add value to the society, it can be considered sustainable. To do so, it is necessary to constantly take into account the current and future economic, social and environmental impacts, "addressing the needs of visitors, the industry, the environment and host communities" (UNEP & UNWTO, 2005).

To embrace the increase of awareness and foster sustainability, The United Nations (UN) General Assembly approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. It has been recognized that tourism should be a path to promote "a better understanding among peoples, and leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world" (UNWTO, 2015).

2.1.2 THE "NEW TOURIST" MOTIVATION

In the last few years there has been a significant shift in tourism trends. According to Poon, the tourist market is maturing toward a "new type of tourist", who strives to find a sustainable way of travelling moved by his/her intrinsic motivation to explore new frontiers, different lifestyles, and be in contact with locals. This new tourist is more sophisticated, knowledgeable, experienced and flexible compared to the previous "mass" tourist (1993).

		New Tourists
Search for the sun	=>	Experience something different
Follow the masses	=>	Want to be in charge
Here today, gone tomorrow	=>	See and enjoy but not destroy
Just to show that you had been	=>	Just for the fun of it
Having	=>	Being
Superiority	=>	Understanding
Like attractions	=>	Like sports
Precautions	=>	Adventurous
Eat in hotel	=>	Try local fare
Homogeneous	=>	Hybrid

Figure 2.1A Tourism, technology and competitive strategies by A. Poon (1993)

For further information see Appendix 1

In fact, this recent tendency is contrary to the previous typology of "mass tourist", which was based on a standardization in the touristic experience, provoking a significant loss of authenticity and loss of diversity in cultural heritage worldwide (Chambers, 2000). Nowadays, mass tourism is no longer sufficient to achieve competitiveness, and be valuable in the long term for a destination. For many years, the success of a tourism destination has been linked exclusively within its market share, measured by visitor numbers and financial returns (Hassan, 2000) but nowadays something more is necessary. The tourism paradigm needs to change; a shift from a "Having" culture, typical of Mass tourism mentality, to a culture of "Being", is required, as main pillar toward a sustainable system (Poon, 1993). Therefore, "new tourists" are environmentally sensitive and socially more responsible, they are also more likely to participate and learn from the culture of host nations (ABTA, 2015). The tourism industry is going to face more high demanding travellers, who are seeking rewarding, enriching and learning experiences; and the authenticity in their experience is going to play a fundamental role regarding their satisfaction. Accordingly, Yeoman stated that there are several trends which are currently influencing the desire for "real" experiences for the new customer (2007).

Trends shaping the authentic tourist

Trend 1	A global network
Trend 2	Ethical consumption and volunteerism
Trend 3	The affluent consumer and the experience economy
Trend 4	The educated consumer
Trend 5	Trust in the past
Trend 6	Individualism
Trend 7	Multi-culturalism
Trend 8	Resistance to marketing
Trend 9	Time pressures and authenticity
Trend 10	Increased competition amongst tourism destinations

Figure 2.1B Trends shaping the authentic tourist by Yeoman et al (2007)

For further information see Appendix 2.

In fact, nowadays people are seeking to live and experience authenticity in tourism by having a direct contact with local communities. Individuals increasingly look for uniqueness and exclusivity, and authentic experience has appeared as a new "demand" in the tourism sector. Following a study conducted by nVision in 2005 regarding the UK market, it is demonstrated that this search of authenticity is strictly related with the avoidance of areas where there is a high number of tourists (see appendix 3), and it is mainly driven by the desire to discover and explore the untouched and unexposed (Yeoman et al, 2007). It is important to point out that many people are not necessarily seeking the particular ritual transformation from "fake to authentic culture"; indeed, as proven by Smith, this "moral" concern with authenticity is correlated with years of education (2001). For this kind of new tourist, the main part of travel is determined by the possibility to participate in new, and deep cultural experiences (Stebbins in Talavera, 2002). In addition, this form of "curiosity" can also be stimulated not only to experiment different and unique experiences, but also for new meaning to fulfil people's lives; something that might bring them to self-actualization (Iso-Ahola, 1982). For more recent information see appendix 4. Yeoman gives his own definition of self-actualization as a search for a deeper meaning and a way of finding a sense of worth beyond goods and services and on the experiences (2007). The typical and standardized travel package is no longer effective in order to satisfy this type of tourists. This is the reason why the pursuit of authentic experiences is considered as one of the most crucially important values for tourism. An emerging new trend, pro-local and pro-authentic, indicates that tourists are searching for connection with something that is real, unsullied and rooted within the destination (Yeoman, 2007).

But how do we define authenticity? There is no unique definition of what is authentic in tourism but, there is no doubt that authentic experience are linked with experiencing tourism from a local point of view.

2.1.3 AUTHENTICITY AND TOURISM

Etymologically "authenticity" has greco-roman origins: it indicates a sense of true, sincere or original elements. It refers to the genuine, unadulterated "real thing", "made by local hands". It is something made, produced or enacted by local people according customs and traditions (Robinson et al. 2011).

Authenticity has been exposes to debates for decades. From a literature point of view, the first person who started analyzing it in terms of tourism studies has been MacCannell (1976), followed by many other scholars. Nowadays we do not have a clear definition of what authenticity really means; its concept is multidimensional and its definition can vary depending on the perspective and the discipline of the scholars, as explained by Wang (1999).

MacCannell believed that authenticity is the main quest for tourist's motivation: "All tourists desire this deeper involvement with society and culture to some degree; it is a basic component of their motivation to travel" (1973). It can be said that he perceived tourism as an opportunity to experience the "real" and tourists in their travels are motivated to seek the authentic.

Furthermore, following Goffman's theory in "the Representation of Self in Everyday Life", it is important to remark that what tourists really receive is not always authentic, since it is important to differentiate between what is real, and the representation of real. He coined the concept of "front stage" and "backstage", which, when applied to tourism, the front stage refers to the surface, the one made of for the tourist, whereas the back stage is the area of the locals' private lives (1956). It is assumed that the back is the area of the authentic and untouched and it thus is interesting for tourists who want to go beyond the surface, seeking to discover the "real" and not just its "representation". It can be said that tourists who abandon their "environmental bubble", will have experiences that are more authentic. This environmental bubble is what keeps tourists less exposed to strange and unfamiliar sights, products and people (Cohen, 1998).

Referring to Boyle, the meaning of authenticity is strictly related with the search for a connection with something that is real, unspoiled and rooted within a destination (2004). Therefore, the definition of authenticity applied to tourism, which can be used as main reference for this literature review, is the following: something that belong to the history of a place and its people, the totality of the elements

that contribute to create its image. The heritage of the destination, its food, people and places make up its character and uniqueness (Yeoman & McMahon-Beattie, 2006). To be authentic it needs to belong to the culture and communities of the place, which means that something especially created for tourist consumption cannot be authentic. To have a clearer vision of authenticity, it is important to clarify the concept of culture in the context of the cultural heritage of a destination. UNESCO's definition of cultural heritage is the following: "the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations". It is important to remark that the value of intangible cultural heritage is not the cultural manifestation itself but rather the wealth of knowledge and skills transmitted through it from one generation to the other. (for further information see appendix 6)

As stated by Romero, authenticity is also the result of the vitality of a place and its culture. It is important that cities are "alive" and inhabited instead of being converted into a museum. "Tourists are not attracted by static, sterilized environments, which many historical centers have been changed into." (Romero, 2000).

It is widely known that tourism contributes to social and cultural changes. Accordingly to Chamber, it can modify the deep meaning of traditional social activities such as festivals and performance from the moment they become tourist attractions. "It might contribute to increased social distance and inequality between members of community who directly benefits from tourism and who doesn't." (Chambers, 2000). In fact tourism, if not managed properly, can be one of the main causes for the loss of authenticity and cultural heritage of a destination. Referring to a destination's cultural heritage tourism can provoke a "degradation of the aesthetic which is caused by the commercialization of trinkets in souvenirs shops which do not belong to the destination heritage" (Smith, 1992). Taking into account the intangiblr performance, such as festivals, dances, religious rituals or similar culture of heritage, there have been many examples where these events have been modified and adapted for tourist audiences to make them more attractive and more "suitable" to the tourists' itinerary, consequently causing the loss of their real meaning, therefore, the loss of authenticity itself. This phenomenon is denifed as commodification (Greenwood, 1989; Cohen, 1988; Robinson et al., 2011). It is important to point out that places like Disney theme parks, Las Vegas and Dubai do not cater for authentic experiences, since they are produced and manufactured purely with the aim of attracting tourists. (Robinson et al., 2011). But talking about other destinations it frequently happens in tourism that culture is "staged" to satisfy visitors in order to create an income for the host populations.

Therefore, when an activity or an intangible cultural heritage starts being adapted, modified and evaluated primarily in terms of their exchange value, it becomes an object of trade: also known as a commodity. Any object that might appeal to tourists is commodified, packaged and consumed; it refers not only to tangible products such as artefacts, souvenirs and handicrafts but also to the intangible ones such as performance, culture and lifestyle (Cohen, 1988). This standardization of the tourists' experience provokes a significant loss of diversity and authenticity in the destination. Therefore, since the new type of tourist is looking for the unique and different, it also compromises the attractiveness of the destination (for further information see appendix 5). This attractiveness is "the perceived ability to deliver individual benefits" (Mayo and Jarvis in Vengesayi, 2003), which means that it is related with the feelings and opinions of visitors toward a destination's ability to satisfy their needs. In fact, the standardization of products, services and cultural heritage compromises the uniqueness of a destination.

Furthermore, this use of culture for economic purposes in tourism setting not only affects the attractiveness of a destination, but also it creates many tensions among local communities, especially when it comes to the staging of sacred event for tourists (Cole, 2007). Consequently, to avoid this phenomenon of denaturation of their cultural heritage, locals use staged authenticity as a resistance tool to limit negative impacts (Cohen, 1988).

A more negative vision came from Turner and Ash, who defines modern tourist industry as "The Golden Hordes", comparing international vacationers to the barbarian invaders of the past, because where they pass they put the local population's integrity into risk (1976). In fact the authors identified tourists as the main cause of cultural disintegration that follows them wherever they go. The "Golden Hordes" continuously move motivated to discover the unspoilt and unique places that have not been "contaminated" by mass tourism, invading what remains left.

Therefore, if the touristic experience is mostly based on a standardization and commercialization of the culture and the heritage of a place, the "new" traveller is not going to be able to satisfy his/her motivation of authenticity in places where tourism is already implemented. Since the only way this can be done is by connecting authenticity to the destination and its essence to the community. To find authenticity it is necessary to enter in contact with the local lifestyle and respect the customs and traditions of the place. In this case it is not the local community which needs to adapt to the tourist's needs, transforming their culture and traditions into a commodity product, but it is the tourist who needs to adapt to them.

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2.1.4 LOCALS AND TOURISTS

At the basis of an authentic travel experience there is the need for the tourists to adapt to local customs and culture. However, depending on the type of tourist, the experience can vary as also can its impact on the destination.

Many researchers identified and studied different typologies of tourists; the classification chosen for this research is Valene Smith's because she especially focuses on the impacts that these types of tourists have on local communities (1992).

Types of tourists	Number of tourists	Adaptation to local norm
Explorer	Very limited	Accept fully
Elite	Rarely seen	Adapts fully
Off-beat	Uncommon but seen	Adapts well
Unusual	Occasional	Adapts somewhat
Incipient mass	Steady flow	Seeks Western amenities
Mass	Continuous flow	Expect Western amenities
Charter	Massive arrival	Demands Western amenities

Figure 2.1C Classification type of tourists by Smith (1992)

On one hand, there is the explorer typology. It represents solo travellers or very small groups who travel in order to live a unique and authentic experience. This typology fully adapts to local norms and has the smallest impact on local communities. They avoid any contact with tourism and see travel as an occasion to participate and interact with the locals (G. Jack & A. Phipps, 2005:4). Indeed, nonetheless one of the main elements of tourism is about engaging in the discovery of other cultures and creating meaningful and lasting relation with people. On the other hand, the opposite typology of tourist is the Charter, which usually travels in big organized groups, has little or no interest in the destination itself, he/she requires that the destination provides the entertainment and standards of food and accommodation expected.

Sense of adaptation

Explorer
Elite
Off-beat
Unusual
Incipient mass
Mass
Charter

Affluence of tourists

Tourist impact on the community ▲ , local perception of the visitants ▽
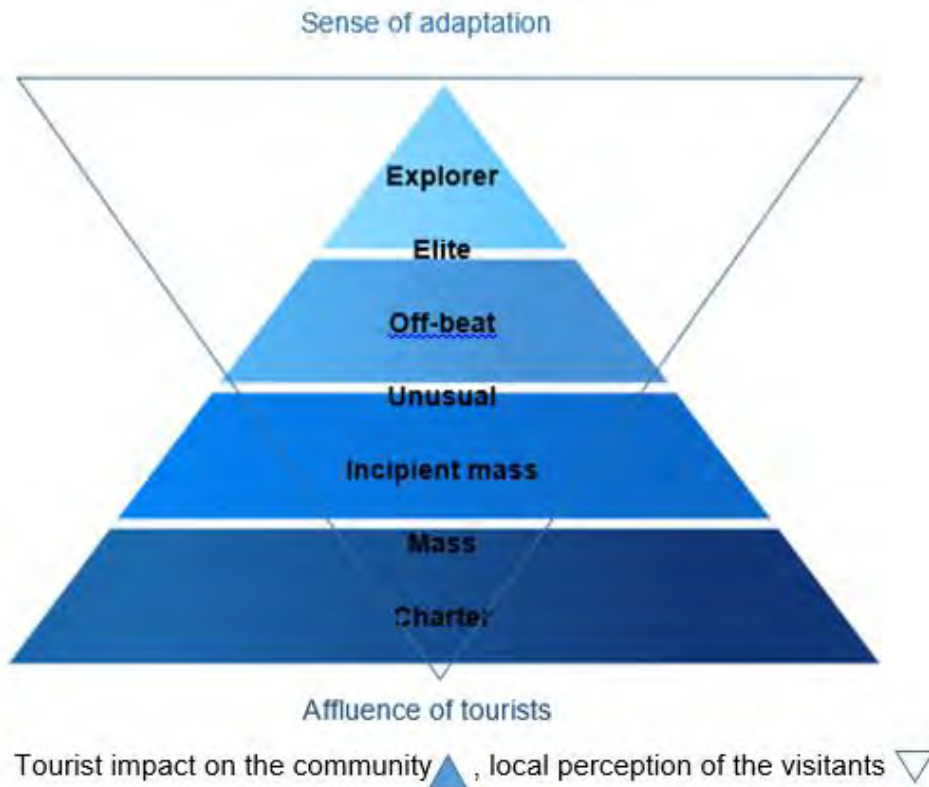
Figure 2.1D Touristic impact based on Smith (1992)

The graphic above, following Smith theory, shows how, depending on the quantity of tourists, the level of impact can vary for the community. The darker the colour is, the more affluence of tourists, and lighter the colour is more the tourists are integrated with the locals. Therefore, a high amount of tourists brings less sense of adaptation and consequently has more impact on the local communities. Thus, commodification, standardization and loss of authenticity are phenomenon strictly related with mass tourism, since it is a kind of tourism that has a low level of adaptation and prefers to have all kind of comforts as if they were at home.

Doxey (1975) identified different stages in the relation tourist-locals. His model suggests that local communities pass through a sequence of reactions as the impacts of the evolution of tourism change. Thus, an initial stage of euphoria is followed by apathy, irritation and, eventually, antagonism.
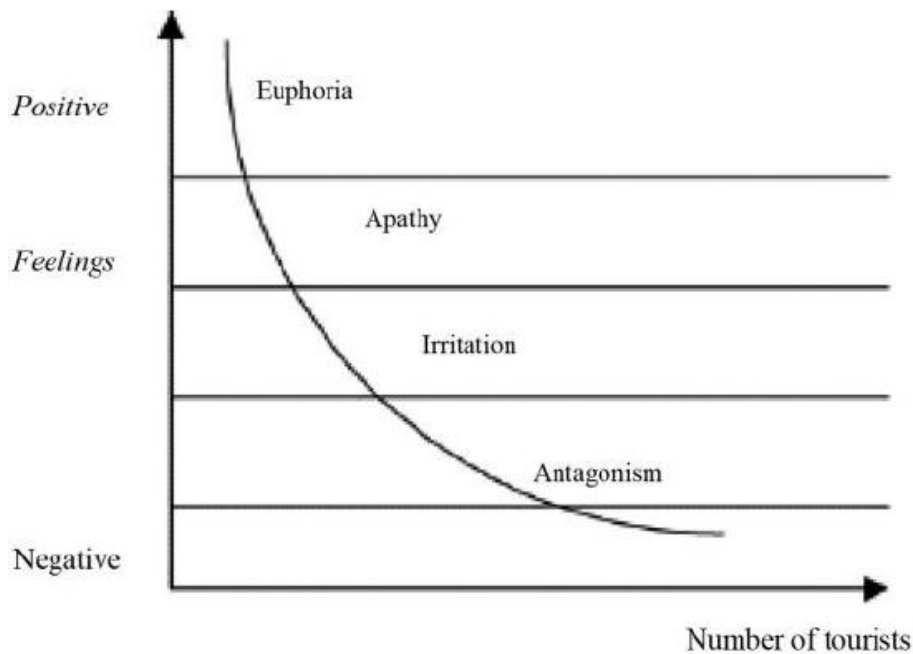
Figure 2.1E Irridex model by DOxey (1975)

For further information see appendix 7.

To have a broader vision it is useful to accompanied the Doxey "Irridex model" with Butler's (1980) Tourist Area Life-Cycle Model, also called TALC. This last model identifies the phases in the evolution of tourism in a destination, respectively exploration, involvement, development, consolidation, stagnation and decline or rejuvenation.

Figure 2.1F Tourism area cycle of evolution by Butler (1980)

For further information see appendix 8.

It seems that the higher the destination stage is, more the quantity of tourists increase, and, implicitly,

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the more adverse the effects on the local community will be (Faulkner et al, 1997). The critical part starts at the time a destination begins adopting mass-tourism oriented consolidation. In this phase, the destination has developed to its "saturation" point, where attractions, facilities and tourists services are occurring everywhere. This constant over-development annoys the communities that realize that tourism is not only putting at risk their heritage but also compromising their well-being by causing important phenomenon as gentrification, which is explain later on. If not managed on time, this situation can bring the communities to the antagonism phase, in which society sees tourism as something exclusively negative. The host population blames tourists and do not accept them anymore, which will bring the destination to its final stage of decline.

Taking the previous statement into consideration, as Nash said, tourism can be considered as a clear form of Imperialism (1991). Following the "Golden Hordes" of Turner and Ash, Nash shows his concern of the negative effects that tourism usually have on the host communities. It completely transforms the social and cultural framework of a destination. Since that the main objective of tourism is mostly its productivity, a destination can change accordingly to the tourists needs. This causes its standardization and commodification with all its consequent side effects.

Another important negative effect that tourism can cause on its communities is gentrification. Tourism gentrification is a social-spatial substitution of the local population, characterized by a variety and diversity of profiles, for another population with a more uniformed profile and with an higher acquisitive power (Romero, 2000). Usually this process starts with the increase of attraction of a certain place for a certain group of people (in this case tourists). Therefore, it manifests with an increase of the property values and their rents, which the current inhabitants are not able to afford and also with the proliferation of corporate entertainment and tourism venues attractions and services (Atkinson, 2003). It consequently causes a significant loss of the social fabric and its diversity. As Allen et al. said, "many state and local governments attempt to optimise economic benefits (of tourism) with little regard to the social and environmental cost associated with tourism expansion" (1998). Moreover, it is necessary to continuous monitor the impacts, to avoid side effects and ensure constant ameliorations which can also benefits society. Doing so will guarantee the community's well-being, will promote quality and long term viability of the tourist product or of the destination itself so that if is not compromised by adverse reactions of the local community (Getz in Faulkner et al, 1997).

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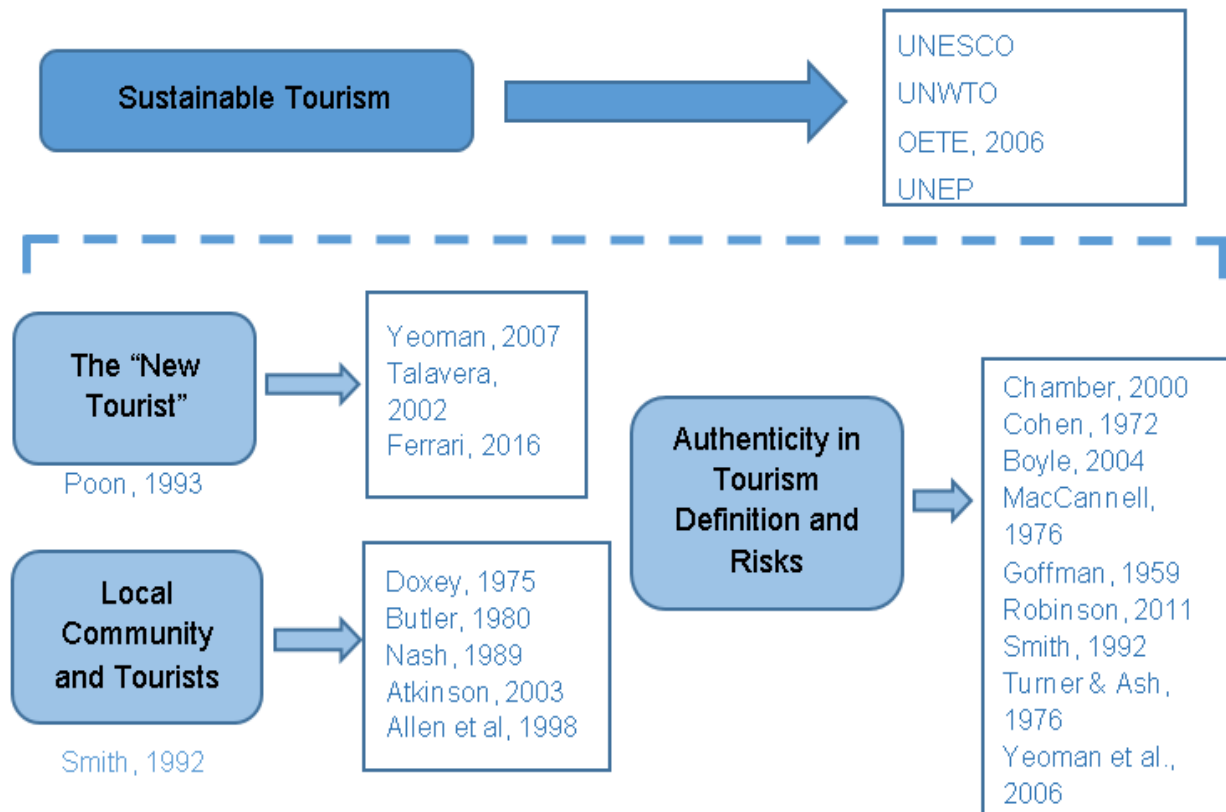
2.3 Conceptual framework
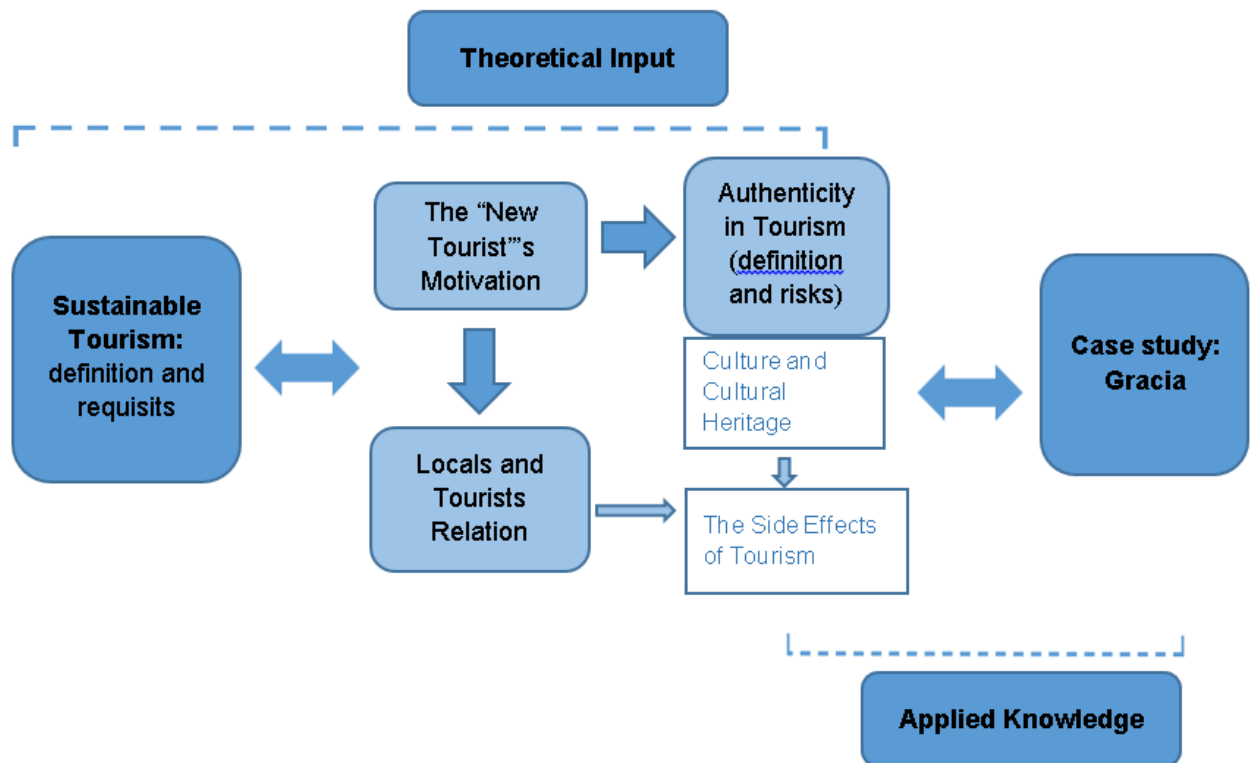
The following conceptual framework is a guideline which represent the concepts expressed in this research and the logical frame followed for the knowledge creation. It is clearly divided into two main parts, the theoretical input and the applied knowledge. The theoretical part, starts with a definition of sustainable tourism and the identification of the requisites a destination need to have in order to be sustainable. It follows the concept of authenticity in tourism, firstly seen from the tourist's point of view as "new motivation" factor, and secondly analysed in the locals and tourist relation, focusing especially on its negative effects. Here the theoretical knowledge are applied using the situation of the Gracia neighbourhood in Barcelona. In which the local community is taken into analysis to discover the main issues in the tourism management development. After identifying the negative effects that tourism has on Gracia's inhabitants, clear advices are given to ameliorate the local-tourist relation.

3. METHODOLOGY

3.1 Overall research design

This chapter provides a description of the methodology applied in order to identify the side effects that tourism has in the community of a specific destination and its main causes in order to find an answer to the following research question:

How can a destination manage tourism to guarantee authenticity in cultural heritage, so that while destinations will be attractive to tourists, they do not lose their meaning for local communities?

To address this question the argument is built though the literature review. The research follows a conceptual approach since the literature review is used as main source to find accurate definitions and build argument. The literature contains relevant subjects, starting from a clear identification of sustainable tourism which is a constant element of comparison used later on in the findings. Moreover, the relation between locals and tourists is analysed, with a main focus on the community and the side effects that tourism might provoke on its cultural heritage. Finally data collection is used to apply the theory to the practice; it analyses the neighborhood of Gracia following the same input given in the literature. This analysis straits with the identification of the social identity of the district, and therefore its uniqueness and attractiveness, followed by its relation with tourism and the position of its inhabitants toward tourists. The data collected is interpreted using the literature review until a clear understanding of the context is reached. Consequently, specific concerns are identified and, as a result, advice and useful information is given.
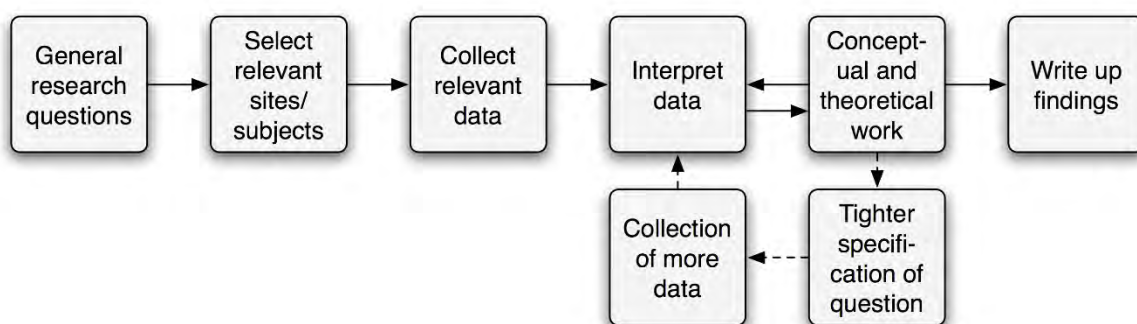

Image 3.1A Qualitative Design Process by Copernicus Consulting (2008)

The data collection undertakes through interviews, since the topic is not generalizable and it requires specific knowledge and arguments to be built; therefore the research is qualitative (Altinay 2008, pg170).

3.2 Data collection techniques and research instruments

To fulfil the requirement of this research the different techniques of data collection were used. Based on the literature review the research instruments have been the following:

- Informal Interviews with local people to have a real insight of the current status of their experience (to analyse the current reality and people's opinions)
- Formal Interviews with specialists or representatives of associations (to hear what referent people think about it and the general opinion and concerns of the respective associations' members)
- On site observation

The choice of using interviews as a data collection technique is because it represents a powerful tool in order to analyse the case from different points of view, from professionals of the sectors with relevant experience and concrete opinions on the topic. Even though, using interviews as data collection technique can be problematic in order to schedule a suitable time with the interviewees, It is a valid method which focuses on giving a practical approach to the literature review and sustaining its main arguments. It allows the identification of the current situation and the main problems, hopes or expectations of the locals. Elements such a: Gracia's social identity, cultural heritage, authenticity, local communities and their involvement in tourism are analysed. Furthermore, it provides information about how local communities are taken into consideration in the tourism development, and how things work in different contexts and by different groups (organizations, communities, government). The interviews conducted are both, formal and informal. The informal interviews are the result of gathering information among the local people of the district of Gracia. In this way the collected information is more genuine and spontaneous. While for the formal interview a previous preparation was required. The interview technique used is the semi-structured one (Altinay 2008, pg113), in order to find out the most information as possible, from which interesting conclusions could be obtained. Starting with open questions and afterwards with more specific ones, as probes and prompts to encourage the interviewees to give more detailed information and see how they applied it into practice, which were accompanied by a personal definition of the topic. This was to avoid misunderstanding and misleading interpretations.

The observation tool gave to the research a detailed context with specific descriptions from an insider perspective, using a systematic approach (Altinay 2016, p151). The observed elements are: local fabric of the place, the essence and behaviour of the local people and of the tourists, and how they interact.

3.3 Research context and participants

To give a more concrete focus to the conceptual research, the data collection is collected through qualitative data, based on interviews and observation.

The research will follow the respective steps:

General interview: Interview to specialist of the sector to add value to the literature review thanks to the contemporary vision. The Skype interview is the first choice, otherwise is conducted through email.

Onsite interviews: are face to face interviews. The sampling technique divided into formal onsite interviews and informal onsite interviews. For the formal interviews the interviewed are going to be relevant members of local associations or people with a relevant role in Gracia's society. Regarding the informal interviews are focused on local people with different background and positions. These interviews are indirect, so do not require a prior schedule.

The sampling technique is "theoretical construct sampling" (Altinay 2008, pg182), because data are collected and simultaneously analysed, to decide the next step. In fact the sampling process terminate once enough relevant data are collected.

3.4 Data analysis

The qualitative data recollected from the interviews are translate and transcribe using the actual words. For formal interviews, the transcription is based on questions asked followed by the answers given. In this case the interviewed are explicitly named, as previously accorded. While, regarding the informal interviews anonymity is preserved, anyway basic details are given, such as: male/female, profession etc. Its transcription is based on general ideas and comments that people gave which are relevant for the research.

Observation is analysed with a conceptual interpretation concerning the topic, using just the relevant elements.

Coding, conceptualizing and ordering the information is necessary to identify relevant information and proceed with the comparison of different literature reviews areas with the topics that emerged in the process. It follows a re-categorization of the main themes.

The first step is open coding, to divide data into categories, followed by axial coding, to reassemble

the topics together into a new and innovative form. It follows a selective approach, in order to understand the interrelationships and therefore, convert the information into knowledge. Finally the enfolding literature, in which the results obtain are compare with the literature. (Altinay 2008, pg171-174).

3.5 Ethical considerations

Regarding the ethical consideration of this research it is important to highlight the following aspects:

- Obtain valuable information only appropriate and reliable sources are consulted.
- The data access of this research are both secondary and primary. Internet, books and academic papers are used for secondary data collection.
- After a satisfying research based on secondary data collection, the themes which require a further analysis are identify, and analyse using a primary data research.
- It is previously explained to the interviewed the reason why these data are required, and the aim of this research.
- Only primary data accepted and consented by the participants are shared
- When entering in contact with the possible candidate an introductory letter is presented, together with a flexible schedule for the possible meeting and the approximate duration of the interview.
- Preferably primary data are collected personally, with a face to face interview, in the case for the interviewed is not possible, the researcher propose several option so that the participant can choose the most suitable for him/her self.
- For the interviews an impeccable preparation is require, to be organized, efficient and effective at the time of asking questions. This avoid loss of time and useless repetitions.
- Interviews are customized for each participant (language and type of questions).
- After the interview it is offered the possibility to keep an update regarding the research and an email is sent in which the researcher thanks the participants and provide them a transcription of the interview results.

The research ethics norm used will be from a deontological view (Saunders, 2009, p184) which guarantee an ethical approach even though it might be useful for the end itself.

4. FINDINGS AND DISCUSSION

The key points that emerged during the interviews and observations are fundamental in order to support all the previous research. This chapter is divided into two main parts, the first one consists of presenting the result in answer to the research question while the second one is dedicated to the interpretation of the information.

The general interview was given to Prof. Ferrari, and it provides a management point of view from an expert of the tourism sector, since she is the President of the National Park of Sila in Calabria (South Italy). The questions are mostly related with the management of the product and its challenges with the local communities. Even though Sila Park is a clear example of nature-based tourism, it contains a significant part of cultural heritage which plays an important role in tourism motivation. Since the responses given for natural reasons are matched by the total of responses for total of: historical sites, museum, archaeological areas, gastronomy, handicrafts etc. which are by definition a sum of cultural heritage. Therefore it can be taken into consideration for this analysis.

The on site interviews in Gracia are taken from a local perspective, in fact all the interviewees are from the district of Gracia and some of them, as previously explained, cover representative positions or are members of local associations.

The development of the argument of the research topic of this chapter follows the previously mentioned list of objectives adapting the interview results to define the main concepts and provide answers to the main questions.

In the table below there is a schematic representation where the main findings for each stated objective are highlighted. It can be seen than an additional objective was added (2. "Identify major challenges destination need to face to guarantee its authenticity"), because, after the data collection a more detailed analysis was required in order to have a clearer idea about the current situation in Gracia's neighborhood.

Set of objectives	General Interview	On site interviews (applied to Gracia)
1. Identify authenticity and main drivers in tourists' motivation	- Authenticity strictly linked with local identity and cultural heritage - Elements of differentiation - Destination uniqueness - Local culture and traditions (rites and myths) - Slow tourism (as new trends)	- Authenticity related with social fabric and dynamicity - Cultural fervor and richness of heritage - Strong associative value - Strong local participation in cultural events - "A plus", something out of the ordinary - Welcome feeling (like home) - Sense of local belonging - Curiosity
2. Identify major challenges destination need to face to guarantee its authenticity	- Revitalization of culture and traditions which can bring conflict among locals - Commercialization of culture and traditions - City Hall does not have a plan to guarantee and preserve authenticity	- Mass tourism which interfere and compromise the cultural celebration and locals' everyday life - Devaluation of the place's image used in previous marketing promotion as "night destination"

3. Identify negative tourism impacts in destination according to the local community	- Major loss of authenticity - Changes in the local habits - More pollution - Increase of traffic - Cause of bother for locals	- Depersonalization - Increase of prices - Gentrification "trauma" - Social restlessness toward big changes - Start seeing tourism as a threat - Noise and cause of bother for locals
4. Identify specific reasons of these negative impacts	Not specified	- Increase of number of tourists and touristic apartments - Put tourists' needs first - Lack of public space dedicated to locals - Exclusion of locals in the tourism plan and decision taking - No evidence that tourism benefits are reinverted in local community
5. Sustainable tourism management application to the case (maintain authenticity and benefits locals)	- Preserve local identity: Brings an increase proudness and sense of belonging of locals toward their heritage and traditions - Need to involve the community in the tourism development plan - Share objectives with local community - Invest in niche travels (gastronomy, eco, heritage and historic tourism)	- Required restriction and tourism limitation from the City Hall - Request for Tourism decrease - Ask for "revitalization" of public spaces - Neighborhood association have been born to stop tourism massification

Objective 1. Identify authenticity and main drivers in tourists' motivation

Both findings showed that authenticity is strictly related with locals and the cultural heritage of the place. Ferrari stated that destinations should invest in their unique selling point, which are mainly based in their natural and cultural heritage. Furthermore, she confirmed the new tourists' motivation toward a more specific kind of tourism, addressed as Niche travels, such as eco-tourism, ethical tourism, heritage and historic tourism. In addition, traditions and heritage such as celebrations, rites and myths play an important role in the attractiveness of a destination. Therefore, tourism works as a "revitalizer" for cultural heritage, but this can also create conflicts among the local population, because of the loss of meaning caused by its commercialization.

Strictly applied to Gracia, authenticity is linked directly with locals. The social fabric and cultural fervor of the district represent not only an attractiveness for tourists but also for Barcelona inhabitants. In the onsite interviews people showed proudness to live in a neighbourhood as Gracia, and its strong cultural identity is the reason. A district considered as "one of the few places of Barcelona in which you can truly feel at home.. a district which still belongs to its people". Moreover, Gracia always had a high capacity of socialization not only among the "Gracks" (people that spent all their life in Gracia, also called Gracia del Piñol) but also with the new comers (people from Barcelona who came to Gracia during the first gentrification in the 90s). This element of socialization increase especially in celebration such as Fiesta Major, in which the local community is the main protagonist, in fact is the Fiesta Major of Gracia is only one in Barcelona to be entirely organized by its people, and in which the City Concil acts only as a support. This strong associative value that characterize Gracia creates this "plus", which does not belong to any other district of Barcelona. The profile of tourist that are motivated to "discover" this area of the city, is moved by the curiosity and the willingness to find something which has not been "commercialized" yet and still belongs to its people.

Objective 2. Identify major challenges destination need to face to guarantee its authenticity

A clear major challenge shown in the general interview, has been related with the revitalization of some aspects of the cultural heritage of the local population. With the implementation of tourism, heritage is usually sacrificed to be commercialized for the tourists' entertainment. In Gracia, for example, this is happening with the "folklorization" of the area. Furthermore, it is demonstrated that mass tourism, as also indicated in the literature review, compromise locals' activities and celebrations, in the case of Gracia this usually happens during the

celebration of Fiesta Major. An important challenge that Gracia is facing right now regarding a possible loss of authenticity as to see with the devaluation of its image, since, some years ago, the city hall promoted it as a "night destination". This action, caused a degradation of the area and transformed Gracia in an area of "bar de copas" which is one of the main cause of noise and irritation for locals.

Objective 3. Identify negative tourism impacts in destination according to the local community

It is commonly agreed that tourism development usually implies a major loss of authenticity and changes in the local habits, which can cause locals some distress.

In cases of mass tourism in Barcelona such as La Rambla, La Boqueria and Gotic Quarter also implied a depersonalization of the place, to which locals are not willing to go there anymore. This caused a shift from apathy and irritation of Gracia's inhabitants which has happened incredibly quickly especially because they are aware of what has happened in other parts of Barcelona:

"*La Rambla does not belong to us anymore; it is like an amusement park with all those souvenir shops, and Flamenco shows. 50 years ago it was the place where local people were going to have a walk. Tourists which go there see something artificial, they do not see local people, because local people prefer not to go there, this is why the tourists start looking for something else. They also have realized that the centre of Barcelona does not belong anymore to its culture*" (G.R., ex president of "Coordinadora de Colles de Cultura de Gracia", 2017).

Furthermore, the growing tourist's interest for Gracia is provoking a vertiginous increase of the prices of the apartments, which is making it almost impossible for locals to keep living there because they are not able to afford it. This consequently is causing a gentrification effect in the whole area, which is also compromising all the social identity of the district.

"*This phenomenon is expelling the sons/daughters of Gracia's inhabitants and it is attracting people who are interested in speculating. This fact, difficult to control, will imply a dangerous change in the Barrio. It is something that is putting into risk the whole life and essence of what Gracia is, and what it always have been. If it will not be stopped, it will depersonalize the place itself, so it will lose all its authenticity and attractiveness*" (A.B., Director of Local Newspaper of Gracia , 2017).

This gentrification represents the major concern of Gracia's inhabitants; in fact, it represent one of the main reason why the inhabitants are seeing tourism as a threat, which is compromising their everyday life and also their future.

Objective 4. Identify specific reasons of these negative impacts

In the case of Sila National Park, there is no evidence for this objective, also because it recently implemented a touristic product and it represents a niche type of tourism. Therefore it is not suitable for the mass type of tourist and is addressed to a type of tourist which is more likely to have a certain environmental concern. Moreover, in this case tourism presents more benefits than negative effects for its community; a situation which can be identified with the first stage in Doxey's model, "euphoria" (1975). Even though, in Gracia as in other areas of Barcelona mass tourism is not yet an issue, communities are already taking drastic positions against any form of tourism. Gracia, for example, experiences mass tourism just in punctual events such as Fiesta Major (more than 2 million of participants every year), but the tolerance of locals toward tourism is close to reach its limit and shift to the antagonist stage of Doxey's model. The fear of becoming like Ciutadella district or experiment the depersonalization of Las Ramblas is already spread. Due to the uncontrolled increase of the tourists' number the traditional behaviour and customs of Gracia's inhabitants, and therefore its social identity, is suffering a significant distortion. First of all the "traumatic element" of prices increase, caused by the tourists' gentrification which is forcing the locals to move to live somewhere else. Furthermore, the transformation of public spaces into "lugar de copas" provoked in the last 5 years significant social actions in order to "rescue the squares" for the revitalization of public spaces open to everyone. This is why, in the last few years, many social movements have born, such as the neighbourhood associations against tourism development in Barcelona (El Periodico, 2014).

All these locals associations are acting against this tourism massification and are asking for a more liveable city for its inhabitants, one example is the Assemblea de Barris per un Turisme Sostenible which has been created in 2016 with the slogan: "la ciutat és per viure-hi, no per viure'n" (assembleabarris, 2016). Another important factor for this general discontent has been the lack of participation of local communities in the decision taking regarding tourism development.

According to E.B. (member of the neighborhood association "Gracia On Vas") the participation of local associations, such as the participants of Assemblea de Barris, in the creation of the Tourism Strategic Plan of Barcelona existed only in sporadic cases and was completely ineffective.

This fact clearly shows that the interest of the city of Barcelona on tourism development lead to a significant loss of cultural heritage and its authenticity, causing also a general discontent among its local community.

Objective 5. Sustainable tourism management application to the case (maintain authenticity and local benefits)

In the case expressed by Sonia Ferrari, when tourism act in favour of the local identity's preservation creates proudness and sense of belonging of locals toward their heritage and traditions. For this to happen, it is essential to maintain its authenticity by involving local communities in the tourism planning process. In this way, the objectives set will bring benefits also for the inhabitants that will perceive tourism as a cultural enrichment and not only as a social cost. Moreover, tourism to do not be harmful to a destination and start being sustainable need to focus on niche segments, and abandon the mass type of tourism.

As stated previously, the lack of local communities' participation in the Barcelona tourism development plan brought the City Hall to take decisions which, within the time, compromised the everyday life of local inhabitants and their cultural heritage. Even though, in the last few years some actions have been taken to monitor and limit tourism growth, such as tourists' apartment and bar's licences limitation especially in Gracia district it has not been enough since local communities are still threaten by tourism. Social movements as Gracia on Vas, "a neighbourhood association that would like to create a new model plan in which the local life is more important than the economic interests", do not accept any alternative plan if it does not included a significant reduction of tourism itself.

5. CONCLUSIONS, RECOMMENDATIONS, LIMITATIONS AND FURTHER RESEARCH

This chapter is focused on three main sections. In the first one the conclusions are given following the objectives previously stated and using the data collection as main source accompanied by the literature review. The second section represents a critical self-reflection about the limitation of the research. Finally, the third section illustrates realistic recommendations for improvement in the management of a touristic destination using Vila de Gracia as a main reference.

5.1 Conclusions

It has been shown in the literature review and confirmed in the findings that tourists start looking for something more than the usual tourists attractions; an intangible element that can transmits genuine, unique and meaningful experiences. In this case the situation of front and back stage expressed by Goffman (1959) in the tourism experience is no longer accepted by tourists, who are increasingly pushed by the motivation of finding the inner essence and authenticity of a place. Even "multimillionaires enjoy walking among the small and unique locals shops of Barcelona", said Anella Alcott, the commercial director of OneOcean Port Vell, the urban marinas for large yachts in Barcelona (2017). As Ferrari demonstrated, the interest of tourists regarding authenticity is growing, the only way it can be satisfied is in the local lifestyle. This local lifestyle in order to be authentic, needs to be something not created for tourism consumption (Ferrari, 2017). Therefore, stated that on one hand authenticity plays a significant role in tourists motivation, but from the other hand the development of tourism itself provoke a loss of authenticity within the destination. How can this problem be solved? In Ferrari's opinion, following the example of Sila National Park, a destination needs to use key differentiation factors to promote itself; furthermore, it is important to focus on what is truly authentic. Authentic refers to everything that is related to local cultural heritage, such traditions and locals' lifestyle, contact with the local population and the revitalization of valuable habits which still belong to the heritage of the place (2017). Moreover, in order to avoid falling into a cultural banalization, it is fundamental to involve locals as main protagonists in the tourism management plan of a destination.

It can be said that the attractiveness of Barrio de Gracia and more specifically Vila de Gracia from an outsider point of view (international tourists or local tourists from the same city) is based on its strong social identity based on its local communities, which provides a vivid and authentic cultural heritage of traditions and celebrations (A.B., Director of Local Newspaper of Gracia, 2017).

As has been said by G.R. (ex president of "Coordinadora de Colles de Cultura de Gracia"), "Catalunya itself has a strong richness of cultural associations, more than normal, and Gracia has even more. This cultural and social activity evolves within the years

and stays strong at popular level. This is why Gracia is a place that people like to visit" (2017). In the last five years the number of tourists attracted by this significant cultural heritage and authenticity of the Villa de Gracia's streets has increased considerably and now represents one of the major concerns among the locals and social entities of the neighborhood. Nowadays, for Gracia's inhabitants, tourism is a real threat, which is putting at risk the locals' habits and lifestyle. In fact, the phenomenon of Gentrification is one of the main issue that the *Barrio* is living since the development of tourism. According to the Doxey "Irridex" model (1975) and what it has been found in the formal and informal interviews of Gracia's inhabitants the general vision toward tourism has quickly shifted from apathy to the irritation stage. "There is already enough local commerce and trades, we do not need tourists" (G.R., ex president of "Coordinadora de Colles de Cultura de Gracia", 2017). The opinion of E.B. (member of the neighborhood association "Gracia On Vas") is also clear: "we wanted to named *Assemblea de barrio por el decrecimiento turistico* (district assembly for the decrease of tourism) instead of *Assemblea de barris per un Turisme Sostenible*. She refers to a platform, which has been recently created to coordinate several districts of the city, which have been victims of the tourism massification or feel threatened by it, to take actions to stop tourism and protect their local lifestyle.

It can be said that Vila de Gracia, as other districts of Barcelona are perceiving tourism mainly as a social and cultural cost due to the lack of clear evident economic and social benefits that positively affect the community. Since these benefits are the antecedents of community support for tourism, it explains the current local irritation stage.

The problem of Barcelona city in general toward tourism is that there is a real "tourism phobia" as it has been said by Daniele Poretta, architect and activist in the "Collectiu Acció Urbana"(2017): "The victims of mass tourism are also the tourists. The reason why is that its development as a tourism destination was exclusively based on promotion, but it never invested on finding measures to stop the negative consequences of tourism."

As it has been proven, despite the guidelines and definition of sustainable tourism given by UNESCO and UNWTO and the "new being culture", there are still important issues to face related with its development in many destinations, especially when it comes to local communities. The negative impacts in destinations are significant and still represent a big issue which tourism need to solve. Referring to developed countries the debate is related more in the way cultural heritage is managed. The City Hall of Barcelona is trying to distribute the tourism demand to also other areas in order to avoid the traffic and the congestions which can represent an issue for the city (Arias, 2017) but, the Vila de Gracia inhabitants are already in their irritation stage and ask for a visible decrease of tourism. It can be said that their tourism perception will soon shift to the Antagonism of Barceloneta district, if measures are not going to be taken. To avoid it, are required drastic changes in the tourism

management of Vila de Gracia, as the one of Barcelona.

The solution illustrated by Augustí Colom (Tourism Councillor in the City Hall of Barcelona) is that is necessary to set a limit. Otherwise a destination attractiveness is not going to last. The main key is to find a balance between residents and tourists (2017). Therefore, to guarantee the sustainability of a destination it is required to avoid mass tourism, which is characterized by a rapid and uncontrolled development and it is fated to a short term benefits of a destination, since it is the major cause of negative effects such as standardization and banalization. Instead the promotion of alternative form of tourism, if managed involving the local community and with a slow and controlled development it can be sustainable and rentable long term. In order to do so, it is not only necessary to constant monitor and control the side effects of tourism but also, in case of cultural tourism such as Vila de Gracia, to empower locals and invest in their cultural heritage. This is going to reinforce the authenticity, by favoring an own, original, unique and diversified way of life. The tourists will come later on, attracted by its veracity and vitality (Romero, 2000). Doing so will favor community's well-being and guarantee quality and the long term viability of the touristic product or of the destination itself so that is not compromise by adverse reactions of the local community.

5.2 Limitations

The topic chosen to argument the research was broad and complex. The initial intention was to create a management method of sustainable and responsible tourism which will have as protagonists the local communities. Creating a system in which authenticity of cultural heritage will be protected so to represent an attractive for tourists without loosing its meaning for locals communities. However, once started the research it was found that the time given was not enough to conduct such a deep analysis. Due to the lack of recent studies and the different and innovative focus of the research which has never been tested before.

Furthermore to be more effective, it has been decided to give the research a more practical approach. Doing so it allowed the researcher to compare the theoretical studies and theories within an actual and realistic situation, analyzing the effects of tourism on a specific destination. Due to this change, it was necessary to modify the main themes presented in the data collection, which switched from the role of "authenticity" in tourism, to the analysis "relation between host and guests", because the first topic required specialized researchers while the applied method was more focused on people with knowledge of the place and related to its social framework.

Finally, the aim of the research have been modified to a more duable and indicated for the applied

method chosen. The new aim was: detecting the current situation between the relation "hosts and guests" and identify its main problems. This meant going one step backward in order to fulfill the lack of relevant information found at the beginning. To reach these new objectives the finding have played a fundamental factor for the outcomes of this research. The people interviewed provided essential information which gave the researcher additional material to work on.

To conclude, even though was not possible to arrive to the creation of a sustainable method to develop tourism destination, the research provides relevant datas and significant contribution to knowledge which can set the basis for the realization of further researches.

5.3 Future recommendation for future research

After had developed this undergraduate dissertation, it would be interesting to conduct further researches on the topic, since it is a field not yet explored. The fact that there are many lack of recent studies on the topic it means that will be easier to find relevant contributions to knowledge to your research.

As professionals of the tourism and hospitality sector it is in our interest as also in our duty the wellbeing of the people involved in its activities related. Furthermore, sustainability in tourism is going to growth and, it will be no longer effective or valid using it only as a marketing tools, but it will soon be a theme which will be took into serious consideration.

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APPENDICES

Appendix 1: "Characteristics of Old and New Tourism", by Poon, 1993

Figure 1: Characteristics of Old and New Tourism (Source: Poon, 1993).
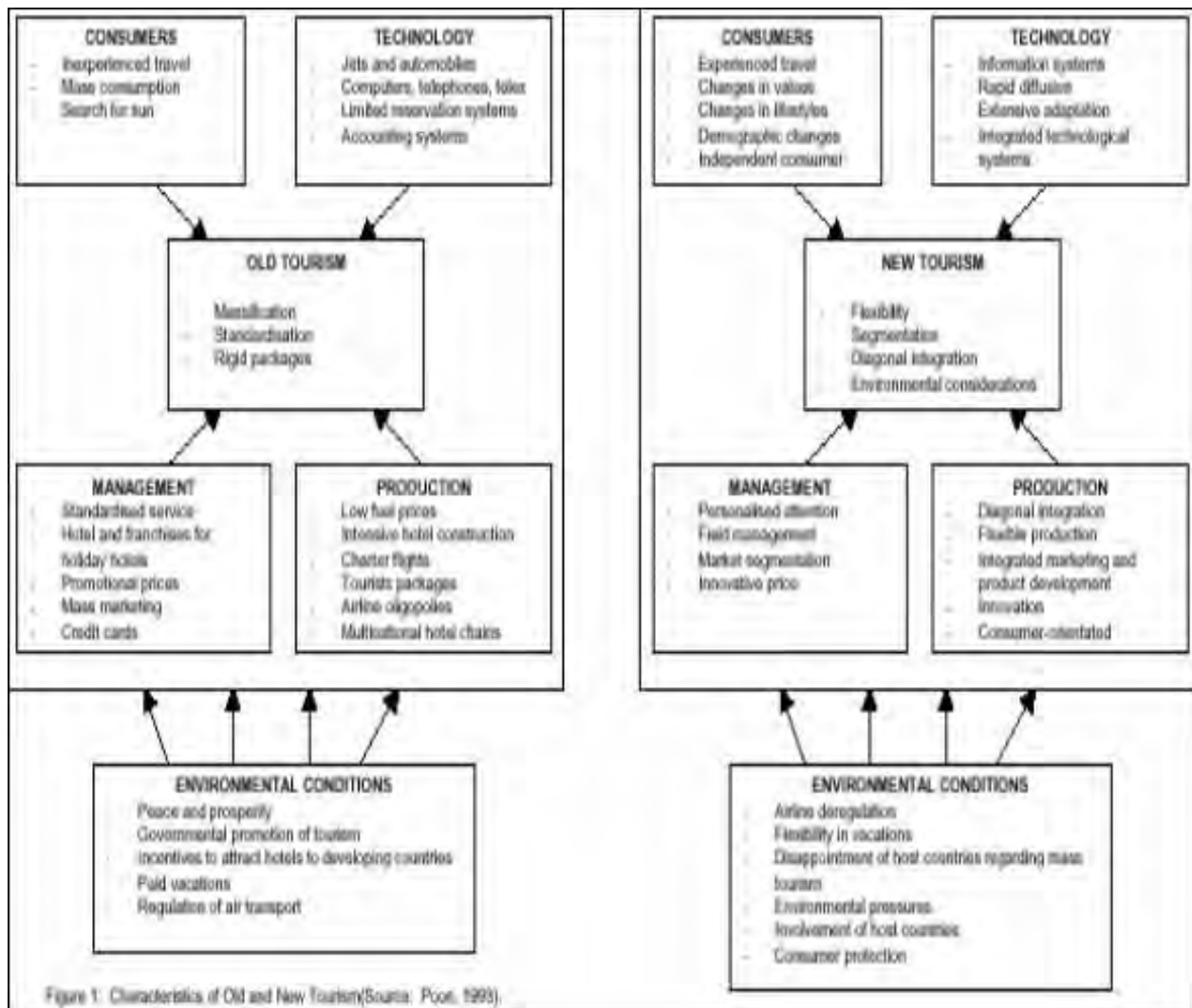
Ten trends (Table 1) have been identified from the scenarios which will shape the authentic tourist. So now, let us look at the evidence and assumptions about the future.

4.1. Trend 1: a global network

'It is not what you know but whom you know'—that is the classic saying of how to get on in the world. Today's society, unlike previous generations, is free to choose connections and influences whether they be the democratisation of the family, the phenomenon of blogging, the exponential rise of email or the brokering of personal contacts. Society today has fewer social boundaries. Technology has revolutionised personal communications and produced a global-network knowledge society. Travel and the internet have brought new tastes and awareness of new ideas and destinations. Long-lost friendships are rekindled on friendsunited.com. Openness and transparency have become the norm. However, technology is just an enabler. The desire for human contact is as strong as it has always been (Brass, 2005). The consumer is very much part of the global network society. The desire for human contact is highlighted throughout the scenarios.

4.2. Trend 2: ethical consumption and volunteering

There are very few markets in the UK not affected by the trend in ethical consumption. Wilmot (2003), in his book *Citizen Brands*, recognises that consumers with greater affluence (who are also better educated and more concerned for the environment they live in) are turning to ethical consumption as a means of contributing to society, which results in citizen brands, where society is the heart of the brand. One of the best examples of a citizen brand has been the rise of Fair Trade over the last decade (Yeoman & McMahon-Beattie, 2006). Growth in the number of products under the Fair Trade label, which was launched in 1995, has stood at between 40% and 90% per annum. This has expanded from one brand of coffee to 250 foods, including fruit, juices, vegetables, snacks, wine, tea, sugar, honey and nuts, all sold at a premium price. By using the principles of ethical purchasing and citizen brands, individuals are contributing to the society they live in.

This movement towards ethical consumption is partnered by a trend to inconspicuous consumption where consumers do not broadcast their personal success via ostentatious display. In line with this change in consumerism, volunteering is re-emerging as a tourism experience, whether this be rebuilding a stone dyke for the *National Trust of Scotland* or walking the Great Wall of China for *Marie Curie* or using a gap year to build houses in Thailand. In the scenarios, we observe the issues of sustainability and community involvement as a representation of ethical consumption.

4.3. Trend 3: the affluent consumer and the experience economy

According to the CIA, by 2020 the world GDP will grow by 30% (Hutchings, 2004). Such a forecast puts to bed the myth of economic decline, as propositioned by a number of economists (Yeoman, 2004). In Britain household disposable income has grown threefold in real terms between the early 1950s and the start of the new millennium. This is an annual average increase of 2.5% per annum. This has had a major impact on the material aspects of people's lives. Not only have televisions, telephones, and washing machines become the norm but now consumers have an increasingly large proportion of their discretionary income to spend on holidays, health and leisure activities. Luxury, once for the minority, is now a mainstream phenomenon. This accumulation of wealth means that consumers are constantly searching for self-esteem and self-actualisation as they perceive that they have all of their tangible goods and needs. The consumer focuses their expenditure on goods and services which will improve their quality of life and enhance their sense of self. Therefore, as the experience economy grows, consumers devote their increasing affluence to travel and tourism products. As the experience economy matures, a shift is identified by which consumers search for and buy a real experience rather than something that is false, fake or manufactured. Here, the consumer searches for a destination that offers a sense of real place, rather than a theme park constructed solely for the tourist.

4.4. Trend 4: the educated consumer

In 1992, 35% of UK consumers had no qualifications whatsoever, compared with 20% in 2006. Furthermore, across the world, levels of educational attainment are increasing, especially in higher education. In 2004, 2.2 million of all school leavers in England and Wales went into higher education compared with 0.7 million in 1970 (Yeoman, 2004). Education is a key driver in authenticity as the consumer is more discerning, affluent and sophisticated in the choices they make. In the scenarios this trend is illustrated by the case of Alistair Leishman, a student, who is very knowledgeable about Orkney and about his past.

4.5. Trend 5: trust in the past

Taylor (1991), in his book *The Ethics of Authenticity*, concludes that the consumer feels safe in the past as the future is uncertain. Therefore, they search for authenticity based upon feelings of nostalgia, a search for their historic roots and heritage. For example, parents buy Scalextric car racing sets and Hornby model railways for themselves rather than for their children (Gillham, 2004). Taylor then demonstrates that authenticity contains an artificiality which Cohen (2002) and Eco (1986) construct as a false reality. For example, Disneyland is seen by some as quintessentially American and it is in this sense that it can be perceived as authentic; its authenticity is a symbolic one. It is a reflection of American society and culture which post-modernist theory portrays as real. Disneyland is the perfect example of manufactured authenticity based on illusion and fantasy and is an example of how authenticity means different things to different people and, indeed, how it is historically, culturally and politically determined. Within the scenarios the example of the Hughes family's visit to the Irn Bru factory is an illustration of the nostalgia engendered by constructed authenticity. It is Lowenthal's (1985) majestic study, *The Past is Another Country*, that reminds us that a country's past is associated with its buildings, battle, culture and heritage. Destinations without these elements have no festivals to celebrate and have no cultural iconic value. Destinations rich in history and heritage are perceived to be authentic because history is an illustration of the truth rather than something that is falsely manufactured. However, we will concede the point that history has many interpretations. Within the scenarios, this reliance on the past is illustrated by the church tourism officer telling the story of St. Angus's robe which, allegedly, had healing power.

4.6. Trend 6: individualism

Linked to the trend of increased affluence and luxury has been a shift towards individualism in which the consumer searches for products and services which meet his or her individual needs. In addition, this is related to the trend of the diminishing role of social and mutual institutions, encouraging a decline in deference to authority and growth in self-reliance. The impact of new media technologies and globalisation raises awareness of new communities and connections. The combination of these trends provides a melting pot from which people can draw their identity. It helps lower the barriers to people's potential and allows them to be exposed to a greater variety of options. As the consumer faces complexity of choice and markets become more fragmented and individualistic, so identity will still be derived from family, local and national attachments but also from lifestyle choices, specific brand affiliations and niche interests.

Authenticity becomes the expression of a person's individualism through the achievement of self-actualisa-

tion. This could express itself in participation in volunteering or in tracing one's ancestral roots. It is also illustrated in the scenarios by the Hughes family's consumption of food associated with their holiday destination and by Alistair Leishman's fascination with traditional Orcadian music.

4.7. Trend 7: multi-culturalism

The whole process of globalisation has significantly amplified the meaning of the term 'multi-culturalism' within our social order. Access to an even wider range of ideas and interests has never been easier. The internet boom, the expansion in specialist and minority television channels, and the relentless growth in international tourism, etc, combine to stretch perceptions and eliminate what we might call mono-culturalism, i.e. seeing the world through only one set of pre-ordained, inherited notions. The consumer of today will watch the latest Bollywood film, consume a curry, purchase exotic spices for cooking and will read about Rajasthan in the latest edition of the *Lonely Planet*. Multi-culturalism has now become an everyday concept in the life of the consumer. In the scenarios, an expression of this multi-culturalism is Alistair Leishman's exposure to the Orcadian Indians and a Hollywood blockbuster and his interest in traditional music.

4.8. Trend 8: resistance to marketing

In 2003 Coca-Cola, following negotiations with the Scottish Executive, removed its logo from drinks vending machines in Scottish schools (Future Foundation, 2005a). A year later, a survey by the Scottish Parent Teacher Council found that a majority of parents opposed the branded promotion of food products in schools. In 2004 a hospital in Norfolk, following complaints from parents, banned McDonald's staff from giving meal vouchers to the families of sick young patients. McDonald's pointed out that they had been fund-raising for the hospital over the previous 14 years and this was political correctness going too far. The point of these observations is that big companies and well-known brands seem to be curtailed, corralled and controlled by this phenomena. Does this mean the rise of the world of Klein (2001) and No Logos? Or is it an observation of consumers' suspicion and scepticism of marketing's attempt to persuade them?

Resistance to marketing is a key trend which advertising is becoming increasingly unsuccessful in persuading consumers to buy products and services. In 2005 the average consumer in the USA was bombarded with 5000 messages per day, compared to 1500 in 1960. Britons receive just under 4 billion pieces of direct mail every year and a recent survey by Gartner suggests that a third of all email in the UK workplace is unwanted, all of which leads to in a society suffering from information overload (Future Foundation, 2005b). In the scenarios, Alistair Leishman

takes a holiday on Orkney based on recommendations by friends, on what he has learned at school and on his rejection of the over-sold mass tourism destinations.

Digital television means the consumer can skip the advertisements and, therefore, we have witnessed the rise in popularity of product placement in many television programmes. The highly educated consumer has a sense of mistrust towards big business ever since the fallout from Enron and WorldCom. The consumer, therefore, turns to their friends and families or independent sources for advice on purchasing activity, hence the rise of the network society.

4.9. Trend 9: time pressures and authenticity

Gazinta is a term coined by the American economist, Burns (1993), to describe people's desire to maximise the efficient use of their time. He argues that time has become a more precious commodity as affluence has increased and opportunities and horizons have broadened. The law of *Gazinta* states that people are led to sample a range of activities and satisfaction rather than devote themselves to one or two. However, while the portfolio of activities and leisure activities in particular has grown, there are still only so many hours in the day. Many leisure venues have broadened their offer to the consumer so that a wider range of activities is presented under one roof. For example, shopping centres have cinemas and cinemas contain cafes; pubs offer TV viewing, food, quizzes and live music.

On the other hand, according to research by the Future Foundation and VisitScotland (2005), people will increasingly want longer, more natural, 'authentic' activities to operate as 'time spaces' in their lives. In effect, people's leisure portfolios will incorporate a wide range of 'short-burst', simultaneous or integrated activities taking place alongside spells of longer, less hectic activity which can be described as 'time oasis leisure'. Climbing a Scottish Munro (mountain) may be perceived as an example of a short-burst activity but once the climber reaches the summit the tranquillity of the 'authentic' landscape becomes a person's time oasis. In the Ella Stewart scenario, Mr. and Mrs. Hughes are 'granditravellers' who are taking their grandchildren on holiday because the children's parents are otherwise engaged at half-term. Throughout their holiday they follow Burns' *Gazinta* principle by which they sample a number of activities rather than devoting themselves to one activity. There are bursts of adrenalin but there is also time for tranquillity.

4.10. Trend 10: increased competition amongst tourism destinations

The worldwide growth of tourism must count as one of the most remarkable achievements of the last 50 years. With one or two exceptions, the proportion of the world's population taking part in tourism activity has risen year on year over the last three decades. The propensity for tourism

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Table 2
World's top tourism destinations by international tourist arrivals

Rank	1950	World share	1970	World share	1990	World share	2002	World share
1	USA		Italy		France		France	
2	Canada		Canada		USA		Spain	
3	Italy	71%	France	43%	Spain	38%	USA	35%
4	France		Spain		Italy		Italy	
5	Switzerland		USA		Hungary		China	
6	Ireland		Austria		Austria		UK	
7	Austria		Germany		UK		Canada	
8	Spain	17%	Switz.	22%	Mexico	19%	Mexico	14%
9	Germany		Yugoslavia		Germany		Austria	
10	UK		UK		Canada		Germany	
11	Norway		Hungary		Switzerland		Hong Kong	
12	Argentina		Czech		Greece		Hungary	
13	Mexico	9%	Belgium	10%	Portugal	10%	Greece	11%
14	Netherlands		Bulgaria		Malaysia		Poland	
15	Denmark		Romania		Croatia		Malaysia	
	Others	3%	Others	25%	Others	33%	Others	40%
Total	25 Million		166 million		456 million		703 million	

is linked to the trends of affluence and general well-being. According to the World Tourism Organisation (2004), tourism is the world's largest industry. Receipts from international tourism increased annually by an average of 3.3% per annum from 1995 to reach 523 billion US dollars in 2003.

According to Table 2, in 1950 the world's top five destinations represented 71% of all international tourist arrivals, whereas in 2002 they accounted for only 35%. This means that 99.6% of the countries have a tourism offering. You can now take a holiday at the North Pole and the South Pole and everywhere in between. Even Afghanistan has a tourism offering of the 'last unconquered mountains of the world'. According to Lennon (2004), Yeoman, Durie, McMahon-Beattie, and Palmer (2005) and other leading tourism writers, destinations which have a high iconic value will be able to distinguish themselves from the competition. Iconic value relates to a nation's culture and history. Lowenthal (1985), in his book The Past is Another Country, states that nations' buildings, battles, culture and heritage are central elements of their tourism package.

Both scenarios illustrate how Scotland can be positioned as an authentic experience, whether this be Alistair Leishman's interest in his heritage or Pitlochry's historical sense of place.

5. What does this mean for scottish tourism?

Brass (2006) uses the term 'authenti-seeking' for consumers searching for authenticity in a range of products, services and experiences or looking for it within themselves. This trend presents an opportunity for Scottish tourism; as going on holiday is now perceived as the No 1

luxury experience (Yeoman & McMahon-Beattie, 2006) and those who go holiday perceive an authentic cultural experience as the most important kind of holiday experience, across all age, gender and socio-demographic groupings (Brass, 2006). This authentic experience is about avoiding areas and activities where there are lots of other tourists, indicating a desire to explore the untouched and unexposed. This means that Scotland must not be too successful, thereby creating hot spots and over-developed destinations as the funicular railway on Ben Nevis. As we see in Fig. 1, this trend is high amongst ABs and older generations, perhaps emphasising a world cynicism about the unoriginal, which is less obvious in the not-yet-jaded younger generations.

In terms of activities, the appeal of outdoor holidays and activities is on the rise, whether this be walking, camping or trekking. The phenomenal resurrection of caravanning holidays over the last 5 years is a reflection of freedom and the open road. As a result of recent changes to the law regarding accessibility to land, combined with greater awareness of health issues, there has been a rise in the popularity of outdoor holidays, as highlighted in Fig. 2.

Additionally, hiking and nature-based activities are associated with the appeal of the outdoors. Even amongst the 20–30 age group, the Ramblers' Association is experiencing a rapid rise in its membership, suggesting that singletons are looking for a social network in which to get involved, something that is supportive, providing a community environment that counteracts the perceived negative affects of a networked society and globalisation. As well as activity holidays, extreme sports is becoming a mainstream activity as rising income levels have improved accessibility to niche activities and driven tourism activity towards non-conventional experiences. This trend is push-
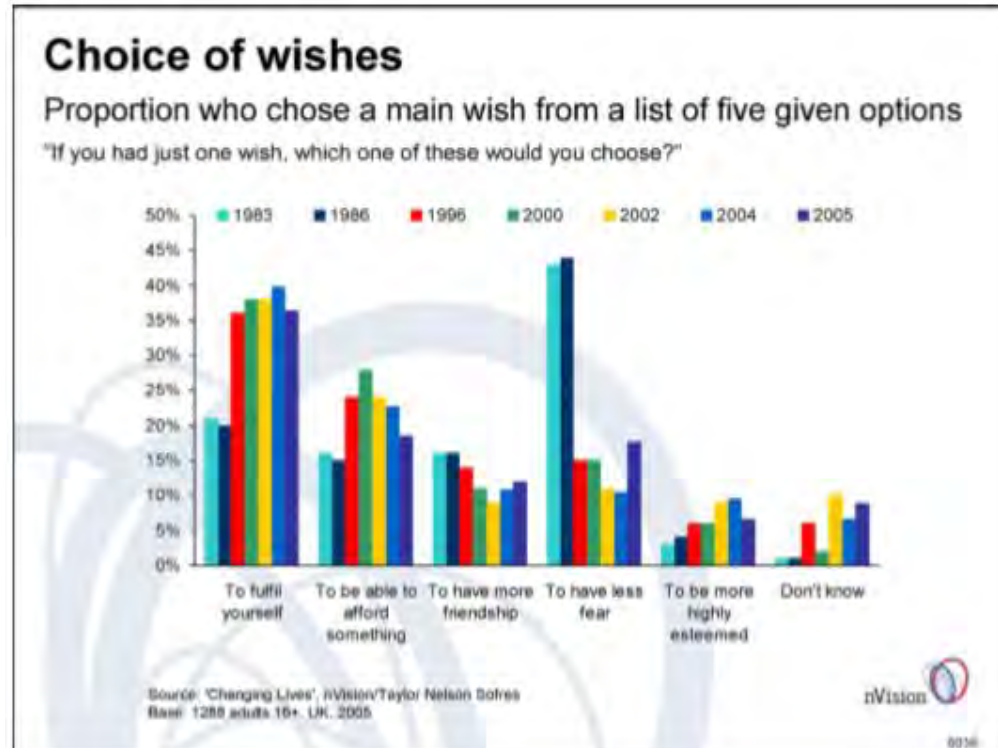
Appendix 3: By nVision in Yeoman, 2007

Appendix 4: By nVision in Yeoman, 2007

Appendix 5: by Vengesayi 2003

A CONCEPTUAL MODEL OF TOURISM DESTINATION COMPETITIVENESS AND ATTRACTIVENESS

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Track: Conceptual Papers / Marketing Theory

Abstract

This conceptual paper proposes that the popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. The competitiveness elements are derived from the supply side and the attractiveness from the demand side of tourism. The purpose of combining these perspectives is to come up with a holistic understanding of the destination popularity dynamics. The input of both tourists and tourist facility operators is necessary for any destination to manage and enhance its competitive advantage. Tourism researchers have investigated destination attractiveness and destination competitiveness as separate and unrelated concepts. This paper proposes that the evaluation of tourism destinations can be approached by symmetrically conceptualising destination attractiveness and destination competitiveness as related and complementary dimensions. This approach allows comparisons to be made about the congruency between what the destination invest in and what customers are looking for in a destination.

Introduction

Traditionally, destinations have responded to a decline in visitor numbers by increasing their marketing expenditure (Buhalis 2000; Ritchie and Crouch 1993). This strategy seems not to be working as more and more destinations are spending more on marketing, with limited results. In the new millennium, tourism has become the most important economic activity on a worldwide scale (World Tourism Organisation 2003a). International arrivals have, in 2002, for the first time in history reached the 700 million mark (World Tourism Organisation 2003a). The contribution of the travel and tourism industry to the world economy is significant. Although the growth in global tourism appears to continue at rates comparable to other industries, tourism is in a mature stage leading to increasing competition among destinations (Buhalis 2000; Morgan et al. 2002b).

Morgan *et.al.* point out that 70% of all tourists visit the ten major world tourist destinations, leaving the rest of the world sharing the remaining 30% of tourists (2002b). This indicates the intensity of competition for the other less known destinations. For the tourism industry to be profitable industry now and in the long term, its development and management should be according to a new competitiveness paradigm(Ritchie and Crouch 1993). Competitiveness is now widely accepted as the most important factor determining the long term success of organisations, industries, regions and countries (Kozak and Rimmington 1999).

In the past destinations believed that it was enough to have only the tourists and destination resources and low salaries, attractive exchange rates etc. for them to compete and be successful in the international tourism industry (Bordas 1994). This approach gave rise to the formulation and implementation of strategies and policies

that aimed mainly at stimulating tourist volumes. In most cases results have not been as expected, leading to questioning of this strategy. Empirical evidence has shown that to secure long-term profits and continued patronage, it is essential to have competitive advantages (Poon 1993).

A destination, according to the New Shorter Oxford Dictionary is defined as 'the place to which a person or thing is going, the intended end of a journey.' However when applied to the tourism context, authors have offered different perspectives of what constitutes a tourism destination. For example, Buhalis, (2000) defines destinations as places that offer an amalgam of tourism products and services, which are consumed under a brand name of the destination. He argues that 'they are well defined geographical regions, understood by visitors as unique entities with a core of six main provisions, i.e. attractions, accessibility, available packages activities and ancillary services. Other definitions have also been proposed by Leiper (1990; 1995) and Hu and Ritchie (1993). The World Tourism Organisation recently defined a destination as "..a physical space in which visitors spend at least one night and is made up of tourism products such as support services and attractions, and tourism resources with physical and administrative boundaries that define its management, images/ perceptions of market competitiveness" (World Tourism Organisation 2003b).

Destination Attractiveness

The attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. The more a destination is able to meet the needs of the tourists, the more it is perceived to be attractive and the more the destination is likely to be chosen. Mayo and Jarvis (1980), define attractiveness as, 'the perceived ability of the destination to deliver individual benefits'. This ability is enhanced by the attributes of a destination, i.e. those components that makeup a destination. This is a demand side perspective of the destination. The importance of these attributes help people to evaluate the attractiveness of a destination and make relevant choices.

The attractiveness of a tourist destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario 1979b).

Destination competitiveness

"Competitive strategy is the search for a favourable competitive position in an industry. It aims to establish a profitable and sustainable position against the forces that determine industry competition" (Porter 1985). The search for the forces and factors that determine the competitiveness of the tourism industry is an area that has not been fully explored (Dwyer et al. 2003a). In tourism context, the concept of competitiveness has been applied to different settings. Various authors have linked competitiveness to economics, marketing and strategic perspectives, price, quality and satisfaction.

A destination can be said to be competitive if its market share, measured by visitor numbers and financial returns are increasing (Hassan 2000). This approach supports the widely held view that competitiveness should be linked to high visitor numbers and increasing destination income. Recent studies have shown that growth in tourism

often crowds out other economic activities, hence tourism simply replaces the industries that have been there before, to other researchers (Buhalis 2000), destination competitiveness is linked to the economic prosperity of the residents of the country. Because of the multifaceted nature of the tourism industry and the diversity of the industries that are involved in making destinations competitive, it is important to look beyond inter firm rivalry (Hassan 2000). Destination competitiveness could be associated with the ability to deliver an experience that is more satisfying than that offered by other destinations.

Pearce (1997) posit destination competitiveness as the techniques and methods that can be used to analyse and compare the diverse attributes of destinations in the context of planning. The evaluation of the major destination components can provide a better understanding of the competitiveness of such destinations. Competitiveness in tourism destinations has also been discussed from an environmental perspective (Mihalic 2000).

Destination Attractiveness/Competitiveness link

Competitiveness and attractiveness view destinations from two different perspectives (Buhalis 2001), one from the tourist perspective (attractiveness), and the other from the destination perspective (competitiveness). Dual analyses of these two concepts provide a holistic perspective of the Tourist Destination Competitiveness and Attractiveness (TDCA) dynamics. TDCA is defined as the ability of a destination to provide social, physical and economic benefits to the destination population as well as a satisfying experience to the tourist. Studies of destination attractiveness have centred on the needs of the tourists and what attracts them to various destinations (Formica 2001; Hu and Ritchie 1993) while those on destination competitiveness have focused on the ability of organisations to produce products that are accepted internationally (Kozak and Rimmington 1999; Newall 1992). These two concepts have not been analysed together and empirically tested. This conceptual paper attempts to address this link between tourism demand and supply. The proposed model is shown in Figure 1. The TDCA model proposes that destination supply factors and tourist demand factors help in creating an environment in which tourism flourish and can be consumed satisfactorily. The 'destination experience environment' is proposed to be positively related to and as the most important factor in determining TDCA, enhanced by (a) availability of attractions and mix of activities and (b) the supporting factors. Reputation, branding and the trip cost are proposed to moderate the relationship.

In the following sections a discussion of the salient features of the proposed model and the hypothesised relationships is provided.

Attractions and Mix of Activities

Attractions are the primary elements of destination appeal. They are the key motivators for visitation to a destination (Crouch and Ritchie 1999). They are the fundamental reasons why prospective visitors choose one destination over another. Researchers have grouped, classified and categorised attractions differently. Goeldner et al (2000) categorised attractions into five main groups; cultural, natural, events, recreation and entertainment (page 217). The range of activities within a destination is an important pull factor and represents some of the most critical aspects of destination appeal. Moreover destination managers have significant control and influence over the mix of activities. The mix of activities is a result of initiatives and creativities by the destination. The activities are important as tourists increasingly seek 'experiences

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that go beyond the more passive visitation practices of the past' (Crouch and Ritchie 1999). The variety of the attractions and the mix of activities offer the tourist a wide choice and ultimately they stay longer. This leads to Proposition 1:

P1. The destination's mix of tourist activities and attractions is related to its attractiveness and competitiveness

Supporting Facilities

These are the facilities that exert a secondary effect on the motivation to travel eg. Accommodation transport infrastructure and services, energy etc. Facilities provide the foundation upon which a tourist industry is based (Crouch and Ritchie 1999). The attractiveness of a destination is enhanced by its ability to provide facilities that tourists can use at the destination. Competitiveness of a destination is achieved when the provision of services and facilities are competitive against alternative destinations. Tourism support services are varied and depend on the type of destination and the objectives of the Destination Management Organisation (DMO). The DMO contributes to the attractiveness and competitiveness of a destination through the strategic decisions like the type of destination they want to be the level and range of facilities that should be available and the regulation of operators. This leads to Proposition 2:

P2. The range and level of destination supporting facilities and the management abilities of the DMO is associated with its attractiveness and competitiveness.

Figure 1: The proposed conceptual model of TDCA
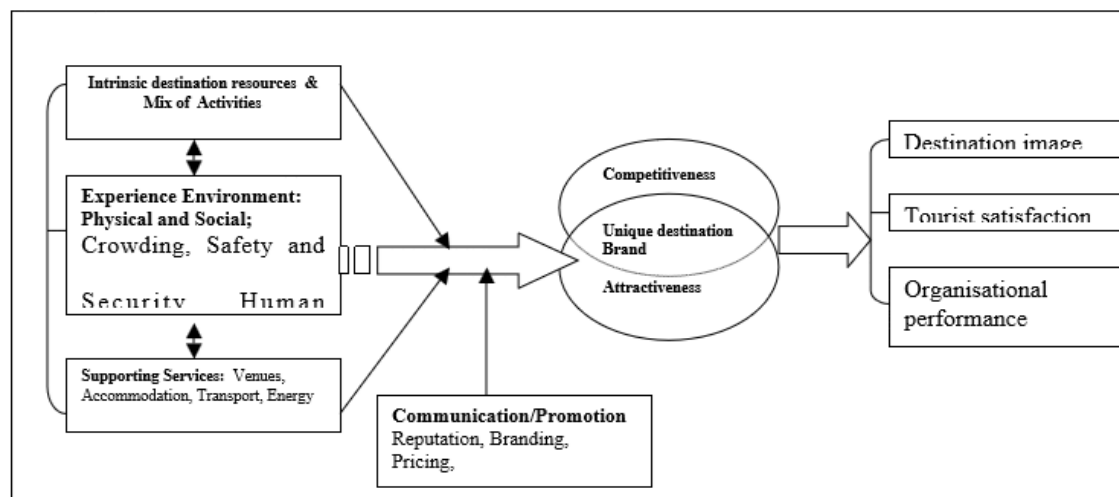
Experience Environment
The place in which the experience is enjoyed has been defined as the environment in which the service is assembled and the firm and customer interact (Baker et al. 1992). Both the physical and social environments are important for the acceptability and

Appendix 6: Intangible Cultural Heritage By UNESCO

Appendix 7: Irridex Model by Doxey, 1975

Stages of Development

EUPHORIA	Initial phase of development, visitors and investors welcome, little planning or control mechanism
APATHY	Visitors taken for granted, contacts between residents and outsiders more formal(commercial), planning concerned mostly with marketing
ANNOYANCE	Saturation points approached, residents have misgivings about tourist industry, policymakers attempt solutions via increasing infrastructure rather than limiting growth
ANTAGONISM	Irritations openly expressed, visitors seen as cause of all problems, planning now remedial but promotion increased to offset deteriorating reputation of destination

Appendix 8: TALC by Butler, 1980

Stage	Description of stage
Exploration	- small tourist numbers, making individual travel arrangements and following irregular visitation patterns - no specific tourist facilities, use of local facilities, thus high contact with local residents
Involvement	- increase in number of visitors, assume some regularity - some locals may begin to provide facilities for visitors - still high levels of contact between visitors and locals - some advertising to specifically attract tourists - basic market area for visitors can be defined.
Development	- well-defined tourist market area - heavy advertising - decline in local involvement and control of development - some locally provided facilities will disappear, replaced with larger facilities provided by external organisations
Consolidation	- rate of increase in numbers of visitors will decline, although total numbers will still increase - total visitor numbers exceed number of permanent residents - major part of the area's economy will be based in tourism - large emphasis on marketing and advertising
Stagnation	- peak numbers of visitors will have been reached - capacity levels will have been reached or exceeded, with environmental, social, and economic problems - well-established image but it will no longer be fashionable - heavy reliance on repeat visitation.
Decline	- the area will not be able to compete with newer attractions and so will face a declining market - no longer appeal to vacationers (used more for weekend or day trips).
Rejuvenation	- may occur when there is a complete change in the attractions on which tourism in the area is based.

Appendix 9: Conference "Natural Protected Areas as Tourism Destinations" Sila National Park Applied Study by Ferrari, 2017
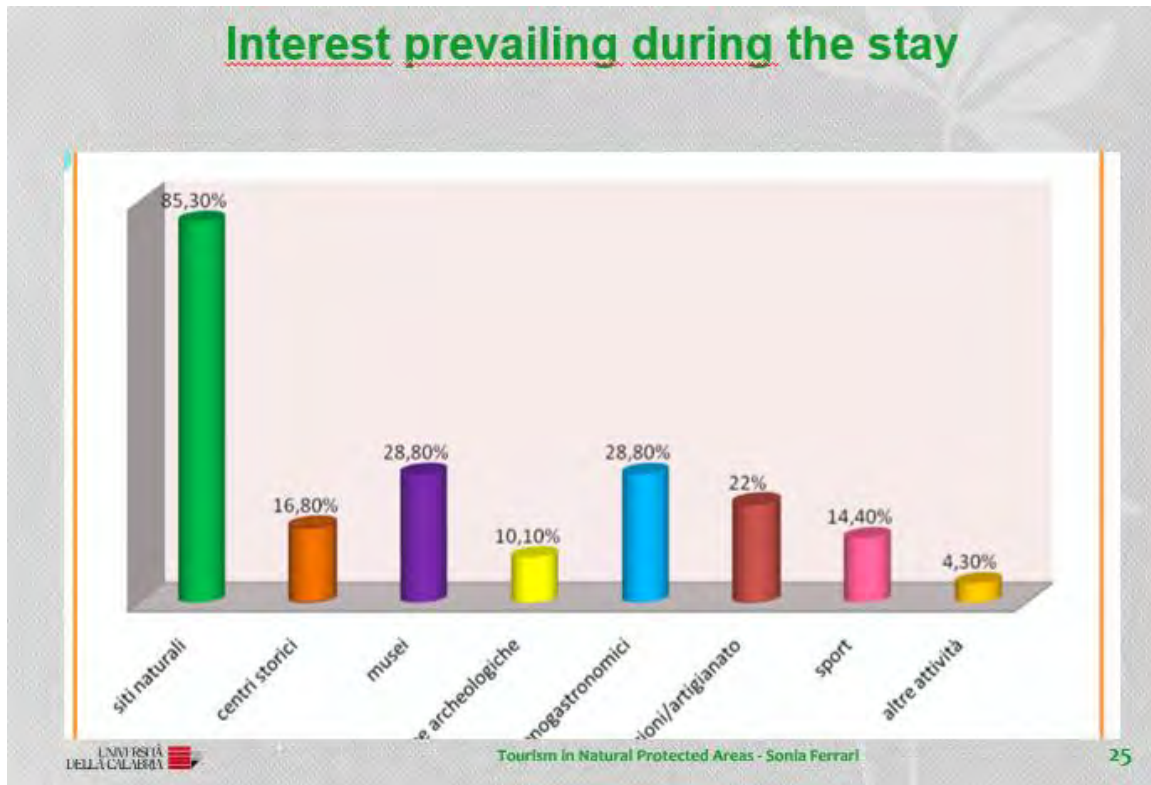
Appendix 11: **observation walk**

Walking down the street of Gracia's district the firsts things that you are able to notice is that is a completely different setting than Barcelona city, the streets are small, with really tiny sidewalks, I can barely pass with my bike beside. Some of them are pedestrian, and there are many local and ancient shops facing them. Together with the historical shops, there are also many international bars and restaurants which are perfectly part of the neighborhood. A different atmosphere, shops and community spaces which also have the objective to create a community sense around them, as the Music Room in Carrer la Perla, where people can go there to relax and practice their musical instrument or with their own band. Another example is the "libreria italiana Le Nuvole" which organize italian courses and lessons for people who would like to learn it.

Walking down the street of Gracia you can meet families but especially grandmas and grandpas with the bags full of vegetables and fruits who just probably came back from the market, but also many young people. It seems like a village inside a city. People who play music in the street, birds singing, people sit in a bar drinking a coffee while smoking a cigarette. The observation continue in carrer Verdi, when people meet on the street say "hi" to each others, here owners of the shops, who are clearly not from Europe speak perfect Catalan and have conversation with grandmas and people of the district.

Appendix 12: **informal interviews (locals)**

I firstly just thought about conducting interview exclusively with professionals or local authorities but, going on with the work I realized that local people from Gracia have so many things to say. Most of them either they lived all their life in Gracia, or have been attracted by its strong social identity and uniqueness and decided to settle here. Everyone is passionate with the district and, even the young have the intention to keep living there, even though the prices are increasing and is becoming more and more difficult to afford to pay the rent. Here are some of the locals' opinions recollected within several days:

The italian librarian: "if you want to know Gracia, you need to start from its history. Gracia district, even during Franco's domination, has always showed its uniqueness and diversity with proudness. It was clearly divided in two areas, the rich one and the workers"

SCHOOL
OF TOURISM
& HOSPITALITY
MANAGEMENT
SANT IGNASI
Ramon Llull University

The retired butcher: helder man with its bitter vision of reality. He lives now in the countryside, and he is enjoying "it's deserved rest/holidays" after a life working and living in the Gracia's district. He opened his shop in front of Abaceria Market 36 years ago, during the crisis "you are crazy" people were saying to him, "but I had the energy and the strength to do so" he continues. Jesus now is retired, he is happy and satisfied with his life, his business has been enough successful that now he finally jubilate and passed it to Victor, a young guy who has been working with him during 10 years. Jesus was born in Barceloneta, 72 years ago, when the quarter was inhabited by fishermen, a time where the market happened on the street and the fishermen, just back from the sea, walked around the street shoeless. Gracia was also completely different from now. Jesus lived in Gracia for most of his life, an industrial district where "once, in all the down floor there were open shops and local businesses, artisans and so on". The district was inhabited by workers (obreros), lively and with its strong personality. But something is changing. "Change is normal, it is part of life. We need to innovate and be pro changes even though no one will know what will happen next". When it was asked to him about the changes of the Abaceria Market. "We already know that Gentrification is something which is already happening, and you cannot stop. Everything has a beginning and an end. Once those street were inhabited by workers and industrial people, now all those small apartments that you see, are occupied by architects and professionals with high purchasing power because no one can afford those prices anymore. The change of the market, it is something which is going to happen, we just need to watch and see how it will change things. I am already close to an end, I already fought for changes on my times. But oppose and resist to the future and the innovation, that is something useless. "People change, people die, authenticity die, it is something no longer existing anymore". All those young people fighting in order to keep things how they have been since years, they should move on. Tourism is something good, which bring business and money, people should embrace it. I am pro tourists because brings business to something which will already be dead by now.

Observing the Abaceria market, who dominates the …. plaza since the…year. One of the last market of Barcelona to be renewed. From the outside its structure is old and dirty. It seems untreated for many years. Looking at it attentively it seems like the "grandeur of a historical relict", since the market always had a strong symbolic value in the past of everyday life.

Moving inside the market it can be noticed that many stands have been permanently closed, it might be for the renew project of the market which it will start in two years from now. Between the stands who are still left there is an incredible variety of products, from meat, fish, olives and vegetables/fruits stands, there are also some which works like small restaurants, where you can have snacks or a proper

dish, all occupied by locals having lunch. In one of them they give you the possibility to bring some meat, just bought from one of the stand and they will cook it for you, for an additional price of 2 euros. There are some tourists hanging around, the man of the "simil Boqueria stand" stops most of them. He sells fruit juices, exactly like the one you can buy from Boqueria market, a change that the owner made just recently. This stand will be one of the few to survive to the recent reform plan of the market in which most of the stands will be removed from the scene to build a supermarket with a subterranean parking of 100 slots and a couple of restaurants (as it has been said by Jesus el carnicero). Most of the local stands will move to another market, which has been already renewed, Sant Antoni.

A shop seller: to the question of what does he think about the change of the Abaceria market, he showed a passive position "The change will be done; it is something we cannot go against. They already decided and I will move soon."

The greengrocer: "Gracia is like the heart of Barcelona, if you fold the map of the city in the exact middle there will be Gracia" a local from the market said. She has been living in Gracia since 1977, she has an apartment with her son, which works outside Barcelona but he is decided to keep be living in the "Barrio" but prices are increasing. "We came attracted by the identity of the place. Gracia is like nothing else. I lived in Eixample and it was not the same. There you barely knew your neighbourhood, while in Gracia you know everyone. It is like a small village inside a big city as Barcelona. When tourists ask me information about how to get somewhere, I am happy to help them, it happens several times, me acting like a touristic guide, but sometimes I do not know the answer because in Gracia I have everything I need, I just go to Barcelona in rare occasions." She made the point "I have nothing against multiculturalism and people coming from different parts" referring people living there but as well tourists. In fact, she explained, Gracia has always been an international district since its early stages. The integration is part of its culture. She is in love with the "Barrio" and its characteristics, she is proud of being part of it and share its culture and friendly environment. "Here is a place where events happen because people talk about it in the street and they organize it themselves. But something is the past few years worries her and, looking at the future she shares her main fear "I do not want Gracia to become a cocktail neighbourhood (barrio de copas)", since this will probably depersonalize the place and loose its meaning. This fear she perceived it also during the celebration of "Fiesta Mayor", the most famous cultural celebration of this district, famous in the all city of Barcelona for its decorations and parade. "It does not belong anymore to the local people, there are too many tourists".

What I would like is that my son will be able to keep living here, as he also would like. I came to Gracia attracted by its vibe, dynamism and participation, people welcomed me warmly, it is what I always tried to do as well.

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Appendix 13:

"Perception of tourism in Barcelona" Poll done by Ajuntament of Barcelona in 2016

Percepció del Turisme a Barcelona – Any 2016
Presentació de Resultats

FITXA TÈCNICA

ÀMBIT
Municipi de Barcelona.

UNIVERS
Població de Barcelona de 18 anys i més.

GRANDÀRIA DE LA MOSTRA
4.959 entrevistes en total.

METODOLOGIA
Entrevista personal realitzada amb suport informàtic (sistema CAPI) a la llar.

PROCEDIMENT DE MOSTREIG
Mostreig aleatori estratificat. Els estrats s'han format per l'encreuament dels 73 barris amb el gènere, l'edat i la nacionalitat dels ciutadans. S'han aplicat quotes per a cadascun dels estrats calculades segons el padró municipal d'habitants.

AFIXACIÓ
Fixa a nivell territorial (districte i determinats barris) per tal d'aconseguir una significació estadística territorial més alta al final de l'estudi (5% en el districte i 7% en els barris seleccionats). Dins cada unitat territorial, l'afixació és proporcional a la població.

PONDERACIÓ
En funció de la població objectiu real en cadascuna de les unitats territorials per tal d'obtenir els resultats del conjunt de la ciutat.

ERROR MOSTRAL
Per a un nivell de confiança del 95,5% (2σ), i P = Q, l'error és de ±1,6% per al conjunt de la mostra.

DATA DE REALITZACIÓ
De l'1 de març al 29 de desembre de 2016.

EMPRESA DE TREBALL DE CAMP
Institut Opinòmetre S.L.

Percepció del Turisme a Barcelona – Any 2016
Presentació de Resultats

LA PRESÈNCIA DE TURISTES FA QUE ELS PREUS ...
2016   VALORACIÓ DEL TURISME

CIUTAT: 21,0 / 76,7
BARRI: 66,2 / 31,9
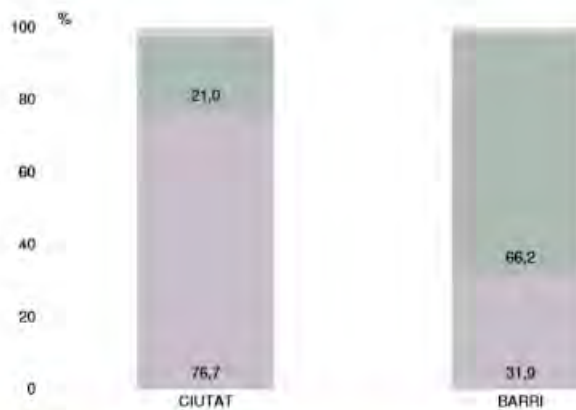
P12A Vostè creu que, en general, la presència de turistes a BCN fa que els preus a la ciutat
P12B pugin, es quedin igual o baixin? / al seu barri?

4959   Pugin   Baixin   Es quedin igual   NS / NC

28

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LI AGRADARIA QUE AL SEU BARRI HI HAGUÉS...
EVOLUCIÓ
RELACIÓ AMB ELS TURISTES

	2015	2016
Més turistes	14,2	13,7
Ja li estan bé els turistes que hi ha	71,6	64,6
Menys turistes	13,1	19,6
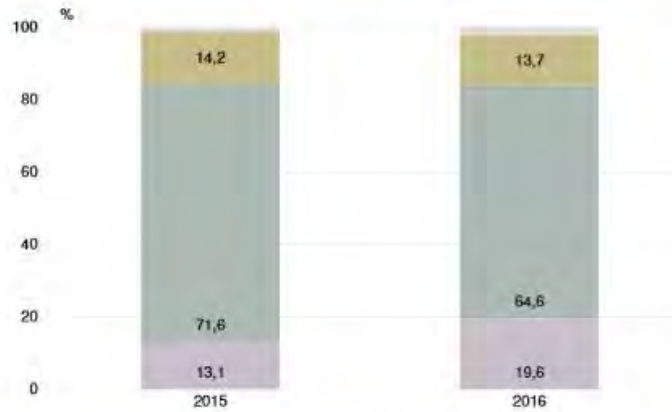
P5 Li agradaria que al seu barri hi hagués més turistes, ja estan bé els turistes que hi ha o que hi hagués menys turistes?   4959

- Més turistes
- Ja li estan bé els turistes que hi ha
- Menys turistes
- NS / NC

40

MOLÈSTIES DELS D'HABITATGES D'ÚS TURÍSTIC
2016 I CARACTERÍSTIQUES SOCIODEMOGRÀFIQUES
RELACIÓ AMB ELS TURISTES

	HI HA HUT A L'EDIFICI	NO HI HA HUT A L'EDIFICI	TOTAL
NS / NC		9,8	8,9
Cap molèstia	19,8	10,3	12,0
Poques molèsties	28,8	29,9	29,8
Bastantes molèsties	31,6	34,4	33,6
Moltes molèsties	19,2	15,6	15,7
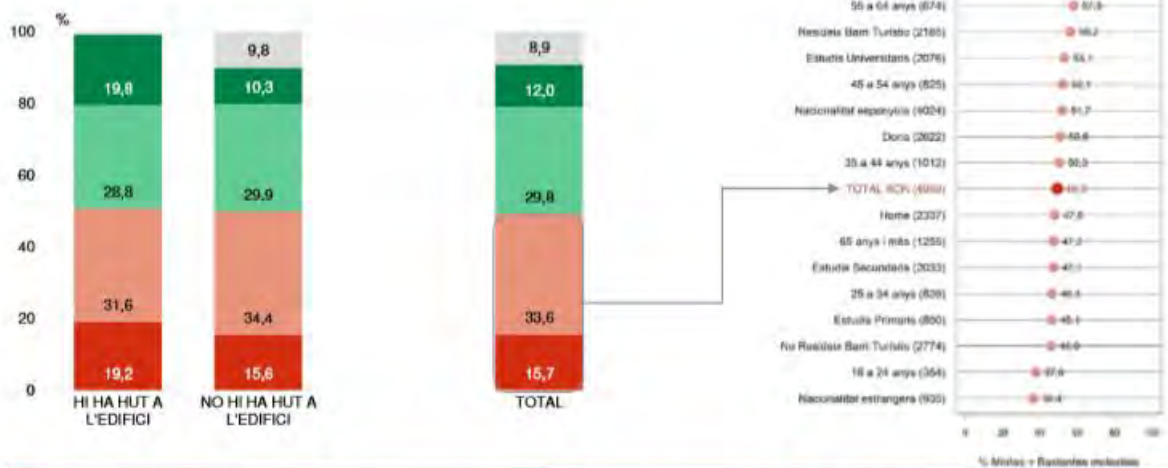
P17 Creu que els habitatges d'ús turístic ocasionen moltes, bastantes, poques o cap molèstia als veïns?   4959

- Cap molèstia
- Poques molèsties
- Bastantes molèsties
- Moltes molèsties
- NS / NC

56

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Percepció del Turisme a Barcelona – Any 2016
Presentació de Resultats

PERFIL DELS ENTREVISTATS

GÈNERE

EDAT

NIVELL D'ESTUDIS

NACIONALITAT

LLOC DE NAIXEMENT

ESPANYOLA (84,0)
UNIÓ EUROPEA 3,5
RESTA PAÏSOS

Q3 a Q8 — Quotes
Z1 a Z2 — Dades personals

Percepció del Turisme a Barcelona – Any 2016
Presentació de Resultats

PERFIL DELS ENTREVISTATS

DISTRICTE

SITUACIÓ LABORAL

PROFESSIÓ

CIUTAT VELLA
EIXAMPLE
SANTS - MONTJUÏC
LES CORTS
SARRIÀ - ST. GERVASI
GRÀCIA
HORTA - GUINARDÓ
NOU BARRIS
SANT ANDREU
SANT MARTÍ
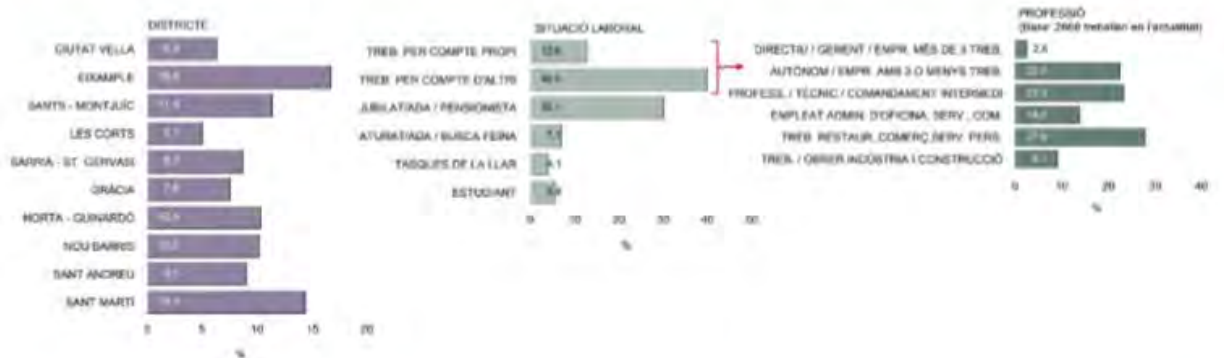
Q1 — Districte municipal
Q8 i Z3/Z4 — Situació laboral

60

Appendix 14:

"Attributes of mass and alternative tourism". Hunter and Green (1994), adapted from Himmetoglu (1992)

	Mass tourism	Alternative tourism
General features	Rapid development	Slow development
	Maximizes	Optimizes
	Uncontrolled	Controlled
	Short term	Long term
	Sectoral	Holistic
Tourist behaviour	Large groups	Singles, families
	Fixed programme	Spontaneous decisions
	Tourists directed	Tourists decide
	Comfortable and passive	Demanding and active
	No foreign language	Language learning
	Noisy	Tactful
	Loud	Quiet
Basic requirements	Holiday peaks	Staggered holidays
	Untrained labour	Trained labour force
	Publicity clichés	Tourist education
	Hard selling	Heart selling
Development strategies	Unplanned	Planned
	Project-led	Concept-led
	New buildings	Re-use of existing buildings
	Outside developers	Local developers

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Ethics form

It is important that you are sufficiently prepared to collect data doing fieldwork with 'human participants.' Your supervisor will support you in completing the Ethics Form.

The Ethics Form MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR **BEFORE UNDERTAKING RESEARCH.**

THE SIGNED ETHICS FORM **MUST BE INCLUDED IN THE FINAL UNDERGRADUATE DISSERTATION.**

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		X
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?	X	
Require consent to publish?	X	
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		

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Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER that that which is straightforward to obtain?		X
Risk category 3		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X
Involve any deliberate cover data collection?		X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?	X	
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2: Interviewers are previously informed that their data will be used in the research paper

Student Declaration: I confirm that I will undertake the Undergraduate Dissertation as detailed above. I understand that I must abide by the terms of this approval and that I

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may not make any substantial amendments to the Undergraduate Dissertation without further approval.

Name: CHIARA GIBELLI .... Signed: ███████ Date: 12/03/17

Agreement from the supervisor of the student:

Name: Geoff Bellingoi .... Signed: ███████ Date: 12/03/17

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

Risk Category 3: If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

A copy of this signed form MUST be included in the Undergraduate Dissertation.

Ethics form

It is important that you are sufficiently prepared to collect data doing fieldwork with 'human participants.' Your supervisor will support you in completing the Ethics Form.

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THE SIGNED ETHICS FORM **MUST BE INCLUDED IN THE FINAL UNDERGRADUATE DISSERTATION.**

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		X
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?	X	
Require consent to publish?	X	
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		

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Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER that that which is straightforward to obtain?		X
Risk category 3		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X
Involve any deliberate cover data collection?	.	X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?	X	
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2: Interviewees are previously informed that their data will be used in the research paper

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may not make any substantial amendments to the Undergraduate Dissertation without further approval.

CHIARA
Name: GISELTI .... **Signed:** ███████████ **Date:** 12/03/17

Agreement from the supervisor of the student:

Geoff.
Name: Bellardi ..... **Signed** ███████ **Date:** 12/03/17

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

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Risk Category 3: If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

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- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

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