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| <b>ESTET Learning Block</b>              | <b>Socio-cultural skills (Protecting local communities)</b>   |                         |  |
| <b>Service Learning Project Title</b>    | Overcoming overtourism  | <b>SLP Code</b>         | SLP 1.1.   |
| <b>Type of resource</b>                  | <b>Service Learning Project (SLP)</b>   | <b>Type of learning</b> | Self-directed learning   |
| <b>Duration of Activity (in minutes)</b> | <b>60 Minutes</b>   | <b>Learning Outcome</b> | Theoretical knowledge about strategic initiatives in a destination with overtourism problem that reduce conflicts and promote harmony between residents and tourists |
| <b>Aim of Service Learning Project?</b>  | <p>The aim of this activity is to give you a practical example of how to address the problem of overtourism in a planned, strategic way. You will learn about solutions to specific negative overtourism impacts that, with destination-specific modifications, can be applied in any destination.</p> <p>The following case study is an example of developing a Strategic Plan for an overcrowded destination – the city of Barcelona - in a participatory process with all relevant stakeholders. This ensures that their needs will be heard and addressed, and the solutions are developed together to minimise future conflicts between residents and tourists.</p> <p>The Barcelona case study will allow you to affiliate a story to the information covered in the subtopic Protecting Local Communities.</p> <p>It will also be about the way how to include community partners of the destination into the tourism development of an overcrowded areas.</p>   |                         |  |
| <b>Introduction</b>                      | <p>Barcelona has 1.6 million residents but is visited by over 32 million tourists each year. There are certain areas that are extremely popular with tourists, such as La Ramblas street, the beach front Barceloneta, or Gaudi's unfinished cathedral Sagrada Familia.</p> <p>The Barcelona residents have gone onto the streets to protest. Signs around the city call tourists bastards and terrorists. They demand that 'tourists go home'. They claim this isn't tourism, it's 'an invasion'.</p> <p>Watch the video to understand the key problems with overtourism in Barcelona, and some ideas how to address it:</p> <p><a href="#">Barcelona and 21<sup>st</sup> century overtourism</a> (9.30 min)</p> <p>And this short one with Barcelona residents' comments on negative impacts:</p> <p><a href="#">Barcelona overcome by overtourism</a> (2.30 min)</p> <p>However, it is understood that most protesters have objected to the lack of regulation, and the blatant incentives that have allowed their city to become increasingly unliveable. The authorities had to act.</p> |                         |  |

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|                          | <p>Several actions have been taken, such as new regulations to reduce the number of short-term private lets; no new licenses for tourist accommodation; daily admission limits to certain attractions; variable entry pricing for tourists and residents; more online booking services and improved parking facilities. In 2016, the work began on the Strategic Plan for Tourism 2020 that is a good example of inclusive process involving all stakeholders to combat overtourism.</p>  |
| <p><b>Challenge</b></p>  | <p>Over 200 representatives from local-resident associations, companies, and trade unions, cultural and social organisations have been involved in developing the '<b>Barcelona Tourism for 2020</b>' strategy. The strategy recognises Barcelona's dependence on tourism, but acknowledges that it must move away from constant promotion and increasing numbers, and focus more on governance to ensure that tourism is sustainable.</p> <p>The Strategic Plan contains 80 strategic challenges in five areas: Governance, Tourism Management, Territorial Strategy, Jobs and Enterprise, and Promotion and Marketing. There are 10 Strategic Programmes with 30 lines of action and 100 measures.</p> <p>The actions proposed in 10 Strategic Programmes aimed to curb short-term accommodation, reduce overcrowding, promote the whole Province, and improve management of knowledge of tourist activity to support the decision-making process. As Prof Harold Goodwin, one of the 'fathers' of Responsible Tourism, said, 'Barcelona is using a wider range of mechanisms to address the challenge of overtourism than any other destination, their experience is important as others rise to the challenge'.</p> <p>Another issue to be taken into consideration is the engagement a community partner in the process of tourism development especially into overcoming overtourism. The way to engage a community partner would be to work with a community (or a representation of a community, a small but an engaged group) in a destination that experiences overtourism to show them, on the Barcelona example, that they are not on their own, that there are already solutions that other places have come up with, and that we can draw on their experiences. The exercise would be to get together with 'our' community, show them the videos and discuss the challenges, and see what similarities and what differences there are between us and Barcelona. Going through the 'questions for reflections' would be helpful in drawing these connections and comparisons.</p> <p>It would also be good to summarise the Barcelona Strategy for them to see how they have tackled the problem, and discuss with the community whether any actions taken in Barcelona to combat overtourism would work in our destination. Also discuss with them whether they would be willing to work on such a strategy together with the DMO. This exercise could lead to very interesting results, from having a good overview of what the community sees as challenges of overtourism (and tourism in general) to gauging whether there would be any willingness to cooperate in destination planning and management.</p> <p>Read the last few pages (p.24-28) of <a href="#">Goodwin's analysis of 'Barcelona Tourism for 2020'</a> that summarise actions in <b>10 Strategic Programmes</b>, and then complete the Assignment below.</p> |
| <p><b>Assignment</b></p> | <p>Questions for reflection:</p> <ul style="list-style-type: none"> <li>● Which of the proposed actions in the 10 Strategic Programmes are most likely to have the biggest impact on improving the quality of life of Barcelona's residents, and why?</li> <li>● In what ways marketing the whole Province of Barcelona and the coast will help reduce tensions in Barcelona?</li> </ul>  |

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|  | <ul style="list-style-type: none"><li>• How making improvements in gathering and sharing data and knowledge about tourist activity is essential to better manage overtourism in any destination?</li><li>• Which of these proposed initiatives will have the biggest impact on the natural environment of Barcelona?</li><li>• Can you think of other cities that have struggled with overtourism that have similar issues to Barcelona? What can they learn from Barcelona's Strategy?</li><li>• How to engage local community and how to work with a community that experience overtourism to show ways of cooperation in order to overcome it?</li></ul> |
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