

# Conference Agenda



## MOBILITIES TRANSFORMING DESTINATIONS

Urban and regional policies, digital regulatory mechanisms, and place prosperity and sustainability



Universitat Rovira i Virgili, Catalonia

26<sup>th</sup>-27<sup>th</sup> November 2020

In collaboration with:



## POLITUR International Workshop Webinar

<http://www.fundacio.urv.cat/congressos/mobility-transforming-destinations/>

Programa Estatal de Investigación, Desarrollo e Innovación Orientada a los Retos de la Sociedad. Plan Estatal de Investigación Científica y Técnica y de Innovación 2018-2020. PROJECT CSO2017-82156-R. MINISTERIO DE CIENCIA, INNOVACIÓN Y UNIVERSIDADES and AEI/FEDER, UE.

With the collaboration and dissemination of the Doctoral Days of the Tourism and Leisure PhD Program - Rovira i Virgili University (URV).

**The aim of the International Workshop Webinar**

**Programme**

**Keynotes**

**Webinar presentations (abstracts)**

**Organising committee (Rovira i Virgili University)**

**About GRATET Research Group**

## The aim of the International Workshop Webinar

This international webinar aims to discuss the ways in which tourism destinations can face transformations created by the multiple mobilities inherent in contemporary societies, as well as understanding how urban and regional policies and digital regulatory mechanisms can facilitate a path towards place prosperity and sustainability.

The webinar is organised by [GRATET](#) (Research Group on Spatial Analysis and Tourism Studies) of the Faculty of Tourism and Geography of the Rovira i Virgili University, Catalonia and is partially supported by the [POLITUR project](#) (funded by the Spanish Ministry of Science and Innovation). The NOUTUR Research Group of the Universitat Oberta de Catalunya (UOC), the Department of Tourism Innovation at Eurecat, the Regional Studies Association and the Barcelona City Council Tourism Department are also collaborators in the organisation and dissemination of the webinar. The webinar is open to academic researchers and practitioners at any career stage with an interest in tourism, planning, regulatory systems and mobilities and the participation of early career scholars is particularly welcome.

The webinar's theme – **Mobilities Transforming Destinations** – has emerged from the POLITUR project. This project analyses the diversification, intensification and transformation of population mobility dynamics and, in particular, of tourism mobility and its impact on destinations. It focuses on how such mobilities are leading to the gradual incorporation of spatial planning elements into destination planning, management and governance instruments. This new spatial dimension arguably brings tourism management and governance into a new domain beyond traditional measures

based on the attraction of visitors, promotion and valorisation of resources, products and experiences.

The webinar programme and content are structured within four thematic areas:

- \* **Analysis and representation of the complex relationships between multiple typologies of mobilities** produced within and between destinations in relation to **planning, urban design and social equity**.
- \* Potential use of **digital fingerprints and other technological tools associated with tourism mobility** to guide the implementation of regulatory mechanisms related to the tourist use of places.
- \* Analysis **tourism policies** as a necessary factor for improving place prosperity and sustainability (environmental, economic, social and cultural).
- \* Identification and discussion of **systems for evaluating the social impact of research on mobilities**.

**Official website:**

<http://wwwa.fundacio.urv.cat/congressos/mobility-transforming-destinations>

## Programme

### DAY ONE

Thursday 26<sup>th</sup> November 2020

10:00 Opening session and Welcome

#### **Session 1: Mobilities, planning, urban design and social equity**

*Chair: Dr. Antonio P. Russo (Rovira i Virgili University)*

#### **Keynote Presentation:**

Dr. Monica Degen (Brunel University London, England)

10:10 "A Dramatic Urban Aesthetic: How digital mediatization is reconfiguring urban experience"

#### Webinar presentations

10:40 **Altamirano, M.E.**  
(Rovira i Virgili University)  
"Overcoming urban frontiers: the case of tourist favela Santa Marta"

11:00 **den Hoed, W.**  
(University of Strathclyde)  
"Where everyday mobility meets tourism: is proximity tourism already among us?"

11:20 **Bassols, N., Domènech, A., & Paulino, I.**  
(Rovira i Virgili University; Girona University)  
"Mobilities inside a destination: How determining is the local tourist industry?"

11:40 **Pedret, A., Arias-Sans, A., & Suñol, X.**  
(Barcelona City Council; Rovira i Virgili University)  
"Tourist Mobility Strategy in Barcelona"

12:00 **Beier, L.; Anton Clavé, S. & Vigier, H.P.**  
(Provincial Southwestern University, Rovira i Virgili University)  
"Attraction dynamics of creative workers by types of tourist destinations and classes of workers in the province of Buenos Aires, Argentina"

12:20 End of session

15:00

#### **Session 2: Digital fingerprints, technological tools and tourism mobility**

*Chair: Dr. Salvador Anton (Rovira i Virgili University)*

#### **Keynote Presentation:**

Dr. Yang Yang (Temple University, United States)

15:10 "Monitoring and analyzing the impact of COVID-19 on global tourism: a COVID19tourism index"

#### Webinar presentations

15:40 **Borràs, J. & Anton Clavé, S.**  
(Eurecat, Centre Tecnològic de Catalunya, Departament d'Innovació Turística; Rovira i Virgili University)  
"Using Big Data for managing tourism flows"

16:00 **Gutiérrez, A.; Domènech, A.; Zaragozaí, B.; Miravet, D. & Saladié, O.** (Rovira i Virgili University)  
"A review of implications and oportunities of the multiple data sources for studying the mobility of residents and visitors in tourist regions"

16:20 **Adamiak, C.**  
(Nicolaus Copernicus University in Toruń)  
"Measuring the impact of COVID-19 on destinations based on large-scale data on Airbnb rentals"

16:40 **Domènech, A.; Gutiérrez, A.; Anton Clavé, S. & Miravet, D.**  
(Rovira i Virgili University)  
"Walking the tourist city: family tourists' activity spaces in coastal destination"

17:00 **Albalat, A., Trapero, L., Pons, M., Travesset, O., & De Celis, N.**  
(CENMA Centre d'Estudis de la Neu i de la Muntanya - Institut d'Estudis Andorrans; OBSA - Observatori de la Sostenibilitat d'Andorra; ACTUATECH - Actua Innovació)  
"Indicators and monitoring of the thickness of the snow cover: tools for the management and purpose of ski resorts"

17:20 End of session

**DAY TWO**Friday 27<sup>th</sup> November 2020

10:00

**Session 3: Tourism policies, mobilities, place prosperity and sustainability**

Chair: Dr. Julie Wilson (Open University of Catalonia)

**Keynote Presentation:**

10:10 Dr. Joseph Cheer (Wakayama University; Monash University)  
"Social Licence and Tourism Spatialities: Heuristics, Praxis and Policy"

## Webinar presentations

- 10:40 **Milano, C. & Koens, K.**  
(Ostelea Tourism Management School; Inholland University)  
"The politics of overtourism in troubled times"
- 11:00 **Amrhein, S.**  
(Radboud University Nijmegen)  
"The effects of overtourism on residents' political and social attitudes in light of the COVID-19 crisis: the cases of Palma de Mallorca and Berlin"
- 11:20 **Russo, A.P., Soro, E. & Scarnato, A.**  
(Rovira i Virgili University; OSTELEA- School of Tourism & Hospitality; Technical University of Catalonia (UPC))  
"Another tourism is possible? Shifting discourses in Barcelona's tourism politics"
- 11:40 **Panayiotopoulos, A.**  
(Liverpool John Moores University)  
"Overtourism. Dystopias and utopias: Towards a new urban agenda"
- 12:00 **Téllez, A.; Chmielewska, M.; Duran, L. & Santos-Lacueva, R.**  
(Ostelea Tourism Management School; Santo&santos Tourism Care)  
"Policy instruments for the management of sustainable tourism in national parks: a comparison between Colombia, Costa Rica and Spain"
- 12:20 End of session

15:00

**Session 4: Mobilities, research and social impact**

Chair: Dr. Marta Nel-lo (Rovira i Virgili University)

**Keynote Presentation:**

15:10 Dr. Dejan Križaj (University of Primorska, Slovenia)  
"Tourism 4.0: how research support industry green transitions"

## Webinar presentations

- 15:40 **Olano, J., González, F., & Anton Clavé, S.**  
(Rovira i Virgili University; Open University of Catalonia)  
"Tourism places as opportunity spaces"
- 16:00 **Brandajs, F. & Russo A.P.**  
(Rovira i Virgili University)  
"Smarter cities, less just destinations? Examining the relational agency of enabled tourism"
- 16:20 **Viana, A. & Nel-lo, M.**  
(Rovira i Virgili University)  
"Evaluation of the social impact of tourism research"
- 16:40 **Wilson, J.**  
(Open University of Catalonia)  
"Participatory methodologies and sustainable tourism governance: from stakeholder mapping to digital consensus building in the Mediterranean region"
- 17:00 **Santos-Lacueva, R.; Saladié Borraz, O. & Bombana, B.**  
(Ostelea Tourism Management School; Santo&santos Tourism Care; Rovira i Virgili University; Autonomous University of Barcelona)  
"Will climate change affect the Attractiveness of catalan beaches?"
- 17:20 Closing session

## Keynotes

### **Professor Monica Degen,**

*Brunel University London, England*



*Dr Monica Degen* is a Reader in Cultural Sociology in the Political and Social Sciences Department at Brunel University London. Her research focuses on the politics of space with a particular interest in the ways sensory, temporal and emotional dimensions underpin urban culture and politics. Over the years she has been working on several international research projects with architects, local councils, museum curators and the general public to research the role of the senses in framing architectural practices, everyday life and culture in cities from Doha (Qatar) to Cologne, Barcelona and London. In 2016 she was awarded a British Academy Fellowship to research 'Timescapes of Urban Change'. More recently she has been working on developing digital tools to capture the sense of place of cities and the ways in which urban environments are stratified by power relations, see: [www.sensorysmithfield.com](http://www.sensorysmithfield.com) & [www.sensorycities.com](http://www.sensorycities.com). She has published her work extensively and is now working on a new book with Prof G.Rose (Oxford University) on digital cultures and urban experiences commissioned by Bloomsbury. Homepage: <http://www.brunel.ac.uk/people/monica-degen>

*Presentation title:*

### **"A Dramatic Urban Aesthetic: How digital mediatization is reconfiguring urban experience"**

*Abstract*

In this presentation I offer an analysis of the aesthetic politics of contemporary urban life. I explore how Instagram is reconfiguring urban space, branding and experiences. The sharing of images of urban environments on social media has become pervasive: "rapidly changing how people experience cities, and even how cities work" (Rosenblatt 2018 quoted in Leszczynski 2020:190). But, as I argue in this talk, social media does more than this and has additionally become a crucial feature for anticipatory urbanism and reshaping the sense of place. Focusing on the redevelopment of the Smithfield Market Area into the 'Culture Mile' in the Square Mile of London and analysing how placemaking in the age of social media operates as a distributed practice where destination marketing organisations have to work with users posting on platforms like Instagram, I identify the emergence of a new 'dramatic urban aesthetic'. I suggest that mediations of digital technologies are deeply reshaping the aesthetic organisation of cities, redrawing power relations, with important implications for how they are built, represented and lived.

See: Degen, M. & G. Rose (2021) *New Urban Aesthetic: How Digital Culture Mediates our Experience of the City*, Bloomsbury, forthcoming.

**Professor Yang Yang,**

Temple University, United States



Dr Yang Yang is currently a tenured associate professor in the Department of Tourism and Hospitality Management at Temple University (EEUU). He's a Ph.D. in Geography, Master of Statistics, and M.A in Economics from University of Florida.

His research interests lie in tourism demand analysis, regional tourism growth, as well as hotel financial and real estate analysis. With a solid multi-disciplinary education background, he is able to thoroughly investigate research questions in the tourism and hospitality industry and offer unique insights and perspectives. He has published academic papers in top-tier tourism and hospitality journals. At the same time, he has accumulated abundant industrial experience from various consulting projects. He recently created a Covid19tourism index: [www.covid19tourism.com](http://www.covid19tourism.com)

*Presentation title:*

**"Monitoring and analyzing the impact of COVID-19 on global tourism: a COVID19tourism index"**

*Abstract*

The COVID-19 pandemic has drastically altered the global outlook on health and economics. This presentation describes the development and calibration of an analytical tool named the "COVID19tourism index" to monitor the pandemic's tourism effects. As a powerful numerical and visual tool, the index provides important information related to potential travel and tourism recovery at the global, regional, and country levels. Compared to a benchmark of "normal" levels, the index offers insight into the tourism industry's recovery process along with the pandemic's impacts on numerous aspects of tourism. It covers a variety of countries, and daily data provide a granular perspective on the curve of tourism recovery. This curve can help tourism stakeholders better prepare for and address the consequences of pandemics. Based on a web-GIS dashboard developed, several parties (e.g., travel and tourism practitioners, researchers, travelers, and government entities) can search for and visualize up-to-date and retrospective data.

## **Professor Joseph M. Cheer**

*Wakayama University, Japan, and Monash University, Australia*



Dr. Joseph is Professor at Center for Tourism Research, Wakayama University, Japan and Adjunct Research Fellow, Faculty of Arts, Monash University, Australia. He is Co Editor-in-Chief of *Tourism Geographies* and editorial board member of numerous journals and has guest edited special issues in *Journal of Sustainable Tourism*, *Tourism Management Perspectives*, *Tourism Planning & Development*, *SHIMA and Sustainability*, among others. He holds honorary positions on boards/committees including; International Geographical Union (IGU), Commission on Tourism; Critical Tourism Studies Asia-Pacific (CTSAP); Association of American Geographers Recreation, Tourism & Sport (AAG-RTS) Group; and Council for Australasian Tourism & Hospitality Education (CAUTHE) (Tourism Geographies & Tourism Economics Track). His recent books include: (1) *Overtourism: Excesses, Discontents and Measures in Travel and Tourism*; *Modern Day Slavery & Orphanage Tourism*; *Tourism Resilience & Sustainability: Adapting to social, political and economic change* and *Tourism Resilience and Environmental Change: Definitions and Frameworks*.

*Presentation title:*

### **Social Licence and Tourism Spatialities: Heuristics, Praxis and Policy**

*Abstract:*

Amidst enduring discourses, a noticeable absence in the myriad of conversation threads concerning tourism is the notion of social licence - more specifically, 'social licence to operate'. The concept has been applied extensively to enquiries into extractive industries including mining, forestry, fisheries and agriculture. Owen and Kemp (2013) describe social licence as premised on the idea of informal or 'tacit' licensing that signals the presence or absence of a critical mass of public consent, which may range from reluctant acceptance to a relationship based on high levels of trust. Apropos, I apply the term to tourism destination spatialities and enquire into how social licence might be employed as a heuristic to guide praxis and policy development. My express intentions are to propose and advocate for the integration of social licence thinking into the tourism spatialities discourse. Allied to social licence is the praxis oriented social licence to operate (SLO) – a compact that underlines rules of engagement negotiated between instigators of development, usually public and/or private institutions, and relevant stakeholders with an interest in the resultant outcomes. The twin issues of social and ecological resilience and the protection of the commons and communities from irreversible and adverse outcomes is as important in tourism as it is in extractive endeavours. Yet, for all of the discussion about the impacts of tourism and measures to address adverse outcomes, the employment of social licence in policy and planning frameworks is largely muted. I argue that elevating social licence to operate (SLO) as a necessary tourism policy and planning heuristic can help underline the prosperity and sustainability of people and place.

**Professor Dejan Križaj,**

*University of Primorska, Slovenia*



Dejan Križaj's research and publications focus on R&D in tourism and the promotion and measurement of tourism innovation. He is the co-founder of **AIRTH** – Alliance for Innovators and Researchers in Tourism and Hospitality. Since 2006, he is the chairman of the Slovenian National Tourism Innovation Awards Commission on behalf of Slovenian Tourist Board, and Ministry of Economic Development and Technology. His projects and innovation efforts have been internationally recognized by the UNWTO, OECD and EU. Teaching e-tourism and tourism innovation courses at undergraduate and graduate levels. He is co-editor of UP FTS's *Academica Turistica* – Tourism and Innovation Journal.

*Presentation title:*

**"Tourism 4.0: how research support industry green transitions"**

*Abstract*

Tourism innovation follows and dictates global trends, including the ongoing and pervasive debate on sustainability. The reality of Covid 19 has weakened the tourism sector and has re-questioned and sharpened its sustainable "talk and walk". Several initiatives focus on (smart) technological aspects of sustainable innovation, including the first national and later transnational initiative Tourism 4.0, which started in Slovenia in 2018. The initiative focuses on the stakeholders of smart tourism ecosystems based on the principles of Industry 4.0, with special emphasis on local communities. Like everything else, the initiative has been confronted with the new pandemic reality, which it has been able to overcome by reorienting existing projects and by new innovative approaches, again with a special focus on local stakeholders. By analysing these projects and their dynamics, the presentation focuses on the social impact of research in the field of tourism & mobilities and on the sustainable transitions triggered by crisis and innovation.

## Workshop presentations

### DAY ONE

Thursday 26<sup>th</sup> November 2020

#### Session 1: Mobilities, planning, urban design and social equity

##### **Altamirano. M.E. (Rovira i Virgili University)**

*"Overcoming urban frontiers: the case of tourist favela Santa Marta"*

This paper examines the multiple and heterogeneous, current and potential, relations between hybrid actants of tourism in Favela Santa Marta, Rio de Janeiro. It seeks to elucidate the legitimizing potential of tourists acting as "connectors" that reach beyond formal politics' hindrances.

This work applies assemblage theory epistemological framework, and Actor-Network Theory ethnomethodological tools, to explore the issues and roles questioned, altered, made visible, or transformed through favela tourists' practices and performances.

Hence, avoiding the ethical dilemmas and representational concerns from slum tourism researchers in the past.

Our fieldwork engages with two favela tours. We follow tourists as they stitch hybrid actor-networks that create multiple orderings in such assemblages, and their material and semiotic configurations. Our research reveals that such tours could be related to different shifts in the favela's political, social, economic, cultural, and material dimensions.

##### **den Hoed, W. (University of Strathclyde)**

*"Where everyday mobility meets tourism: is proximity tourism already among us?"*

Tourism is traditionally presented as an escape from daily life and located at places we do not normally visit. However, this kind of tourism is not for everyone: the growth of long-haul mobility is largely subsumed by a small share of the population and its negative effects often bear down on already disadvantaged groups in destination cities. The rising pressures on European tourist centres and mobility systems, followed by the dramatic effects of the COVID-19 pandemic, offer a firm basis for a thorough reflection on the restructuring of mobility regimes. For instance, some scholars have explored the possibility of tourism nearer the home. Although this may be deemed more socially and environmentally friendly, proximate locations are also perceived as too mundane or not sufficiently equipped as tourist destinations. In addition, the study of tourist experiences is often dominated by motorised transport, and with limited consideration of people of all ages. This paper combines different strands of literature to consider the role of active mobility among a diverse age range. Its results contribute to the emerging discussions around age-friendly and more proximate forms of tourism. In pre-COVID urban settings in the Netherlands and the United Kingdom, it demonstrates that everyday mobilities already contain implicit and explicit elements of tourism. Thus, commutes, local activities, and active travel itself may be sources of tourism close(r) to home. Based on biographical and mobile data, this paper shows how local tourism roots in diverse individual life courses, is

shaped by the transport environment, and supports social and physical well-being. The findings provide empirical insight in the convergence between tourism and everyday mobilities and shed light on the role of slower and age-friendly environments in urban tourism.

**Bassols, N., Domènech, A., & Paulino, I. (Rovira i Virgili University; Girona University)**

*"Mobilities inside a destination: How determining is the local tourist industry?"*

Visitors' mobility within a destination has been analyzed through different theories and techniques. However, to our knowledge, not many analysis have taken into account how the local industry (specifically, the businesses offering local tours) influence the mobility of tourists when in the destination.

In recent years, much research has explained intra-destination mobility patterns via eWOM or via influencers. While the power of these two factors is not to underestimate, few research has focused on the prescriptors, i.e. on the power of the local industry as expert proposers of mobility products, be these guided tours or transportation inside the destination. The present research tackles this question by pitching the offer of these tours against the demand (i.e. what was offered to tourists vs how they actually moved inside the destination). The study of the degree of coincidence of both vectors is the goal of this presentation. Thus, a strong correlation among the two types of data would speak for mobility patterns similar among offer and demand. Conversely, many differences among offered sights and consumed sights would speak for a mobility independent from the prescriptors' offers.

The field work analyzed the tours offered by the local enterprises. 82 tours were identified offering guided tours in the city, some of them were forms of free transportation (bicycle, kayak, etc.). As for the demand, users were

picked from the social network Flickr and their tour data reconstructed. Both magnitudes were displayed using the BGC matrix, which allowed for a convenient visualization of the data.

The results show that this overlapping is very significant as the low-low and high-high quadrants in the matrix include the majority of the sights (almost 80% of them). This means that tourists' mobility in Cartagena must be explained –among other factors- by taking into account the offer-demand relationship alongside other explanations offered hitherto.

**Pedret, A., Arias-Sans, A., & Suñol, X. (Barcelona City Council; Rovira i Virgili University)**

*"Tourist Mobility Strategy in Barcelona"*

Tourism mobilities are a key issue for the configuration of the urban space in Barcelona. Although the calculus estimates that tourists and day-trippers represents approximately the 10% of the registered resident population, the particularities of tourism mobilities make it crucial to understand the impact and the related challenges to manage the tourist city: they take place in very specific spots, they have with specific rhythms, they are mediated and motivated by the search for the tourist experience, they are more intense and, they make emerge specific transport related issues such as the city sight bus or the tourist coaches. If once the study of mobility management was incomplete in ignoring personal mobility and considering only labor mobility, today, the study of urban mobility is incomplete if tourism mobilities are not incorporated. This is the main challenge that Barcelona tackles with the Tourism Mobility Strategy (EMT 2017) with presents a global and deep diagnosis and analysis of tourism mobilities to design urban policies, an unprecedented exercise in the other major European urban destinations. The

EMT deepens in the knowledge of tourist mobility in order to incorporate it as an inherent part of the increasing complexity and diversity of urban mobility, while ceasing to treat it as exceptional, incorporating as its own the dynamics, demands and practices of tourist mobility. In this paper we present the main analytical results as well as the main strategies adopted to tackle urban challenges to achieve a responsible tourism activities compatible with the everyday life, while achieving the sustainability goals for the destination.

**Beier, L.; Anton Clavé, S. & Vigier, H.P. (Provincial Southwestern University, Rovira i Virgili University)**

*"Attraction dynamics of creative workers by types of tourist destinations and classes of workers in the province of Buenos Aires, Argentina"*

The creative workers consist of people who are engaged in creative and innovative jobs. Beyond their professional status, an interesting debate about creative workers is the assumption that they are key drivers of urban and regional growth (Florida, 2005; Boschma & Fritsch, 2009). According to Florida (2002), creatives are especially attracted to places that are characterized by an urban climate with presence of certain social, economic and environmental factors.

The analysis of the attraction of creatives to tourist destinations is still scarce, being some examples the study of the Spanish Mediterranean coast (González Reverté et al., 2016) and the analysis of Catalan tourist destinations (Olano et al., 2017). This contribution analyzes the regional distribution of creative workers in 110 municipalities of the interior of the province of Buenos Aires, Argentina, to specifically study the role of tourist destinations in attracting them. This study area has been chosen as the research setting given that being the most significant province in Argentina, it has the greatest human

capital development and a high presence of innovative, creative, scientific and high tech professionals as well as a wide variety of tourism destinations.

For the empirical work, descriptive statistics and simple and multiple regressions are used, based on the classification of creative workers in three different groups, creativity indicators and types of municipalities. To define them we take into account solutions derived from the work of other authors who have developed related empirical studies (Clifton 2008, Boschma & Fritsch 2009, Andersen et al 2010, Marlet & van Woerkens 2013, González Reverté et al 2016, Romero Padilla 2016, Olano et al 2017). The analysis introduces new elements to deepen the academic discussion about the attraction of creative workers to tourist destinations and, in particular, about singularities and trends observed in the urban system of the province.

## **Session 2: Digital fingerprints, technological tools and tourism mobility**

**Borràs, J. & Anton Clavé, S. (Eurecat, Centre Tecnològic de Catalunya, Departament d'Innovació Turística; Rovira i Virgili University)**

*"Using Big Data for managing tourism flows"*

Nowadays technological advances related to big data provide multiple and diverse data sources available to be explored for understanding tourism flows. By data sources, we consider user generated content (UGC) on online platforms or social networks, mobile phone data, GPS devices, online bookings, online searches, apps and websites usage, and Internet of Things, among others

The digital footprint generated by the use of ICT can be analysed to get knowledge about how visitors move between places, how much time they

spend there, or which are the visitor's motivations, among other analytical processes. Each data source has its own characteristics and, so, it allows to address such different goals. However, they also have limitations and challenges to be considered. Moreover, until now, these technologies have been mostly used for descriptive or predictive purposes, but the actual challenges in tourism are evolving from descriptive and predictive to prescriptive analytics, to help make things happen.

Prescriptive analytics can provide capabilities to manage and regulate tourism flows in real time. This might be useful, for instance, to overcome overcrowding effects in popular places. In this session the main characteristics and challenges of big data sources for the different analytical processes related to tourism flows management are discussed.

**Gutiérrez, A.; Domènech, A.; Zaragoza, B.; Miravet, D. & Saladié, O. (Rovira i Virgili University)**

*"A review of implications and opportunities of the multiple data sources for studying the mobility of residents and visitors in tourist regions"*

Tourism reconfigures the metropolitan dynamics and the patterns of use of the urban systems. The seasonal nature of tourism produces an impact on the urban hierarchies, since it affects the labor, residential, and recreational markets. As a result, people move to and in the destination and it challenges the supply of sustainable modes of transport such as public transport. This research is set within the context of three demanding challenges that tourist destinations need to face-up: to increase environmental sustainability, to enhance destination competitiveness, and finally to assure quality and comfort of public transport services for the local resident population. Camp de Tarragona region, where Costa Daurada (one of the most important

Spanish tourist brands) is located, is analyzed to illustrate how different data sources can aid to confront the aforementioned challenges. Given that seasonality is a dynamic phenomenon, suitable data should be flexible in terms of its time framework. To this end data from smart travel cards provided by the consortium that manages the public transport system in the region has been analyzed. Data unveiled the impact of seasonality on the evolution of demand throughout the year, the type of transport tickets used, or changes occurred in the geographical distribution of the mobility. Alternative data sources such as surveys and passive mobile positioning data have also been examined, and their pros and cons have been addressed.

**Adamiak, C. (Nicolaus Copernicus University in Toruń)**

*"Measuring the impact of COVID-19 on destinations based on large-scale data on Airbnb rentals"*

COVID-19 pandemics is exerting an unprecedented impact on tourism destinations around the world. Even though many European countries have already relaxed the restrictions on mobility and tourism businesses, international travels remain limited. The trajectories of tourism recovery in destinations during the summer season 2020 and later depend on the local epidemic situation, but also the structure of visitors (and destination's dependence on international tourism), location, composition of tourism sector and other factors. In the presentation I explore the differences in recovery trajectories of destinations with diverse characteristics. I use data on reviews of over 1.5 million Airbnb offers worldwide that have been continuously active since the beginning of 2019. The data enables to track back the changes in the demand for short-term rental accommodation and to use it as the proxy of overall tourism arrivals in destinations. Changes during the pandemics

period will be analysed by comparing the numbers of rentals in 2019 and 2020 spring and summer seasons. As the listings data is geo-located, the results will not only be aggregated in on national level, but also on the level of selected sub-national tourism destinations.

**Domènech, A.; Gutiérrez, A.; Anton Clavé, S. & Miravet, D. (Rovira i Virgili University)**

*"Walking the tourist city: family tourists' activity spaces in coastal destination"*

The importance of walking for tourism has received limited attention despite its key role in the process of mitigating part of the external effects caused by the tourist activity at the tourist destination. In fact, the sustainability and the competitiveness of a tourist destination are highly conditioned by its ability to foster the use of more sustainable transport modes. Furthermore, the type of tourist segment that a destination wishes to attract (and finally does) is also paramount to configure a sustainable development of the destination.

In this context, this study uses a novel dataset obtained from a travel diary survey answered by tourists staying overnight in a Mediterranean tourist destination (Salou, Spain). This survey is structured like, and so is equivalent to, the traditional Mobility Surveys on Working Days, intended to exhaustively portray daily mobility. It was carried out in August of 2018 during daytime hours around the areas which are more frequented by tourists. Thus, data drawn from this survey provides tourists' motivations, activities and spatial behaviour regarding mobility at the destination, which are key to orient the strategies of management and marketing.

The mobility data emanating from the survey allowed us to reconstruct the spatiotemporal trajectories of the tourists and detect the multiple potentialities the source offered for tourism mobility studies. We realised that

most of the travels were carried out by foot, whilst the predominant tourist profile of those who did not use other transport means apart from walking were couples and families with children.

A case study focused on this tourist segment has been developed. It pursues to test whether there exist different ways of walking the destination and if they were also associated with different sub-profiles of family tourism. The implementation of data-driven clustering techniques allowed us to showcase that among family tourists there was a diversity of profiles based on their spatiotemporal behaviour and also considering their sociodemographic differences. Thus, this study does not only test the potential of a new instrument to analyse tourist mobilities in a cost-effective way, but also demonstrates the complexity of coastal destinations by analysing the different spatiotemporal behaviour of green tourists even when their sociodemographic profile is similar

**Albalat, A., Trapero, L., Pons, M., Travesset, O., & De Celis, N. (CENMA Centre d'Estudis de la Neu i de la Muntanya - Institut d'Estudis Andorrans; OBSA - Observatori de la Sostenibilitat d'Andorra; ACTUATECH – Actua Innovació)**

*"Indicators and monitoring of the thickness of the snow cover: tools for the management and purpose of ski resorts"*

## DAY TWO

Friday 27<sup>th</sup> November 2020

### Session 3: Tourism policies, mobilities, place prosperity and sustainability

**Milano, C. & Koens, K. (Ostelea Tourism Management School; Inholland University)**

*"The politics of overtourism in troubled times"*

The recent debates on city touristification and excessive dependence on the visitor economy showed how tourism can be associated with processes of social exclusion and, displacement, as well as low quality jobs, zero hours contracts and precarious conditions for small tourism businesses (Russo and Scarnato, 2018). The recent COVID19 tourism immobility crisis served to highlight the paradox of excessive dependence on a 'tourism monoculture': it is either too much or too little. Up until now, the emphasis has been on managing and mitigating the impacts of tourism, for example using smart technical solutions (UNWTO, 2018). Such approaches have served to depoliticise tourism growth and development and legitimize reactions, rather than supporting pro-active policy initiatives to limit contemporary tourist city pressure (Vanolo, 2014).

This presentation brings to the forefront that tourism is an integral part of city development and technical solutions are not enough. Instead, the issues with tourism may be seen as the tip of the iceberg of deeper underlying social issues that cannot be easily fixed and will require political solutions. By looking into the politics of tourism governance, (im)mobilities, inequality and exclusion, the presentation aims to shed light on what would constitute a paradigm shift with regards to over- and under-visited places and how this could relate other debates in urban sociology, planning and development. We suggest that transformations need to be realised that go beyond tourism, addressing issues such as housing, transport, mobility and ecology. The

current situation allows us a short window of opportunity to foster urban cohesion and resilience in tourism (Brouder et al., 2020; Lew, 2014), but clearer strategic guidance and more political action will be required.

**Amrhein, S. (Radboud University Nijmegen)**

*"The effects of overtourism on residents' political and social attitudes in light of the COVID-19 crisis: the cases of Palma de Mallorca and Berlin"*

Before the Covid-19 pandemic crippled global tourism, overtourism was the dominant topic. Massive, largely uncontrolled tourism growth in recent years had serious environmental and social consequences in an increasing amount of destinations. While politics and the tourism industry largely relied on smart and soft solutions to overcome this problem, residents took their dissatisfaction with the commodification of their life areas and the resulting hordes of visitors to the streets. Especially in southern European cities, initially spontaneous neighbourhood actions were developing into activist groups and coordinated movements, which, in some cases, united into international networks formulating clear demands towards politics for tourism degrowth. However, degrowth is a holistic, progressive concept, which "[...] only makes sense when its sources are taken into account, meaning not just ecology and bioeconomics, but also meaning of life and well-being, antiutilitarianism, justice and democracy. Taken independently they can lead to incomplete and reductionist projects fundamentally incompatible with the ideas of the degrowth movement" (Demaria & Schneider 2013, p. 206). Consequently, its application would require central changes of our accustomed lifeworld and resistance against neoliberal and patriarchal structures many of us are benefitting from.

By applying a mixed method approach, consisting of interviews with members of social movements as well as surveys among residents, in Berlin and Palma de Mallorca, the main research question "What are the effects of overtourism on residents' political and social attitudes of formerly overcrowded destinations?" will be answered. The project wants to investigate if residents are ready for essential political, social and systemic changes they call for and how the current experience of no-tourism affects their attitudes. Dodds & Butler (2019, p. 273) claim "overtourism has the power to influence decision makers and change the state of affairs". In fact, this research will test if this statement can be confirmed.

**Russo, A.P., Soro, E. & Scarnato, A. (Rovira i Virgili University; OSTELEA-School of Tourism & Hospitality; Technical University of Catalonia (UPC)**

*"Another tourism is possible? Shifting discourses in Barcelona's tourism politics"*

Urban regimes rely critically on consensus and the normative power of discourse. Tourism is no exception: the development and transformation of contemporary destinations must be understood in relation to discourses of competitiveness, economic buoyancy, and community pride which became hegemonic in society throughout the 20th century. Yet we are facing a new stage in which pro-tourism discourses face increasing contestation by wider sectors of the society. Critical analysis excavating the nexus between discourse, urban regimes and policy developments in the field of tourism is poorly represented in the literature, and especially so when it comes to analyse shifts in social perception of tourism. The City of Barcelona offers an exceptional context in this respect. Our paper deploys a sociosemiotics approach to reveal how discourses on tourism have been given salience by the media during the last four municipal electoral periods in the Catalan

capital. The positioning of different urban actors around them, and the way in which certain political forces have aligned to shifting sensibilities, allow unpacking the furthering and eventually the breakdown of a pro-tourism development regime. In more general terms our analysis may hint at 'overtourism' as bringing forward political change in cities.

**Panayiotopoulos, A. (Liverpool John Moores University)**

*"Overtourism Dystopias and utopias: Towards a new urban agenda"*

The recent discourse on overtourism and anti-tourist attitudes, but also the recent undertourism and unused spaces due to Covid-19, opens up the space to reimagine tourism development and planning. By employing an interdisciplinary approach we utilise urban design and tourism research tools in order to problematise Dubrovnik's overtourism towards a new urban agenda. The research turns for inspiration to the ex Yugoslavian resorts and integrated planning, following a praxical, socially informed and environmentally aware perspective. The proposed intervention offers the potential of practical applications in Dubrovnik's urban planning, and aims to offer connectivity and continuity in order to tackle segregation and prevent further marginalisation of local groups, such as students and seasonal workers. Inspired by the utopian ideals of socialist resorts we developed an urban armature that aims to connect the different parts of the old and modern city, while at the same time reclaims tourist spaces for locals and create open spaces in local areas.

**Télez, A.; Chmielewska, M.; Duran, L. & Santos-Lacueva, R. (Ostelea Tourism Management School; Santo&santos Tourism Care)**

*"Policy instruments for the management of sustainable tourism in national parks: a comparison between Colombia, Costa Rica and Spain"*

Despite of the current health crisis, global trends project the growth of tourism all over the world, and more intensively tourism in natural areas, which could be a risk for protected ecosystems. In this context, this paper aims to analyse the policy instruments for the sustainable management of tourism in National Parks.

The research is developed in three countries and two National Parks are analysed for each country: Los Nevados and Chingaza in Colombia; Manuel Antonio and Volcán Poás in Costa Rica; and Teide and Sierra de Guadarrama in Spain. These cases are selected to include at least two megadiverse countries (Costa Rica and Colombia), from different continents (America and Europe) and to facilitate comparison and analysis by using the same language.

A content analysis of official documents is carried out for organizational, normative and programmatic instruments. Concretely, organizational tourism and environmental instruments are represented graphically for each country; key words are used to analyse normative instruments; and eleven topics and thirty-five subtopics are proposed to explore the inclusion of sustainable tourism criteria in programmatic instruments.

Results show not only good practices but also aspects for improvement. Regarding the organizational instruments, the Ministries related with environment and natural protection and the Ministries in charge of Tourism, are the main entities in charge of the tourism management in National Parks. Their cooperation could be reinforced. Concerning sustainable tourism inclusion in the normative instruments, we found a lack in this matter, as only

few laws include the search terms in Costa Rica and Spain. In the case of programmatic instruments, Costa Rica and Colombia have specific management plans for ecotourism or sustainable tourism in National Parks, however Spain does not have a concrete instrument for this purpose. Comparison shows dissimilarities about the topics and subtopics to be enhanced in each studied case.

#### **Session 4: Mobilities, research and social impact**

**Olano, J., González, F., & Anton Clavé, S. (Rovira i Virgili University; Open University of Catalonia)**

*"Tourism places as opportunity spaces"*

Tourism destinations attracts tourism and non-tourism investments and activities (González Reverté and Anton Clavé 2014) are located. Besides, in addition to tourists, they also attract migrants who may or may not work in the tourism sector and who establish their residence there. The presence of these residents adds new actors and new practices to those that are usually carried out in tourism area. Those practices provide distinctive ways of inhabiting the place as they respond to the symbolic interpretation that individuals make of each place when making a residential choice decision.

One of the factors that may explain the attraction of tourism destinations as residential spaces is related to a concept that we name "perceived opportunity space". This concept is about the perception that people who decide to go and reside there has, whatever their professional profiles (Olano 2019). This concept offers a new option to interpret the urban condition of tourism destinations because it is based on how operates the residential attraction of workers of different characteristics to them and, especially, on the

understanding that tourism destinations are perceived as unique compared to other types of places.

Based on these considerations, this communication describes the results of previous research examining the attraction of two types of residents in tourism destinations characterized by a highly contrasted employment profile: creative workers and workers employed in of low specialization jobs. Results obtained allow the characterization of tourism-based urban systems as spaces with the capacity to respond to diverse personal needs and, consequently, to diverse housing needs and expectations and live strategies and decision-making. Creative workers are attracted to tourist destinations insofar as they interpret them as spaces that facilitate socialization with their peers. In contrast, for low-skilled workers, a tourism destination represents a space for the improvement of their quality of life based on the opportunities that these spaces offer for access to the labour market or essential urban services. Thus, the validity of the concept of "perceived opportunity space" applied to tourist destinations is discussed opening the floor to the convenience to incorporate it in the interpretation of the evolution of tourism destinations and in the evaluation of its transformation as urban systems.

**Brandajs, F. & Russo A.P. (Rovira i Virgili University)**

*"Smarter cities, less just destinations? Examining the relational agency of enabled tourism"*

This paper introduces a critical framework to analyse how 'smart' plays out in tourism places. Moving from a recognition of the strategies, expected impacts, and imageries of Smart City, we engage with the mobilities literature to identify pitfalls in the quest of 'smartening up' cities for tourists. Who wins, and who loses, in the contestation over common goods and urban resources

vis-à-vis the enabling power of technologies, and where does the interest to advance into 'smart' territory comes from, in tourist places? The paper analyses top-ranked smart cities in Spain and enquires to what extent the development of smart solutions in the field of tourism and mobility has gone together with indicators of social inclusion and urban cohesion. It then focuses on Barcelona, deepening the analysis of probable cause-effects relationships between 'smart' and 'inclusive' and excavating on the agencies involved as well as the role of policy. This feeds a discussion about 'smart' in relation to tourism, which is concluded nuancing an alternative of community-powered smart solutions and analysing the challenges that a transition of smart city strategies towards such alternatives present.

**Viana, A. & Nel-lo, M. (Rovira i Virgili University)**

*"Evaluation of the social impact of tourism research"*

The need to justify the investment of public resources led the administrations to select the research that will have a scientific impact, but there has been a change of trend when it comes to dimensioning and measuring the impact of research. Currently, the aim is for research to generate benefits in society. The problem arises when measuring this impact, since academic indicators do not measure social benefits. Knowledge is an intangible resource, difficult to measure in the social context, added to the complexity of tourism activity sometimes makes the social impact of tourism research impossible to measure.

**Wilson, J. (Open University of Catalonia)**

*"Participatory methodologies and sustainable tourism governance: from stakeholder mapping to digital consensus building in the Mediterranean region"*

Participatory governance is a variant of governance theory that puts emphasis on democratic engagement, in particular through deliberative practices (Fischer, 2012). It can be useful for working towards more sustainable and responsible forms of tourism, given that planned and managed well, tourism can underpin sustainable regional development while in parallel prioritising social, economic, cultural and environmental concerns.

Collaborative and participatory governance partnerships at different scales can underpin public-private cooperation initiatives and the inclusion and engagement of a wide range of stakeholders. However, governance in sustainable tourism policymaking is challenging, due to the numerous policy domains it spans, the ongoing need for sufficient funding and the high levels of complexity involved.

This paper analyses the effectiveness of coordinated, innovative, integrated, participatory approaches to sustainable tourism governance via a case study of a participatory exercise with a variety of multi-level stakeholders involved in sustainable tourism governance in the Mediterranean region. A number of digital and face-to-face techniques stemming from a Manual Thinking approach were employed in the four phases of the exercise, all geared to deliberation and consensus-building as regards the key dimensions of sustainable tourism governance. My analysis focuses on the effectiveness of both the functional parameters and the quality and transferability of the outcomes/outputs of this participatory exercise, as well as deriving a number

of lessons for the use of participatory methods in a sustainable tourism governance context.

**Santos-Lacueva, R.; Saladié Borraz, O. & Bombana, B. (Ostelea Tourism Management School; Santos&santos Tourism Care; Rovira i Virgili University; Autonomous University of Barcelona)**

*"Will climate change affect the Attractiveness of catalan beaches?"*

Several factors influence tourists' decision-making about their travel destinations. Whereas some relate to the individual tourist, others relate to the destination. In the case of coastal tourism, three key factors are the quality of beaches, the weather/climate and the availability of water for domestic and recreational uses.

Catalonia is one of the most important Spanish tourist destinations where coastal tourism represents the major market. The latest projections from the Catalan Meteorological Service show an expected increase of summer temperature up to 2 °C by 2050. The increase will be slightly higher in the case of maximum temperature than minimum temperature. The Third Report of Climate Change in Catalonia has warned of water scarcity for tourism activities.

Moreover, the availability of beaches for recreation may become reduced due to erosion and sea level rise. In fact, around 70% of beaches in Catalonia are suffering erosion processes currently.

To understand how the expected increase in temperature, water scarcity and the erosion of beaches may affect beach users' decisions to stop visiting certain beaches, we collected 873 surveys during July and August 2016. Surveys were distributed on 18 Catalan beaches: seven urban beaches, five

semi-urban beaches and six natural beaches. Respondents were randomly selected from amongst people laying on the beaches.

The results reveal different degrees of tolerance to the aforementioned changes in climate and beaches, largely considering the typology of the beaches, the origin of the beach users and other socio-demographic characteristics of the respondents.

This will discuss the implications of tourists' perceptions to design and implement adaptation strategies to face climate change in coastal destinations. Moreover, we identify some challenges for tourism and coastal management, especially in coastal and tourism management, all in consideration of the consequences of COVID-19 for beach management and the mobility of national and international tourists.

## Organising committee (Rovira i Virgili University)

Dr Salvador Anton Clavé (co-chair)  
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## About GRATET Research Group

The research group on Socio-spatial analysis and tourism studies ([Grup de Recerca d'Anàlisi Territorial i Estudis Turístics – GRATET](#)) at the Department of Geography in the [Faculty of Tourism and Geography](#) at the Rovira i Virgili University is a consolidated research group supported by the Generalitat de Catalunya (the Catalan Government) under contract number 2017SGR22. The group's research activities are centred on the spatial analysis of social and economic development processes and impacts of tourism. It is led by Dr. Salvador Anton Clavé.