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**Sharing Economy in Barcelona: Legal issues for Nautical
Tourism**

Undergraduate Dissertation

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ABSTRACT

The research aims to investigate the current state of the sharing economy in Barcelona, to analyse Barcelona as a tourism destination and study the legal issues of the sharing economy in nautical tourism under Barcelona regulations.

This research analyses through qualitative methods, literature review and two different types of interviews, the concepts and development of the sharing economy, the tourism industry and the nautical sector in Barcelona, to be able to study the relation between those concepts and investigate the legal issues of the sharing economy.

Companies with the sharing economy model are rapidly expanding, especially in the tourism industry. Those companies connect individuals that offer their products or services through platforms to make profitable their under-used assets with other individuals that are interested in buying or renting those products or services. Moreover, since the 1992 Olympic games, Barcelona is a powerful touristic city and an international hub for innovation that is experiencing the growth of the sharing economy model in every corner. Barcelona is also a coastal city that counts with a Mediterranean climate and sea, from where residents and travellers can experience the city in a different way, and one of the reasons why there are so many international companies set up in the city. Nautical tourism demand is growing gradually in Barcelona, but it is not aligned with the offer that nautical companies have. In addition, maintaining a boat is very expensive for boat owners and the average of use of their boat is 26 times per year.

This research analyses the constant growth of sharing economy platforms and of tourism activity in Barcelona, collecting secondary data and primary data, from in-depth interview to professionals of the sector. In addition, the research has investigated the legal issues of applying the sharing economy model in nautical tourism.

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List of acronyms

AIRBNB: It is an internet-based service that allows people to rent out spare rooms to strangers for short stays.

ETSY: It matches makers of goods directly with buyers.

LETMESPACE: Storage and parking space rental.

QUIRKY: It is an online community of inventors that submits product ideas and then votes on the ones they love.

SHARING ACADEMY: Private tuition between fellow students.

SOCIALCAR: Peer-to-peer car hire.

TRIP4REAL: It is an online platform that offers unique and quality activities created by local experts.

UBER: It is an internet taxi service that allows tens of thousands of people to answer ride requests with their own cars.

ZOPA: It connects individual savers and borrowers, without big banks in the middle.

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Chapter 1. INTRODUCTION

1.1. Context of the research

“Centuries ago, humans didn’t have credit cards, banks or, in the very early days, even physical money. The economy was based on bartering and trading, methods of meeting needs through the exchange of resources that already exist” (Buczynski, 2013, 4). According to Buczynski, “when a person barter, they trade something they have for something they need” (2013, 5). In addition, as mentioned by the European Commission (2016) “the digital revolution has brought this bartering model to a new level by introducing an intermediary, an online platform, into the transaction” (2016, 1). According to Botsman (2015), the Sharing economy model depends on sharing underutilized resources from spaces to aptitudes or stuff for money related or non-financial advantages. And, regarding to Juul (2015a) the sharing economy is changing the tourism industry, giving individuals new alternatives for where to stay, what to do and how to get around. Juul (2015a) also mentions that online platforms offer easy access to a large quantity of services, some of them of higher quality and more affordable than the services offered by traditional business (Juul, 2015a). Furthermore, the Sharing Economy is present in many areas of social and economic activity, although tourism is one of the sectors most impacted (Juul, 2015). This impact has relation with the efficiency of online payments and trustable e-commerce platforms; companies such Airbnb*¹ and Uber* have made sharing into a viable alternative for traveling (Trivett, 2013). Trivett (2013) also mentions that Airbnb and Uber are matching mainstream hotels and transportation companies, and usually offering cheaper prices for customers. Moreover, the legality of the sharing economy is questionable, regarding to Trivett: “The legality of these kind of start-ups has been in the grey from the start, as they push against the incumbent laws and regulations” (2013, 23). According to Baker: “tourists who stay in hotels

¹ Concepts with the “*” symbol are defined on the list of acronyms on page v

are usually an important source of tax revenue in most cities and states that are regulated with tax and regulate hotels. But many of Airbnb's customers are not paying the taxes required under the law" (2014, 1). Some activities in the sharing economy have been regulated at local level and some European cities have begun to regulate short-term home rentals, such as Barcelona (Juul, 2015a).

The research is focused on Barcelona; it is my place of birth and where I live. I am interested in the tourism industry as I am studying Tourism and Hospitality Management and I have been working for three years in the Sharing Economy and the tourism Industry, in Trip4real* and Airbnb. Due to my professional experience in the Sharing Economy sector, I found some interesting legal issues of the Sharing Economy in Barcelona that attracted my attention and that I will investigate in the research. Moreover, the research will analyse the legal issues of the sharing economy model in the nautical sector of Barcelona, as I have lived the nautical scene of Barcelona all my life because my family owns a Nautical Company of boats creation, called Duarry*.

1.2. Identification of the research problem

According to Botsman and Rogers (2010), in recent years there has been a boom in collaborative consumption, from the sharing of cars and apartments, to skills. People are realizing the power of technology to make their assets, skills and spaces more profitable. This Collaborative model is taking the economy back to the old market principles, customers now buy products and share them with other customers (Botsman and Rogers, 2010). Mentioned by Queensland tourism industry council: "the relationship between the sharing economy and the tourism industry will increasingly intertwine as visitors are given more choices in the way they travel" (2014, 4). Regarding to Cañigüeral (2015), founder of "consumocolaborativo.com" cited in Hopland (2015), "many of the huge companies like Airbnb, Wallapop, Socialcar etc. have global or national headquarters in Barcelona, and their presence is stimulating the eco-system making the city very attractive to this kind of startups" (2015, 1). However, it is difficult for authorities to regulate many of the services of sharing economy platforms, in particular because their services and interactions are often between large number of small businesses (Goudin, 2016). In addition, regarding to Goudin, "the Catalan case is a good example. The Generalitat and Barcelona local authorities respectively fined Airbnb with 30.000 Euros in July 2014, and 60.000 Euros in December 2015. It is worth mentioning that the fines were imposed because Airbnb

allegedly advertises rentals that are not registered, and are therefore illegal” (2016, 163). Thanks to my professional experience in the sharing economy sector, I observed the legal issues that this economic model is bringing to the tourism sector of Barcelona. The research will be focused in Barcelona and it will study the current sharing economy situation in the city, its legal issues and the legal framework of the sharing economy model in the Nautical Sector of Barcelona.

1.3. Originality and contribution to knowledge

“Barcelona is, both historically and currently, a hub for innovation, and the sharing economy seems to go hand in hand with other innovative movements taking place in the city, such as the Smart City initiative” (Moran, 2016, 1). However, Moran (2016) also mentions that the city seems to be split on its attitude towards the sharing economy. While much attention is being given to the development and impacts of the sharing economy, not much work has been produced to analyse the existing legal barriers for the sharing economy model in the nautical sector of Barcelona. Considering the legal issues that the Barcelona City Council is dealing with the sharing economy companies, this research will contribute with academic information for the sharing economy professionals and nautical sector of Barcelona, in order to detect some of the principal legal issues for the nautical sector following a sharing economy model.

1.4. Aim and objectives

With this research paper, the aim is to detect the legal issues for the nautical sector following a sharing economy model. In order to provide a comprehensive picture, this paper has the following three objectives:

1. **To investigate the current state of the sharing economy in Barcelona:** It analyses the development of the sharing economy model, its trends and legal issues in Barcelona.
2. **To analyse Barcelona as a tourism destination:** It studies the history, development and attractions in general and the nautical tourism in Barcelona specifically.
3. **Analyse the legal issues of the sharing economy in nautical sector:** Analyse the status of the sharing economy in the nautical sector of Barcelona and identify the most important legal issues.

1.5. Structure of the study

The next chapter is chapter 2, where it is presented an analysis of the concept of the sharing economy, the development of Barcelona as a touristic destination and, finally, the nautical sector and its relation with tourism and the sharing economy. Moreover, in chapter 3 is explained the methodology applied to collect information for the research. In chapter 4 there are presented the findings and discussion, explaining the data collected from the in-depth interviews conducted to three professionals of different sectors and six boat owners. Finally, chapter 5 develops the conclusions of the research, connecting data collected in chapter 2 and chapter 4.

Chapter 2. The Sharing Economy in Barcelona and Nautical Tourism

2.1. The Sharing Economy

Regarding to Farronato and Levin (2015), the sharing economy enables travellers to share their homes, investors to share their ideas and anyone with high-value assets or skills is able to make them accessible, for a price, to a global marketplace.

2.1.1. Origins of the Sharing Economy

Regarding to Buczynski, “the earliest historical accounts of bartering appear around 9000 BCE, right about the time humans started domesticating and keeping herds of cattle” (2013, 5). Buczynski (2013) explains that there were different types of cattle that were arranged in hierarchies of value in a before to our current money system, for example: five chickens were worth one goat, two goats were worth one cow, and so on. According to Buczynski, “bartering was an effective way to get what you needed, and it still is” (2013, 5). Buczynski (2013) mentions that humans seem to be conceived with an innate knowledge of how bargaining works, and they can employ it almost automatically. Buczynski (2013) explains that currency appeared because economy became more complex and bartering was considered too difficult and time-consuming for the modern world; as people are not going to pay the bills with things they have available for trade (Buczynski, 2013). Farronato and Levin (2015) consider that there are different historical occurrences that showed real collaboration between humans, there are two examples that reveal the peer-to-peer essence in humans [Appendix 7].

Moreover, with the rise of digital technology and the Internet, information costs fell strongly and coordination costs for sharing activities dropped (Codagnone and Martens, 2016). It means that, regarding to Burnett (2014), the Internet and social media have considerably amplified and expanded sharing and exchange dynamics. To better understand the social evolution that ended in the sharing economy since the Internet expansion, Owyang (2013) presents three economic phases [Appendix 8]. To conclude, regarding Codagnone: “with the rise of digital technology and the Internet, information costs fell sharply and coordination costs for sharing activities dropped

correspondingly. This triggered a boom in online sharing activities, lifting them out of the community and into the realm of big business” (2016, 4).

2.1.2. Defining the Sharing Economy

In this section, out of all the definitions studied [Appendix 9] the two most important definitions are presented here.

According to Botsman (2015), the terms “sharing economy,” “peer economy,” “collaborative economy,” “on-demand economy,” “collaborative consumption” are often being used interchangeably, though they mean very different things, as are the ideas they go hand-in-hand with, like “crowdfunding,” “crowdsourcing,” and “co-creation”. Regarding to Botsman (2015) there is the Collaborative Economy concept, which is an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen (e.g. *Quirky**). In contrast, the Sharing Economy is an economic system based on sharing underused assets or services, for free or for a fee, directly from individuals (e.g. *Airbnb*).

Regarding to Botsman (2015), there are five key ingredients to truly collaborative, sharing-driven companies: Firstly, the core business idea involves unlocking the value of unused or underutilized assets, whether if it’s for monetary or non-monetary benefits. Secondly, the company should have a clear values-driven mission and be built on meaningful principles including transparency, humanness, and authenticity that inform short and long-term strategic decisions. Thirdly, the providers on the supply-side should be valued, respected, and empowered and the companies committed to making the lives of these providers economically and socially better. Fourthly, the customers on the demand side of the platforms should benefit from the ability to get goods and services in more efficient ways that mean they pay for access instead of ownership. And fifthly, the business should be built on distributed marketplaces or decentralized networks that create a sense of belonging, collective accountability and mutual benefit through the community they build (Botsman, 2015).

2.1.3. Sharing Economy model in tourism

Regarding to Juul (2017), tourism services have traditionally been provided by businesses such as hotels, taxis or tour operators. And, recently, a growing number of individuals are proposing to share temporarily with tourists what they own (for example their house or car) or what they do (for example meals or excursions) (Juul, 2017). In addition, according to the European Commission: “digital innovation is key for the competitiveness of the tourism industry. Digitalisation and the emergence of new digital or online business models have a huge impact on tourism in general” (2016, 1). Regarding Peeters et.al. (2015), the sharing economy has grown rapidly and in 2013 it was valued at about \$26 billion. In addition, the sharing economy has been initially welcomed with much enthusiasm, but more recently has been found to be ‘disruptive’ to the existing and conventional economy (Peeters et.al., 2015). Furthermore, as mentioned by Peeters et.al.: “the most valuable sharing economy enterprises are tourism-related, where the sharing economy constitutes about 1% of its value” (2015, 10). Peeters et.al. (2015) explain that the most well-known examples of sharing economy are often tourism-related and affect the accommodation sector (e.g. Airbnb*) or local transportation (e.g. Uber*). According to Airbnb (n.d.), Airbnb has been measuring the positive economic impact of their business in cities around the world [Appendix 10].

2.1.4. Development of the Sharing Economy in Barcelona

The Internet had its origins as a tool for sharing information, and its earliest origins served only to scientific and military communities. Over time, it became the World Wide Web, including the power of peer-to-peer networking (Farronato and Levin, 2015). Regarding Goudin (2016), there are several macro-economic factors driving the growth of the sharing economy. One factor is the decreasing consumer trust in companies, especially the young people, as a result of the financial and economic crisis. For this reason, people are looking for ways to earn or save money; which is why consumers are currently more receptive to peer-to-peer business models centred on consumer needs both as a potential supplier and buyer (Goudin 2016). Another factor is the availability at a more reasonable cost of the technology required for hosting an online peer-to-peer market. Finally, environmental concerns are an important factor and it explains the increased use of the sharing economy, as people are able to share underutilised assets, reducing waste and promoting the transition to a more environmentally friendly economy (Goudin, 2016). As a result, sharing in cities is especially promising due to high density of population with

relatively high levels of income, which leads to abundant quantity of underutilised assets, and due to the rapidly developing ICT sector, which increases connectivity between the users of sharing platforms (Lunds University, 2016). That is why, Barcelona was named the top smart city on 2015, as it performed consistently well across all metrics and served as an exciting model of success from which others can learn, helped by strong environmentally sustainable initiatives (Juniper Research, 2015). Regarding Gdaniec: “in a former industrial part of Barcelona, as in the de-industrialising neighbourhoods of many big cities, the ‘new’ economy and the ‘cultural’ economy have started to replace the ‘old’ economy, bringing new life into a declining district but also causing conflicts of land use, housing or the preservation of architectural heritage” (2000, 1). Barcelona is a hotbed for start-ups, many of which operate within the sharing economy, including *Letmespace**, *SocialCar**, *Trip4real* and *Sharing Academy** (Moran, 2016). Consequently, the city generates and attracts business people, and it has establishing itself as a European centre for business creation (Barcelona City Council, n.d.) [Appendix 11 and 12]. However, as Goudin states: “in response to the growing importance of the sharing economy, several [European] Member States have already looked for legal solutions” (2016, 18). Goudin (2016) ads that there is a shared concern by all, which is the necessity to adapt to technological innovations while ensuring respect for fair competition.

2.1.5. Legal Issues

The following section is focused in the legal issues of the sharing economy; all the information has been collected from the author Goudin (2016).

Despite the large existing volume of policy applicable to the sharing economy, there are significant issues that require consideration. Some of the legal issues that should be considered are: firstly, **ensure customer safety** what means significant costs both for the regulating authorities and for providers. Secondly, **control of the offline goods and services offered through sharing economy platforms**. While regulation of online services is conducted with strong rules to ensure a Single Market through the E-Commerce Directive, it is also needed a regulation for the offline offer of goods and services, to be able to create a Single Market and control the competition among providers. Thirdly, **tax collection** is a permanent problem in many of the sectors in which sharing economy platforms operate. Fourthly, the **potential social exclusion** that sharing economy platforms can encompass; the users of certain sharing economy

platforms whose reputational ratings fall can be excluded from the platform, so those who are excluded may find it impossible to re-enter the platform to rebuild their reputation. Fifthly, the **tendency to become monopolies**, when there is a successful platform it may tend to become the sole player in providing the marketplace for some sharing economy activity, and it can affect both consumers and providers. Sixthly, the existence of **relevant regulations for service providers**. Service providers would, outside the sharing economy, naturally be employees and have additional security and benefits. At last but not least, the **consumer protection**, some measures should support and complement the consumer protection policy implemented by the Member States.

2.2. Tourism Destination: Barcelona

Regarding the United Nations World Tourism Organization (UNWTO, 2015), the international tourist arrivals grew by 4.4% in 2015, it means that 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Regarding to Juul (2015b), Europe is the world's number one tourist destination, with 588 million international tourist arrivals in 2014; consequently, Europe is the most visited region of the world. According to Juul: "Tourism is the third largest socio-economic activity in the European Union and makes an important contribution to the EU's gross national product and to employment." (2015b, 1). In addition, according to European Cities Marketing Benchmarking Report (2017), the top performing cities in terms of total number of bed nights in Europe are: Paris, Berlin, Rome, Barcelona, Amsterdam and Madrid. Considering the international arrivals of tourists, Barcelona is the fourth European destination that receives more international tourists, behind London, Paris and Rome (it is important to consider that those three cities have a higher number of habitants than Barcelona) (Barcelona City Council, 2015). During the last twenty years, Barcelona has experienced an important tourism growth, both in offer as in demand. Since the mid-1990s the number of visitors has increased and, consequently, also the offer of services and products. (Barcelona City Council, 2014a) [Appendix 13].

2.2.1. Development of Barcelona tourism & trends

Tourism is one of the most important activities in cities and the areas around them, making a significant impact on their economy, as well as on their social, physical and environmental

contexts (Barcelona City Council, 2014b). Barcelona is an ideal example, due to the big growth that it has experienced in the last two decades, which has made it one of the most visited and highly regarded cities on the planet (Barcelona City Council, 2014b). In addition, as mentioned by Young: “Barcelona wasn’t always to thriving and bustling city and tourism centre it is today. In fact, in the past it wasn’t on the map in terms of places to go at all” (2016, 1). One major event changed that and impacted Barcelona’s future: the 1992 Olympic Games (Young, 2016). According to Young (2016), due to the celebration of the Olympics, Barcelona was provided billions of dollars to make whatever preparations were necessary before the games began. Regarding to Duran: “the Olympic Games marked a “before and after” as far as tourism in Barcelona is concerned” (2005, 3). In addition, according to Brunet (2005), the preparation for the Games was an opportunity to foster investment, organisational excellence and urban transformation of the city [Appendix 14]. Moreover, regarding to European Cities Marketing report (ECM, 2017), Barcelona is in the fifth position of the top 10 performing cities of Europe. Regarding to Barcelona Turisme executive summary: “tourism has become one of the fastest-growing social and economic phenomena which had major repercussions in Barcelona during the last few decades of the 20th century” (2010, 3). To conclude, the city's hosting of the 1992 Olympic Games gave fresh impetus to Barcelona's potential and reaffirmed its status as a major metropolis (Barcelona Turisme, n.d.).

2.2.2. Barcelona attractions

Barcelona is situated in the north east of Spain on the Mediterranean coastline, it is one of Europe’s largest cities and the centre of an extensive metropolitan region of more than 160 municipalities, with over 4.8 million inhabitants (Barcelona City Council, 2015). In addition, Barcelona has been valued as a city that must be visited, it is appreciated because of its quality of life and lifestyle, and the image associated with the city incorporates values such as creativity, cosmopolitanism and innovation (Barcelona Turisme, 2010). Moreover, Barcelona is a city break travel destination, it consists in offering medium or large territorial areas with a large range of resources and very well defined icons (Barcelona City Council, 2014a). Regarding to the Barcelona City Council (2014a), there are top 10 most visited attractions of Barcelona [Appendix 15]. Further information about Barcelona’s tourism activity: development and management [Appendix 16].

2.2.3. Types of tourism in Barcelona

Regarding the Barcelona City Council (2013), the rise in the number of people with internet access has marked a turning point in terms of supply and demand for tourism products. Thus, the internet and new technologies allow access to a higher number of tourism offers and enable consumers to see and compare products in real time, which has helped customers to extend their range of available alternatives and choose personalised options which suit with their needs (Barcelona City Council, 2013). Moreover, regarding to the Barcelona City Council (2013), the development of transport and communications systems and the emergence of phenomena such as low cost flights, have increased the number of passengers in secondary airports, have enabled the tourism industry to become less dependent on seasonality. As a result, people consume more tourism products for weekends and/or times that do not correspond to traditional holiday periods, causing the tourism offer to adapt to this trend (Barcelona City Council report, 2013).

Regarding to Valdero (2013), there are many types of tourism typologies that are divided in three categories: customer centric, products based on customer motivations and product centric products [Appendix 17]. Firstly, there are customer centric products, they are the products created and designed according to specific segments of customers. Customer centric products can be focused on three different segments of the market: demographic segmentation (familiar, senior, junior, single and female tourists), socioeconomic segmentation (business and luxury tourists) and psychographic segmentation (LGTB and solidary tourists). Secondly, there are the products based on customer motivations, those are created and designed according to tourist motivations for the trip. This category is compounded by three tourism products: tourism products of general motivation, tourism products of mixed motivation and tourism products of specific motivation. The product centric products are created and designed according to the specific features of the specific product, they are compounded by: cultural (urban and specific tourism) and natural (sun and sand, geotourism, rural, adventure, nautical and ecotourism).

2.3. Nautical Tourism

According to Luković: “Nautical tourism is a sum of poly-functional activities and relations that are caused by the tourists boaters’ stay within or out of the ports of nautical tourism, and by the use of vessels or other objects related to the nautical and tourist activities, for the purpose of recreation, sports, entertainment or other needs” (2012, 400). Moreover, regarding to Valdero (2013), the nautical tourism is based on sailing and on the realization of activities related with water with leisure or sportive motivations. In addition, the nautical tourism is an excellent complement for Sun & Sea tourism as it diversifies the tourism offer, it also allows to attract clients with medium and high budget; and it helps to break the seasonality of tourism demand (Valdero, 2013).

2.3.1. Types of Nautical Tourism

Regarding to Valdero (2013), there are two types of nautical tourism: Sportive and leisure. On the one hand, the sportive nautical tourism is based in the realization of non-competitive physical and sportive activities in the water. On the other hand, the leisure nautical tourism is practised in little boats (sailing boats or yachts) and the principal motivation of the tourist is enjoying the water experience. The principal features of the leisure nautical tourism are: there is not a massive shift of passengers, they don’t work with fixed and regular itineraries, tourists are free to choose the itinerary, they need infrastructures to harbour the boat to be able to get on board and get off of the boat and the harbour should be near of restaurants and facilities for tourists. Moreover, regarding to Valdero (2013), the nautical tourism is divided in: short and long range navigation. On the one hand, the short-range navigation is the one practised from the home port of the city, without moving to other cities or villages, so tourists get on board in the home port and sail near it. In contrast, when tourists practise long range navigation, they sail with a bigger boat and move to different ports and villages, from the home city [Appendix 18].

2.3.2. Current State

Regarding to ECORYS final report for DG Maritime Affairs & Fisheries (2013), nautical tourism covers tourism that is largely water-based rather than land-based (e.g. boating, yachting, cruising, nautical sports), but includes the operation of landside facilities, manufacturing of equipment, and services necessary for this segment of tourism. Moreover, coastal and maritime tourism is the largest maritime activity in Europe and employs almost 3.2 million people, generating a total of € 183 billion in gross value added and representing over one third of the maritime economy (European Commission, n.d.). According to Luković: “nautical tourism in the Mediterranean is highly dynamic and developed” (2012, 419). In addition, the mild Mediterranean climate gives, especially for tourists from the cold North of Europe, the opportunity to go on vacation almost all year around, generally during the summer season, so that is why the Mediterranean nautical tourism still has a very strong seasonal character (Luković, 2012). As reported by Luković: “tourism as an industry, and nautical tourism as an integral part of it, is an important sector whose indirect effects are more important than the direct, thus supporting the development of many other industries” (2012, 399).

2.3.2.1. Nautical Tourism in Barcelona

Barcelona’s relationship with the sea has influenced its socio-economic growth and urban transformation, with changing values and uses despite strong links between the city and its coast through its port, commerce and fishing activity (Barcelona Cluster Nautic, n.d.). According to Barcelona Cluster Nautic (n.d.), the industrial activity that developed the length of its coast in the nineteenth century impacted on town planning, causing changes that modified the relationship of Barcelona’s citizens with the sea, who for many years lived with their backs to the sea. Regarding to Barcelona Cluster Nautic report (2015), in terms of revenue, the nautical sector is the second most important area inside ports. It is a varied sector that includes the management of nautical sports, boating and sailing schools, boat rental, distribution accessories, etc. Catalonia was in 2013 the autonomous community with the highest number of berths (around 32.501) and it is the second community with most boat registrations (Barcelona Cluster Nautic report, 2015). The nautical sector in the province of Barcelona currently comprises 305 companies and has an aggregate turnover of € 464.6 million (Barcelona Cluster Nautic, 2015) [Appendix 19]. According to the Barcelona City Council (2014), along the 580 kms

(Barcelona City Council (2014) of Catalan Coastline there are more than 40 marina ports, and this offers a variety of opportunities to develop economic activities based on nautical tourism.

2.3.2.2. Nautical supply in Barcelona

Barcelona has three ports; the first one is “El Port Vell”, it is made up of three different sports harbours: el Real Club Marítimo de Barcelona (with capacity for 241 vessels of up to 20 metres); el Real Club Náutico de Barcelona (with capacity for 200 vessels of up to 40 metres) and Marina Port Vell, which has capacity for super yachts of up to 180 metres. The second port is “El Port Olímpic”, it has 740 moorings for vessels of between 7 and 30 metres. And the third is “El Port Fòrum”, it has capacity for 201 vessels, distributed in two harbours: the central one has 170 vessels of for boats between 10 and 25 metres, and the exterior harbour has vessels of up to 80 metres (Barcelona Cluster Nautic, n.d.).

2.3.2.3. Nautical demand in Barcelona

According to Vasquez and Verner-Jeffreys (2013), in the future, population density and coastal and marine tourism are expected to increase extremely due to the attractiveness of the regions and recent supportive policies, which would lead to increasing investments in coastal areas. This increase in investment is also linked to potential increases in environmental pressures on the region (Vasquez and Verner-Jeffreys, 2013). Customers behaviours are changing, while the authenticity of the trip is taking the first position in tourism motivations, the massive tourism is losing its appeal (Coppola, 2017).

2.3.3. The Nautical Tourism and the Sharing economy

Regarding to Shankman: “there’s a new breed of travel startups that wants to connect boat owners and occasional renters.” (2013, 1). As reported by Shankman: “it’s an industry built on the basis of providing renters with cheaper rentals, better boats, and a more personalized experience and owners with a new source for customers or just some extra cash to offset ownership costs” (2013, 1). Moreover, if measured in dollars per hour on the water, the cost of owning a boat can seem an expensive proposition (Practical Sailor, 2015). In addition, regarding to Goel: “Americans own about 22 million recreational boats, and on average they use them just 11 days a year, according to the latest data from the Coast Guard” (2015, 1). Regarding to Practical Sailor (2015), for the owner of a boat used sporadically, listing the boat with a P2P

service can turn the boat's unused time into money. In addition, sailors who don't own a boat (or don't have one in the location they want to sail) can look for an extensive range of rental choices around the world (Practical Sailor, 2015). According to McDonald: "boat owners list their boats through a third-party website that connects them with potential renters and streamlines the process online" (2015, 1). Moreover, as reported by McDonald: "the boat owner decides when his boat is available, how much the rental will cost and, most important, whether to allow a prospective renter to use his boat. The owner can also ask the renter to use a licensed captain" (2015, 1). There are many "boat sharing" companies, there is much competition between start-ups, but all agree that the rapid growth of competition validates the existence of a marketplace for such sites (Shankman, 2013). Some of the companies, regarding Shankman (2013) are: *BoatBound*, peer-to-peer boat rentals in U.S., *GetMyBoat*, peer-to-peer charter boat rentals that operates worldwide, *incrediblu*, skippered yachts and boat rentals that operates worldwide, and *aBoatTime*, between others, that offers peer-to-peer charter boat rentals in Europe.

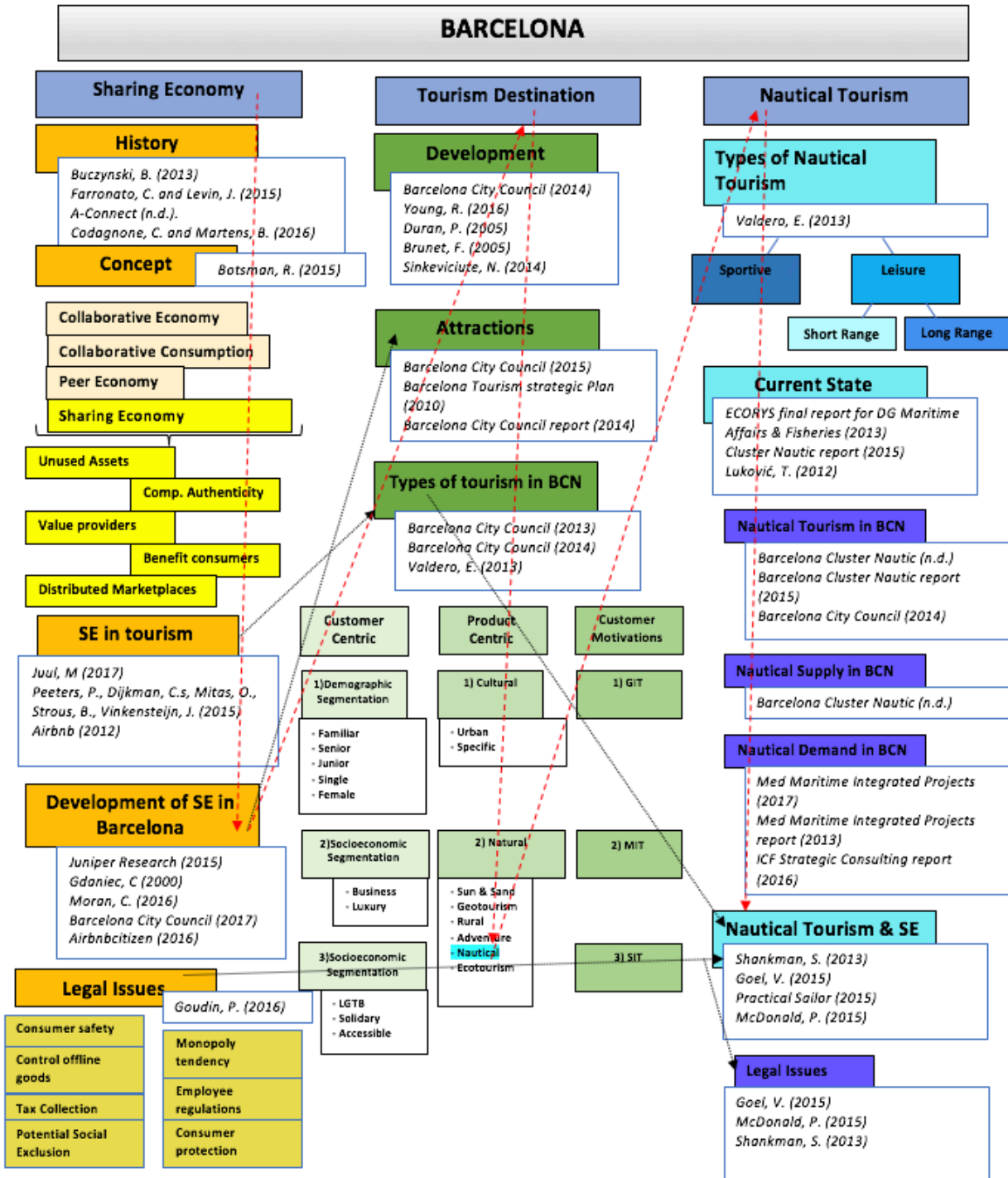
2.3.3.1. *Legal issues for boat sharing*

As reported by Goudin: "online boat rental is far more complicated than, say, Airbnb" (2016, 1). The rental companies need to ensure that vessels are safe and renters should have the necessary skills to pilot the boats and local laws should be followed (Goudin, 2016). Most important, the marketplaces have to win the trust of boat owners, many of whom are cautious of sharing their precious boats and sailboats to strangers. Regarding to Baumgarten (CEO of Cruzin) (n.d.) cited in McDonald (2015): "the biggest challenge to this marketplace is the insurance" (2015, 1). According to Goel (2015), although it is costly, insurance is crucial to the peer-to-peer boat rental market, because most owners' policies exclude commercial rentals and the cost of an accident could be high. Goel ads: "Boatbound and Cruzin offer similar custom policies with up to \$3 million in coverage per rental through Concept Special Risks, with the underlying coverage underwritten by a unit of Munich Re" (2015, 1). Moreover, regarding to Fiorakis (co-founder of Incrediblu) cited in Shankman: "depending on the legislation of each country, some owners are required to have a company in order to rent out their boats, even if they own only one vessel" (2013, 1).

The following section (2.4) clearly represents the different parts of the Literature Review, the connexion between concepts, its indicators and the principal authors that have contributed with useful information to each section of the desk research.

2.4. Literature Map

Figure 1: Literature Map.



Own source

2.5. Conceptual Framework

The following figure represents in a visual and summarized way the Literature Map of the research, showing the connexion between objectives and research question.

Figure 2: Literature Framework.



Own Source

Chapter 3. Methods

The Methods chapter describes the methodology applied to develop the research and achieve the research objectives. The first part is the explanation of the research design, which is an inductive and qualitative method to collect information to achieve the research objectives. The second part is the description of the data collection techniques and instruments, such as secondary data (based on academic conceptual studies, reports and statistical studies) and primary data (based on interviews to experts of the sharing economy, lawyers and boat owners). Finally, the research context is described and the participants that are needed to develop the research, based on primary data collection conducting interviews to professionals of the sharing economy, lawyers and boat owners to get an insight of the sector.

3.1. Overall research design

This research is focused on detecting the legal issues for the nautical sector following a sharing economy model. To achieve this aim, the research has a phenomenology (or interpretivist) philosophy, which is, regarding to Gill and Johnson (1997) cited in Altinay and Paraskevas (2008), all methods that examine people and their social behaviour. According to Altinay and Paraskevas: “participants provide the starting point, and through them you try to understand and interpret what is occurring and why” (2008, 71). As reported by Altinay and Paraskevas: “The methods deployed under the phenomenological philosophy range from the more unstructured qualitative techniques of focus groups and participant observation, through interviews, toward the more artistic methods of content analysis, hermeneutics and literary criticism” (2008, 72). To be able to develop the study, the research has an inductive reasoning which means that, regarding to Ketokivi and Mantere (2010) cited in Saunders, Lewis and Thornhill (2012), there is a gap in the logic argument between the conclusion and the premises observed, so the conclusion should be “judged” to be supported by the observations made. Moreover, the research has a qualitative research design, it is the methodology that studies the meanings and the relationships between participants, using different data collection techniques

and analytical procedures, to be able to develop a conceptual framework (Saunders, Lewis and Thornhill, 2012). The research design is compounded by secondary data based on academic conceptual studies, reports and statistical studies. Moreover, to be able to detect the legal issues of a sharing economy model based on nautical tourism, primary data is needed from experts to have insight from the specific sector regarding to Barcelona.

The table attached in the appendix shows the methodology used for the research. It is an overview of the relation between objectives, theoretical framework, indicators, methods, every interviewee and data analysis [Appendix 2].

3.2. Data collection techniques and research instruments

Firstly, to be able to analyse the origins, definitions, the relation of the sharing economy with tourism, its development in Barcelona and the legal issues, it is necessary to collect secondary data from academic and governmental studies. In addition, primary data is also necessary to get specific insight into the industry, such an in-depth interview to a sharing economy expert of Barcelona. Secondly, to analyse Barcelona as a tourism destination secondary data is needed, such as governmental reports, academic studies and articles. The collection of secondary data is specifically very useful to get a clear understanding of the development of the tourism sector of the city and the types of tourism that are promoted. Moreover, interviews to tourism experts of the city could add more information about the tourism trends within the city. Finally, secondary and primary data collection are applied to analyse the legal issues of the sharing economy model of the nautical sector. On the one hand, the secondary data is taken from academic studies and articles from experts within the sector. On the other hand, primary data is collected from in-depth interviews to lawyers specialized in the nautical sector and to the CEO of a nautical-tourism company that is promoting the nautical sharing economy in Barcelona. In addition, semi-structured interviews to boat owners are needed to get insight into the current state of the sector from the point of view of the potential boat providers.

3.3. Research context and participants

To analyse the sharing economy model an interview has been conducted to a professional of the sharing economy in Barcelona, L.H.. She is specialist in Collaborative Tourism and part of the Collaborative Transformation at OuiShare as Strategy Responsible for OuiShare Spain. The interview with Hernández gave valuable information about the current state of the sharing economy in Barcelona and its development. Furthermore, to analyse the sharing economy model of the nautical sector of Barcelona primary data collection was needed, such as an in-depth interview to a fiscal lawyer, an in-depth interview to the CEO of a nautical company that is promoting the sharing economy, R.L., and semi-structured interviews to boat owners. Those interviews gave specific information about the current state of the nautical sector, the legal issues that appear combining the sharing economy and the nautical sector and the point of view of boat owners that would be the providers of the assets to share, in this case, boats.

3.4. Data analysis

This research follows a relational content analysis, as mentioned by Altinay and Paraskevas: “relational analysis goes further than counting frequencies and existence in the text, and explores relationships between the concepts identified” (2008, 129). Regarding to Altinay and Paraskevas (2008), the relational analysis consists in analysing the content creating relationship between concepts. Moreover, the way of identifying those relations between concepts to develop the findings chapter was assigning a different colour for every objective and indicator. Thus, it was used a different colour to highlight the related concepts from secondary and primary data, to be able to create relations between the different concepts. In addition, the methodology table [Appendix 2] was a useful tool to relate the indicators for every concept, collected from secondary data, with the content taken from primary data.

3.5. Ethical considerations

Concerning this research, when using somebody else's information, credits will always be given to the original author following the HTSI guidelines. In-depth interviews and semi-structured interviews have been conducted after consent forms were signed [Appendix 29-37]. Before conducting field work, all ethical issues were considered and summarized in the Ethics Form [Appendix 1]. All participants accepted to take part in this research, however to maintain a certain privacy, in the findings chapter the interviewees have been named with their initials.

In-depth interviews are being conducted to three knowledgeable professionals of specific sectors. Those professionals have shared their knowledge about the sector and their opinion of specific sections, the information collected has been contrasted with academic data and related with similar concepts. In addition, six semi-structured interviews have been conducted to individuals, giving their opinion about the nautical sector. The data that has been collected from those individuals is valuable, as they share their point of view and experience about the nautical sector. However, six interviews are not representative for an in-depth study for Barcelona which is further described in chapter 5.

Chapter 4. Findings and discussion

In this chapter, the findings are presented by conducting three in-depth interviews and six semi-structured interviews, that have passed the transcription stage and an analysis of the data to be able to achieve the aim and objectives of the research. The structure of the chapter follows the order of the research objectives.

4.1. The current state of the Sharing Economy in Barcelona.

To achieve the first objective, three in-depth interviews have been conducted. The interviewees were: L.H., an expert of the sharing economy in Barcelona; R.L., the CEO of an online platform that offers nautical experiences related with the sharing economy and, M.T, a fiscal lawyer based in Barcelona.

To begin with, it is important to get a clear definition of the sharing economy and its principal features from an expert of the industry, to be able to analyse the current state of the sharing economy in Barcelona. The answer from L.H. from questions 1.1., 1.2. and 1.3. give clarifications about the definition and its features. Regarding to L.H., the definition of the sharing economy is the circulation of products and services between individuals through sharing, swapping, trading, renting, borrowing or giving, fostering access over ownership and reducing waste. Anyhow, according to L.H., there is a pending global conversation about the differences between concepts of Collaborative Economy and Sharing Economy, because they are the same for everybody. In any case, L.H. mentioned the main features that sharing economy companies should accomplish. The first one is that sharing economy companies are horizontal platforms that work with two markets, on the one hand there are the producers, people that offer their products or services on the website; and on the other hand, there are the consumers, people that purchase producers' products or services. The second one is that those platforms introduce citizens in value creation chain, it means that citizens are who offer their own assets or services, and there are other citizens that are interested in buy or rent their offers. The third feature is

that sharing economy platforms are more sustainable, as they don't produce more product than the one that can be consumed. And at last, sharing economy platforms don't need to be peer to peer, now there are a lot of platforms that offer assets and services from small business and they are accepted.

Focusing more on the objective, questions 2.1., 2.2. and 3.1. answered by L.H., and question 7.1. answered by R.L., describe the development of the sharing economy in Barcelona and in tourism. Regarding L.H., there are three global elements that caused the development of the sharing economy during the first decade of the XXI century: the economic crisis, the value crisis and the technology development. According to L.H., during the economic crisis, unemployment rates increased and people had less money than before, so society looked for new ways of earning and saving money. As R.L. ads, since the economic crisis there has been a boom of platforms that allow individuals to recover from bad economic situations. In addition, as reported by L.H., some segments of the society started a crisis of values in front of the capitalist system of excessive production and programmed obsolescence, thus people wondered new ways of producing and consuming in a sustainable way. On top of both crisis, regarding to L.H., society also experimented the technological advances, such as the development of accessible internet for everyone, what made possible the creation of these platforms. R.L. also mentions that technological advances made the development of new ideas and concepts real, as people can sell products or services through internet all around the world from a little office. Particularly, according to L.H., during the first decade of the XXI century, in addition to those global elements that most of occidental cities lived, Barcelona lived an innovation and tourism boom. Both elements were related; Barcelona started to increase its tourism appeal and global tourism presence and, at the same time, started to improve its infrastructures and communications; so, it is when Barcelona starts to develop its image as a business and entrepreneurial city that attracts new and international companies to work in the city, such as sharing economy companies. Regarding to L.H., the tourism industry has been the most impacted sector by the sharing economy; especially, in accommodation and transport sectors, that is why the sharing economy companies see Barcelona as an interesting city to expand their concept. As mentioned by L.H., the transport and accommodation sectors are rigid areas of the market, it means that they work with many regulations and they are protected by laws, and sharing economy companies move to these sectors to offer flexible prices and variety of

products in a sustainable way. Furthermore, regarding to L.H., sharing economy companies work with two market segments (producers and consumers), it means that platforms don't have to produce their own products because it are citizens who list their products and services by their own, so they can grow rapidly. According to L.H., the fact of offering new sustainable and flexible products and services in rigid markets, and the fact of the fast growth of those platforms generate a crash in the market in front of the traditional economy, so this is one reason why the Public Administration decided to limit their services to avoid problems between traditional and sharing economies.

As seen in the previous paragraph, the huge development of this new economic model is generating many impacts in cities, and as L.H. mentioned in question 3.1., the growth of those sharing economy companies in cities generate big impacts as they hit traditional companies that are offering their products and services in a traditional way (with established prices and products). Consequently, there are many legal issues that Public Administrations are studying to be able to regulate sharing economy impacts and development. Questions 3.1., 3.2., 3.3., 4.1., 4.2. and 4.3., answered by L.H. give an interesting explanation about the current issues of the sharing economy in Barcelona; and M.T., fiscal lawyer from Barcelona, present a precise framework of the principal legal issues that sharing economy is living in the city. According to M.T., sharing economy is legal if producers accomplish three conditions: income declaration, social security contribution and licences. Firstly, regarding to M.T., people that earn money constantly by renting or selling assets or services should pay taxes of this transaction, so they should declare their income, even if this person is an organization (corporate taxes), or a natural person (income taxes). Secondly, people should contribute in the social security, and there are two ways of do it; the first one is receiving a salary, and the second one is being self-employed. The third condition is the licence; many services require licences to be able to operate, such as taxis or tourist apartments. Therefore, if a person declares his or her income, he or she is contributing to the social security and owns a licence to offer the service, it will be totally legal. However, as mentioned by M.T., as those platforms contain a large number of people that are offering products and services, it is difficult for them to control that everyone is accomplishing those conditions. That is why the government is studying the way of limiting those markets, to be able to regulate the activity of those producers. Moreover, another important issue of the sharing economy asked to L.H. in question 3.2., is if sharing economy platforms could become

monopolies of the market. L.H. reports that, an important author, Phil Simon in his book, “The age of the platform”, considers that monopoly doesn’t exist for companies that are not for products of first need, such as water and energy services. L.H. adds that Airbnb, for example, can be the leader of the market, but it doesn’t mean that it is a monopoly, as users can choose more platforms to rent flats and rooms, as it doesn’t impose its services to customers. In addition, according to L.H. in question 3.3., those companies that want to generate consumption without considering sustainability, they will probably be substituted by the sharing economy companies, as they optimally produce what is needed.

However, regarding to L.H., it is important to not forget that society is not prepared to this new economic model. That is why it is difficult for the Public Administration to regulate the activity of sharing economy companies. For this reason, regarding to L.H., sharing economy platforms are promoting consumer safety, offering customers as much information as possible of their products and services to be able to increase the purchase freedom, and according to M.T., those platforms are increasing their control over the situation of the products and services that they offer, so it also increases consumer safety. In addition, according to M.T., platforms are also giving support to producers to encourage them to accomplish those three conditions, they give them advices and information to know how to manage their situation.

To conclude, L.H. and M.T. coincided in the point that sharing economy is still growing, so it is not clearly regulated because society is not prepared to this big change. When the sharing economy concept grows more and is able to introduce its concept to the daily life of people and in the economy, public administrations should create fair regulations to manage this new way of economy.

4.2. Barcelona as a tourism destination analysis

The results for the second objective have been described after collecting secondary data from academic sources in Chapter 2. Moreover, question 6.1. to R.L. give additional information about the development of Barcelona as a Tourism Destination. Regarding to R.L., and as seen in Chapter 2, Barcelona, thanks to the Olympic Games, has lived a big development and has activated the tourism sector, as well as the nautical sector. Moreover, R.L. ads that the city started to promote the coast, the maritime experiences and invested in maritime infrastructures and development. The internationalization of Barcelona as a modern city attracts different

segments of the market, from young travellers to luxury tourists, and the beginning of this development started with the Olympic Games.

4.3. Legal issues of the sharing economy in nautical tourism

The third objective is compounded by three sections; the first one is an analysis of the different types of nautical tourism that exist, data collected for this point is secondary and it can be found developed in Chapter 2. The second section analyses the current state of nautical sector of Barcelona and the third section is the analysis of the relation between the sharing economy and the nautical tourism. Both sections have been investigated using primary data from in-depth interviews to R.L., COO of Nautal, to Barcelona lawyer M.T. and to six boat owners from Club Nautico de Barcelona.

Regarding to question 6.1.3. to R.L., Barcelona is a city that is living an interesting development in the nautical sector but, compared with other international cities, the nautical sector is underdeveloped. R.L. adds that The United States and France are great examples of developed countries, and the principal reason is the strong culture in maritime activities. In addition, the government of those countries invest in the nautical sector and promotes it to accelerate its development. However, in Spain the government is not considering nautical sector as one of the pillars of Spanish economy, that is why there is a slow development in the nautical sector. Regarding to R.L. in question 6.1., Barcelona is a great city to live nautical experiences. However, it can only be experienced during four months of the year, as Barcelona has four seasons and on winter, it is possible to navigate but tourism is lower and the weather is cold. In contrast, in cities such as Miami, the climate is hot almost all months of the year, and it is a better place to offer nautical experiences.

Furthermore, understanding the situation of the development of the nautical sector in Barcelona, it is interesting to investigate the current state of the nautical supply and demand in Barcelona. On the one hand, R.L. answers question 6.2., where he gives interesting information about the current state of the nautical supply in Barcelona. As R.L. explains, his company of boat renting, Nautal, has published a press release this year explaining that during the high season, they haven't enough boat offer to satisfy demand. R.L. confirms that there is a lack of offer in Barcelona, and he adds that it is complicating the development of this sector. Despite of this

lack of offer, R.L. explains that the global sector is growing, although it is a slow growth, some improvements can be observed. In addition, R.L. mentions that after the economic crisis everything is changing and the industries are recovering from those bad times. In addition, there are some important causes of this growth mentioned by R.L.: Barcelona tourism growth, tourists are looking for authentic and original experiences when they travel, so the nautical sector is activating its products to satisfy demand desires. Moreover, to purchase and maintain a boat is an expensive and complicated action that cannot be taken in one day. Boat owners interviewed coincided in questions 10.5., 12.5., 14.5., 16.5., 18.5. and 20.5. that maintaining a boat is really expensive, minimum it can cost 3000€ per year. According to R.L., the sharing economy is a good way to solve this problem, because we see many under-used boats harboured in ports, so if those boats are in good conditions, they would be a good solution for the lack of offer and would help to satisfy the growing demand of nautical experiences in Barcelona. Moreover, port captaincy are interested in harbouring boats coming from charter companies, as those boat rentals and experiences attract tourists, and it activates the economy of the port (gasoline, parking service and restaurants). To be able to develop more this point, semi-structured interviews have been conducted to six boat owners that have their boat/s harboured in Reial Club Nautic of Barcelona port, questions are 10.2., 12.2., 14.2., 16.2., 18.2. and 20.2. To start with, it is interesting to know that five interviewees owned a boat, and only one of them owned two boats; the one that owned two boats is because he is a sportive user, in contrast, the rest of the interviewees are leisure users of their boat, and the average use of their boat is 26 times per year. In addition, all interviewees coincided that they know what the sharing economy is, and answering questions 11.2., 13.2., 15.2., 17.2., 19.2. and 21.2., four of the boat owners interviewed coincided that they would like to rent their boat when they don't use it as it is a good way to maintain it and earn some extra money. In contrast, two of the boat owners answered that they wouldn't like to share with unknown people their assets. In addition, the principal insecurities that all boat owners interviewed have with renting their boat through the sharing economy model are the potential damages that other people can make in their boat and the legal issue of tax collection, it is not clear for them.

On the other hand, R.L. explains in question 6.3. the current state of the nautical demand in Barcelona. According to R.L., nautical demand is amazingly growing and charter agencies are observing how the demand is changing, as in the past, customers were experienced navigators,

but now there is a new target of demand, people that are looking for different experiences; those clients don't have experience in sailing, but they desire to discover the destination in a different way. So, it is interesting how R.L. explains that travellers are looking for authentic experiences that allow them to discover the city from a different point of view; this growth in demand should be aligned with a supply growth, to be able to satisfy those customers in high seasonality months. In addition, questions 10.4., 12.4., 14.4., 16.4., 18.4. and 20.4. to boat owners reflect their interest in experiencing nautical tourism when they travel; most of the interviewees confirm that they look for nautical experiences when they travel to a coastal destination, so regarding to Valdero (2013), they are nautical tourists with leisure motivations, so probably they will experience short-range activities. However, as those boat owners have their boat in Barcelona, they are not actively traveling for nautical reasons, so if they find an interesting nautical experience they are interested in doing it as they love the sea, but if they don't find it, they don't care.

Questions 7.1., 7.2. and 9.1. answered by R.L. and M.T., cover the third section of the last objective of the research, giving information about the relation between the sharing economy and the nautical tourism in Barcelona, and the legal issues. Regarding to R.L., Barcelona is a good place to set up an innovative business, as the city counts with an entrepreneurial and innovative atmosphere to work in, and also the government offers nice grants and investments to be able to develop your own project. Moreover, making a connexion between nautical tourism and the sharing economy, seeing the legal issues that companies such as Airbnb and Uber are living in Barcelona, regarding to R.L. explains that the Boat Sharing is not suffering any legal problems. However, R.L. reports that the biggest issue that Boat Sharing suffers is that maritime sector is more dangerous than on land, because if you have an accident in the street, there are ambulances, hospitals near and more services nearby that can help you. However, on the sea it is more complicated and accidents can be worse than in land, so there is a big need of assuring that all boats are in good conditions to be used and that they have insurance. Moreover, in terms of regulations, as L.H. explained in previous paragraphs and R.L. also explains in question 7.2.1., the society is not aware of this new way of economy, so cities like Barcelona don't count with clear regulations that support this kind of companies. R.L. and M.T. coincide that the procedure to be able to become a boat sharer is: firstly, individuals have to acquire the boat charter licence, secondly, they have to create a contract with a boat renting

company to rent their boat or be self-employed to manage it by yourself. Finally, individuals should choose and pay the insurance needed for the boat and pay taxes.

Chapter 5. Conclusions

5.1. Objective 1: The current state of the Sharing Economy in Barcelona.

There is an ongoing debate among researchers about the differences between the concepts of Collaborative Economy and Sharing Economy, because they mean different things and people use them without considering the real features of each one. However, the interviewed expert in the field in Barcelona, L.H. and Botsman (2015) coincide in **defining the sharing economy** as an economic model that consists in sharing individuals underused products or services, for free or for a fee, fostering access over ownership and reducing waste. Moreover, Sharing Economy companies can be identified through some features that have been taken from the theory of the academic author Botsman (2015) and the interviewee L.H. Thus, the features of the sharing economy companies are the following: they should offer under-utilized or unused assets or services, they should introduce citizens in the value creation chain, they should be sustainable with product providers and customers (benefit both) and they should be horizontal platforms, meaning decentralized networks that create a sense of belonging.

Having a clear definition about the sharing economy allows to analyse the **development of the sharing economy**. The academic author, Goudin (2016) and both interviewees, R.L. and L.H. completely coincide in the three causes that mobilized the sharing economy revolution; they are the economic crisis, the value crisis and the technological advances. Moreover, the interviewee L.H. and the academic authors, Peeters et.al. (2016), European Commission (2016) and Juul (2017) report that the Tourism Sector has been the most impacted sector by the Sharing Economy, especially, the accommodation and transport sectors. The huge impact of the sharing economy in the tourism industry has a relation with its development in Barcelona, because regarding L.H., the innovation and tourism boom that Barcelona lived increased the appeal of the city and activated the improvement of the infrastructures of the city. And, as explained by

Moran (2016), now Barcelona is a hotbed for start-ups, many of which operate within the sharing economy. As a result, regarding to the Barcelona City Council (n.d.), the city attracts business people, and it has establishing itself as a European centre for business creation.

Furthermore, the development of the Sharing Economy is generating many impacts in cities; regarding to L.H and Goudin (2016), this development is impacting the traditional companies of cities. That is why, there are some significant **issues that should be regulated** by the Public Administration. Goudin (2016) distinguished some issues that should be regulated, such as customer safety, control of the goods and services, tax collection, concern of becoming monopolies and create regulations for service providers. The interviewees L.H. and M.T. stated that they are important issues that are being managed in Barcelona. To solve the first issue, L.H. explains that sharing economy platforms are offering customers as much information as possible of their products and services to be able to increase the purchase freedom, and according to M.T., those platforms are increasing their control over the situation of the products and services that they offer, so it also increases consumer safety. In addition, according to M.T., platforms are also giving support to producers to encourage them to accomplish the conditions required, they give them advice and information to know how to manage their situation. The second issue is the control of the goods and services offered through sharing economy platforms and regarding to M.T., this issue can be regulated through licences from the suppliers of those products and services. The third issue is the tax collection, as mentioned by M.T., people that offer their products and services through these platforms should declare their income, even if this person is an organization (corporate taxes), or a natural person (income taxes). The fourth issue is the impact that those platforms are making to traditional companies and the concern of becoming monopolies. According to L.H., those companies that want to generate consumption without considering sustainability, they will probably be substituted by the sharing economy companies, as they optimally produce what is needed. As a result, the solution should be an innovation of those traditional companies in the way they offer their goods and services. The last issue is the creation of regulations for service providers, and M.T. clarifies that all service providers should contribute in the social security, and there are two ways of doing it; the first one is receiving a salary, and the second one is being self-employed.

It can be concluded that the theoretical concepts are generally confirmed by the interviewed experts. On the one hand, the tourism industry has been the most impacted area by the sharing economy companies. On the other hand, it is important to consider the regulations that should be reviewed by individuals and the Public Administration, such as customer safety, control of the goods and services, tax collection, concern of becoming monopolies and the regulations for service providers.

5.2. Objective 2. Barcelona as a tourism destination

As Young (2016) mentions, in the past, Barcelona was not such a thriving and bustling city and tourism centre as it is today. However, one major event changed and impacted Barcelona's future, it was the 1992 Olympic Games. Authors such as Duran (2005) and Brunet (2005); and the interviewee R.L., agree with the idea that the 1992 Olympic Games were the promoters of the new and touristic Barcelona, a city with good infrastructures and communications that attracts a large number of tourists every year. In addition, the Barcelona City Council (2013) also agrees that the development of transport and communications systems and the emergence of phenomena such as low cost flights, have enabled the tourism industry to become less dependent on seasonality. Moreover, according to Valdero (2013) there are plenty of types of tourism that destinations can offer, and one of them is nautical tourism.

To sum up, there is a confirmation about the huge development of Barcelona as a tourism destination and its origins, matching academic information and the interviewed R.L.

5.3. Objective 3. Legal issues of the sharing economy in nautical tourism in Barcelona

As mentioned by Valdero (2013), **nautical tourism** is based in sailing and in the realization of activities related with water with leisure or sportive motivations. It is important to consider that, regarding to European Commission (n.d.), nautical tourism is the largest maritime activity in Europe. Especially as mentioned by R.L., in Barcelona is undergoing an interesting development of the nautical sector, however it is a slow development as the government of the country doesn't invest too many resources to speed-off the process. In contrast, countries such as The United States and France, have a strong maritime culture and many resources to develop it by the government. However, regarding to Barcelona cluster Nautic (n.d.), Barcelona is a good

place for Nautical Tourism as it has plenty of ports and infrastructures to afford tourism development in this area. On the one hand, nautical tourism can be experienced during four months of the year in Barcelona, because during the winter tourism activity is lower because the weather is colder, but nevertheless it is possible to practise great nautical experiences.

The seasonality of Barcelona in tourism directly affects the **nautical tourism offer** of the city, that is why, as mentioned by R.L., there is a lack of offer that is complicating the development of the sector. On the other hand, **tourism demand** is changing; regarding to R.L. travellers are looking for experiencing unique activities to discover the destination, and some of those experiences include nautical activities. Moreover, authors like Vasquez and Verner-Jeffreys (2013) explain that nautical tourism is expected to increase extremely in Europe due to the attractiveness of the regions and recent supportive policies, which would lead to increasing investments in coastal areas.

Considering the general lack of nautical tourism offer in Barcelona, the nautical infrastructures of the city, and the potential increase of the demand in nautical activities, a possible solution appears that could promote the development of nautical tourism in Barcelona; **the sharing economy**. In addition, there is another fact that could promote the appearance of the sharing economy in the nautical sector, it is the expensive maintenance of boats. As R.L. reports, having lived the economic crisis in the first decade of XXI Century it is expensive to maintain a boat, confirmed by interviewed boat owners who state that maintaining a boat is extremely expensive, it is a minimum of 3000€ per year using it, in an average of 26 times per year. As a result, the sharing economy can be a useful tool to increase the offer of nautical experiences, to satisfy the potential increase of demand and to help boat owners to earn money to maintain their boat. This concept is called **"Boat Sharing"**, regarding to Practical Sailor (2015), for the owner of a boat used sporadically, listing the boat with a peer-to-peer service can turn the boat's unused time into money. In addition, the interviews conducted to boat owners confirm that the majority would like to rent their boat to make it profitable, although two answered that they wouldn't do it as it can damage their boat. It is true that renting personal assets can bring some problems for individuals, because people that rent those assets maybe don't treat them correctly. As Goudin (2015) mentions, many boat owners are cautious of sharing their precious boats and sailboats to strangers, and it is confirmed by the interviewed boat owners, as everyone coincided with the same concern. Anyhow, this concern can be solved, according to

M.T., by contracting a complete insurance for the boat and signing a contract with the charter company specifying some rules for the use of the boat. Moreover, R.L. and M.T. coincide that the procedure to be able to become a boat sharer is: firstly, individuals should acquire the boat charter licence, secondly, they have to create a contract with a boat renting company to rent their boat or be self-employed to manage it by themselves. Thirdly, boat owners should select the insurance required for the boat and finally, they should pay the taxes required for goods rental (similar to long term flat rental taxes). If boat owners follow those steps, they will be able to make profitable their boats and earn money sharing them with other people.

To sum up, the sharing economy can be a useful tool to increase the offer of nautical tourism, to satisfy the demand and to help boat owners to make profitable their under-used boat.

5.4. Recommendations, limitations and further research

5.4.1. Recommendations

This section presents a set of recommendations addressed to professionals of the sharing economy and of the nautical sector; and to the city council of Barcelona, based on the findings of the research, academic recommendations can be found in section 5.4.2.

Firstly, it is recommendable that companies adjust their offer to fit with the new customer needs, as the study shows that the demand of nautical experiences is increasing and travellers are looking for more authentic and original experiences to discover the city.

Secondly, regarding to this new interest in experiencing nautical activities of tourists, it would be interesting that the Barcelona city council considers the nautical sector as part of the tourism industry to be able to develop more this sector and amplify the touristic offer of the city.

Thirdly, regarding to the potential growth of the sharing economy related with nautical tourism, Barcelona Public Administration should consider this new way of renting boats from individuals and create regulations to avoid future problems with this economical model.

5.4.2. Limitations and further research

This research is limited to a part of the nautical sector and therefore not representative for Barcelona due to limited resources. The first limitation was time, I was working in the experiences department of Airbnb until the 15th of March, so I started the research from that date. This time limitation didn't allow me to conduct more interviews and questionnaires, what would give more information about the topics analysed and in-depth conclusions about the legal issues of the sharing economy in the nautical tourism sector. The second reason was contacts in the sector and access to databases, to be able to talk with more professionals, collect more information about the topics studied from internal studies of companies and to be able to access databases to conduct surveys. The third limitation was the fact that boat sharing is an upcoming sector, so there is a lack of studies, experienced professionals and data of this specific field.

For further research, it would be interesting to conduct in-depth interviews to more sharing economy professionals and lawyers, to be able to draw specific conclusions about the legal issues of the sharing economy in the nautical tourism sector. In addition, it would be interesting to conduct surveys to boat owners of all ports of Barcelona and/or Catalonia, to have insight about their interest in the sharing economy. Finally, it would be also interesting to develop a study of the impacts of the sharing economy in Barcelona, to in-depth analyse its development and impacts in traditional companies that rest in the city.

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Appendix

Appendix 1. Ethics Consent Form.


SCHOOL OF TOURISM & HOSPITALITY MANAGEMENT
SANT IGNASI
 RAMON LLULL UNIVERSITY

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?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Involve analysis of pre-existing data which contains sensitive or personal information?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Involve direct and/or indirect contact with human participants?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Require consent to conduct?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Require consent to publish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Have a risk of compromising confidentiality?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Have a risk of compromising anonymity?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Involve risk to any party, including the researcher?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contain elements which you OR your supervisor are NOT trained to conduct?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Risk Category 2	<input type="checkbox"/>	<input type="checkbox"/>

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


IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:


Each of the interviewed will sign the consent form

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

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

Name: MARIA FARGAS SALTOR Signed:  Date: 16th June 2017

Agreement from the supervisor of the student:

Name: E. BINKHORST Signed:  Date: 16/6/2017

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.

Appendix 2: Overview of relation between objectives, theoretical framework, methods and data analysis.

RESEARCH OBJECTIVES	CONTENT	METHODS	INDICATORS	INTERVIEW QUESTIONS	DATA ANALYSIS	IN DEPTH INTERVIEWS			SEMI-STRUCTURED INTERVIEWS							
						Lucia Hernández	Roger Llovet	Miguel Tejero	Boat Owner 1	Boat Owner 2	Boat Owner 3	Boat Owner 4	Boat Owner 5	Boat Owner 6		
OBJECTIVE 1: Current state of the Sharing Economy in Barcelona	Origins	- Desk research Secondary data	Concept - Sharing Economy vs. Peer Economy, Collaborative Economy, Collaborative Consumption Features - Unused assets - Company authenticity - Value providers - Benefit Consumers - Distributed Marketplaces	Question 1.1. Question 1.2. Question 1.3.	Relational content analysis	✓										
	Definition	- Desk research Secondary data - Interview Primary data			Relational content analysis	✓										
	Tourism	- Desk research Secondary data	- Digitalization - Different from traditional economy	Question 2.1. Question 2.2. Question 3.1. Question 4.2. Question 7.1.	Relational content analysis	✓										
	Development in BCN	- Interview Primary data	- Technological progress - Rise of SE companies - High unemployment rates		Relational content analysis	✓	✓									
	Legal	- Desk research Secondary data - Interview Primary data	- Consumer Safety - Control offline goods - Tax Collection - Potential Social Exclusion - Monopoly tendency - Employee regulations - Consumer protection	Question 3.1. Question 3.2. Question 3.3. Question 4.1. Question 4.2. Question 4.3. Question 8.1. Question 8.2.	Relational content analysis	✓		✓								
OBJECTIVE 2: Tourism Destination: Barcelona	Development	- Desk research Secondary data - Interview Primary data	- 1992: Olympic Games - 2017: 5th Top Tourism City	Question 6.1.	Relational content analysis		✓									
	Attractions	- Desk research Secondary data	- Culture - Architecture	✗	Relational content analysis											
	Types of Tourism	- Desk research Secondary data	- Product Centric: * Cultural: Urban Specific * Natural: Sun & Sand Geotourism Rural Adventure Nautical Evolutionism	✗	Relational content analysis											
OBJECTIVE 3: Nautical Scene of Barcelona	Types of Nautical Tourism	- Desk research Secondary data	- Sportive - Leisure *Short Range * Long Range	✗	Relational content analysis											
	Current State	- Desk research Secondary data - Interview Primary data	General - Dynamic - Developed - Growing Barcelona - Growing offer - Growing demand	Question 6.1. Question 6.2. Question 6.3. Question 10.2. Question 10.4. Question 12.2. Question 12.4. Question 14.2. Question 14.4. Question 16.2. Question 16.4. Question 18.2. Question 18.4. Question 20.2. Question 20.4.	Relational content analysis		✓		✓	✓	✓	✓	✓	✓	✓	✓
	Sharing Economy	- Desk research Secondary data - Interview Primary data	Legal Issues - Insurances needed - Same marketplace - Boat owner - own a company	Question 7.1. Question 7.2. Question 9.1.	Relational content analysis		✓	✓								

Appendix 3: Template interview 1 (in-depth): The sharing economy in Barcelona.

- Sharing Economy Concept:
 - How would do you define the Sharing Economy concept?
 - Is it different from Collaborative Economy?
 - Do you agree that SE concept accomplish with the following features (unused assets, company authenticity, value providers, benefit consumers and distributed marketplaces)? Would you add new?
- Development of Sharing Economy model in Barcelona:
 - Could you explain the development of the Sharing Economy concept in Barcelona?
 - When the SE arrived to Barcelona?
 - When occurred the innovation boom of Barcelona? Do you know some specific causes? Do you think that this boom occurred when tourism exploded? (Arrival of international people)
 - Is this development aligned with other cities?
 - Could you mention the principal areas where the Sharing Economy is most developed?
 - Worldwide
 - In BCN
 - Do you think that the tourism industry is one of the most impacted sectors?
- Sharing Economy and traditional economy:
 - How is affecting the Sharing Economy to the traditional economy?
 - Is it a substitute of the traditional model of business? MONOPOLIO
 - Is there a collaboration between traditional economy and sharing economy?
- Legal Issues:
 - How is affecting BCN law in the sharing economy? Is it completely illegal?
 - In which sectors the sharing economy is having more legal problems?
 - Is there a solution to these legal issues?
- Could you give me some advices to continue with the research?
 - People that can contribute to the research
 - Information that I can ask for

Appendix 4: Template interview 2 (in-depth): The Nautical Sector and the Sharing Economy.

- Current state of Nautical Tourism in Barcelona:
 - Could you explain the development of the nautical tourism in Barcelona?
 - When did it explode?
 - Do you know some specific causes? (Olympic games?)
 - Is this development aligned with other coastal cities?
 - Could you explain which is the current state of the nautical offer?
 - Is there a lack of offer? If not, why the prices are so expensive?
 - Is the offer growing? Why?
 - Could you explain which is the current state of the nautical demand?
 - Are tourists more interested than before in renting boats?
 - Are they interested in living an original experience or only see the coast?
 - Which type of experiences are the best sellers?
- The sharing economy and the nautical sector in Barcelona:
 - The sharing economy is living a growth in Barcelona, is it impacting the nautical sector?
 - When did it explode?
 - Considering the problems that Airbnb and Uber lived in Barcelona, is boat sharing suffering some problems?
 - Does it exist a legal framework to offer share boats? Is it necessary to be a company owner to become a boat sharer?
 - What happens with the insurances needed?

Appendix 5: Template interview 3 (semi-structured): Legal Issues of Sharing Economy and Boat Sharing.

- The Sharing Economy in Barcelona:
 - Is it legal to rent personal assets in Barcelona?
 - Which legal issues exist to be able to rent personal assets in Barcelona?
 - What about Consumer Safety?
 - What about the control of offline goods?
 - What about tax Collection?
 - Is there a potential Social Exclusion that should be regulated?

- Do you think that SE companies tend to become monopolies?
- What about employee regulations for service providers?
- Other legal issues?
- The sharing economy and the nautical sector in Barcelona:
 - Is there a way to create a legal framework to be able to share boats with other people?
 - Does it exist officially?
 - What happens with the insurances needed?
 - Is it necessary to be a company owner to become a boat sharer?

Appendix 6. Template interview 4 (semi-structured): The Sharing Economy from boat owner's perspective.

- Current state of nautical offer:
 - How many boats do you have?
 - How many times do you use the boat approximately (per year)?
 - Are you Sportive or Leisure user of your boat?
 - When you travel to a coastal destination, do you look for enjoy a nautical experience? Why?
 - Is it expensive for you to maintain your boat? How much (approximately)?
- The nautical Sector and the sharing economy in Barcelona:
 - Do you know what is the Sharing Economy?
 - What do you think about it?
 - Would you like to share your assets to earn money?
 - Would you like to earn money renting your boat?
 - If answer is NOT:
 - Is it because of licences?
 - Boat safety?
 - Tax Collection?
 - If answer is YES:
 - Would you have some insecurities by sharing your boat? Which ones?

Appendix 7: The Sharing Economy: New opportunities, new questions. (Farronato and Levin, 2015).

Regarding to Farronato and Levin (2015), the first stage is in Germany, on 1864, when arrived to the cities of industrialized Europe the mass of migration people from the countryside in search of work and a better life. Those people were living in extreme difficulties, so the city administrations provided them with open spaces where they could grow their own food in community and cooperate in those “community gardens”. The second example given by Farronato and Levin (2015) happened in the United States, on 1946, during the World War II. On 1941, the US government encouraged ride sharing to conserve resources for the war effort, so the Office of the Petroleum Coordinator, launched a petroleum and rubber conservation campaign asking drivers to use 30% less gasoline by various measures that included sharing rides; this initial effort had little impact, so the petroleum industry relaunched this initiative using of media such as posters, and it had better results.

Appendix 8: The Collaborative Economy: Products, services, and market relationships have changed as sharing startups impact business models. To avoid disruption, companies must adopt the Collaborative Economy Value Chain. (Owyang, 2013).

Regarding to Owyang (2013) the first phase was the development of the corporate websites (Brand Experience Era - Web) where brands were able to “speak” at customers through the website and where customers could access easily to information. The second phase, called the Customer Experience Era, was the appearance of new tools to “talk” with customers, where customers and companies shared power. And finally, the third phase, the Collaborative Economy, when customers have the power to share their goods without the need of buying products to companies.

Appendix 9: Defining The sharing economy: What is collaborative consumption and what isn't? (Botsman, 2015).

The Collaborative Consumption, is defined as the reinvention of traditional market behaviors—renting, lending, swapping, sharing, bartering, gifting—through technology, taking place in ways and on a scale not possible before the internet (e.g. *Zopa**). Moreover, regarding to Botsman (2013) there is also the Peer Economy, person-to-person marketplaces that facilitate the sharing

and direct trade of assets built on peer trust (e.g. *Etsy**). Finally, there are On-Demand Services, they are platforms that directly match customer needs with providers to immediately deliver goods and services (e.g. *Uber*) (Botsman, 2015).

Appendix 10: Positive economic impact of their business in cities around the world (Airbnb, n.d.).

San Francisco was the very first city in which Airbnb evaluated its economic impact. Conducted in 2012, the study found that Airbnb generates approximately \$56 million in local spending and supports 430 jobs in San Francisco. Of the total guest spending, \$12.7 million goes directly to local host households (Airbnb, n.d.). Moreover, regarding to Airbnb (n.d.), in June 2013, Airbnb released the results of a study, which evaluated the economic impact of Airbnb guests and hosts in Paris. Spanning a 1-year timeframe, the study found that Airbnb generated €185 million (approximately US\$240 million) of economic activity in Paris, and supported 1,100 jobs (Airbnb, n.d.).

Appendix 11: Main economic indicators for the Barcelona area (Barcelona city council, 2015).

What is more, as reported in the Barcelona City Council (2015), some 434,914 companies (nearly 14% of the total in Spain) have their headquarters in the Barcelona area. Most of these firms are SMEs, small and medium sized enterprises characterised by their great flexibility and capacity to adapt to complex environments. Therefore, regarding to the Barcelona City Council (2015), the early stage Entrepreneurial Activity rate (TEA) amongst the resident population (18-64 years) in Barcelona province stood at 7.3% in 2014, higher than the rates in such countries as Sweden (6.7%), Germany and France (5.3% in both cases), and above the Spanish average (5.5%) and that of EU economies based on innovation (6.9%). Airbnb is a good example of an impacting company in Barcelona, as it boosted the Barcelona economy by €740 Million (Airbnb Citizen, 2016).

Appendix 12: Airbnb Community Boosts Barcelona Economy by €740 Million (Airbnb citizen, 2016).

As reported in Airbnb Citizen (2016), Airbnb in Barcelona is supporting middle class families and helping them pay the bills and stay in their homes. Moreover, Airbnb hosts and guests are increasingly moving away from Barcelona's Old Town into the communities regular Barcelonians

call home, which spreads economic benefits across Barcelona and activates new communities beyond the tourist hotspots (Airbnb Citizen, 2016). Furthermore, regarding Airbnb Blog (n.d.), Airbnb generated \$175 million in economic activity in Barcelona in one year alone and supported more than 4,000 jobs.

Appendix 13: Barcelona Tourism position (Barcelona City Council, 2015).

According to the Barcelona City Council (2015), Barcelona is located in the second level of Urban Tourism Destination (behind of Hong Kong, London or Singapore) and, regarding to Euro monitor International (2016) cited in the Barcelona City Council (2015), Barcelona occupies the twenty-sixth worldwide position, behind Tokyo and in front of Amsterdam. Tourism activities in Barcelona contribute to significantly greater expenditure on hotels, restaurants, recreation and culture. In addition, regarding to the Barcelona City Council (2015), the sustainable tourism growth of Barcelona has positioned it as the sixth European city in higher number of tourist receptions.

Appendix 14: The impact of the Games on tourism: Barcelona: the legacy of the Games, 1992-2002 (Duran, 2005).

According to Duran: “this process began the year after Barcelona’s nomination as Olympic host city, and it was to give rise to a range of outcomes, including the establishment in 1993 of Turisme de Barcelona, the organism which was to be responsible for promoting the city’s tourism” (2005, 3). Duran (2005) adds that the process also included examination of the city’s tourism policy and consideration of what form it should take in the future. As reported by Barcelona Turisme executive summary, “the Olympic context certainly helped Barcelona raise its profile worldwide as a renewed city with new values and proposals adapted to emerging markets” (2010, 3).

Appendix 15: Top 10 most visited attractions of Barcelona (Barcelona City Council, 2014a).

1. Sagrada Família	2. Park Güell	3. FC Barcelona Museum	4. Barcelona Aquarium	5. El Born Cultural Center
6. Poble Espanyol	7. Picasso Museum	8. Barcelona Zoo	9. Casa Batlló	10. La Pedrera

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Own creation based on Barcelona tourism activity report (2015)

Appendix 16: Barcelona’s tourism activity: development and management (Barcelona city council, 2014a).

The information of following paragraph is based from the Barcelona City Council (2014a). Barcelona has a vast legacy of cultural heritage that is dispersed throughout the city and the architectural offer of the city is the most valued aspect by visitors, who rate it with an average of 9 out of 10. In addition, the cultural offer is the second most valuable item for visitors. The cultural heritage of the city remembers an effervescent Roman and medieval past, with a great industrial and commercial vitality that has developed unique architectural and artistic styles. Barcelona counts with nine buildings that are declared a World Heritage Site: La Pedrera, Park Güell, Palau Güell, the modernist site of Sant Pau, the Catalan Music Palace, the Sagrada Familia, Casa Batlló, Vicens house and the Crypt of the Colonia Güell. These goods constitute a unique value in the world of modernist architecture, which is precisely one of the cultural elements of Barcelona (Barcelona City Council, 2014a).

Appendix 17: Tourism Products Typologies (Valdero, 2013).

CUSTOMER CENTRIC		PRODUCT CENTRIC		BASED ON CUSTOMER MOTIVATIONS
Demographic Segmentation	Familiar	Cultural	Urban	Tourism Products of General Motivation (GIT)
	Senior		Specific	
	Junior			
	Single			
	Female			
Socioeconomic Segmentation	Business	Natural	Sun & Sand	
	Luxury	Geotourism		
Psychographic Segmentation	LGTB	Rural	Tourism Products of Specific Motivation (SIT)	
	Solidary	Adventure		
	Accessible	Nautical		
		Ecotourism		

Own creation based on Valdero, E. (2013)

Appendix 18: Types of Nautical Tourism (Valdero, 2013).

