ACADEMIC YEAR 2015-2016

BACHELOR DEGREE IN TOURISM AND HOSPITALITY MANAGEMENT

SUBJECT: UNDERGRADUATE DISSERTATION

SEMESTER: 8th

TITLE OF ASSIGNMENT:

CASE STUDY:

How do Barceloneta residents that directly depend on the tourist industry perceive tourism?

Student Name	Laura Salvador Miras
Student ID no.	12128
E-mail address (HTSI)	Laura.salvador@aluhsti.url.edu
Lecturer	Mireia Guix
Lecturer E-mail address (HTSI)	Mireia.guix@htsi.url.edu

ACKNOWLEDGMENTS

Barcelona, May 2016

Laura Salvador

ABSTRACT

The fast development of the tourism industry in destinations brings challenges to the communities that face tourism in their daily life. Major issues have arisen in destinations where residents have started to position themselves against tourism in their neighborhood. This is the case of La Barceloneta neighborhood. This case study analyzes the determining factors in the encounters of hosts and guests with a focus placed on acknowledging the perceptions that the residents dependent on tourism have towards tourists. The study builds on the Social Exchange Theory and the models of Doxey (1975), Butler (1980), Krippendorf (1987), Dogan (1989), Smith (1992) and Ap & Compton (1993). Through five in-depth interviews of Barceloneta residents' economically dependent on tourism, and the analysis of press releases and governmental published documents, this research describes the current situation of the host and guest relationship in La Barceloneta. The data collection, analyzed through content analysis, suggests that the residents who are dependent on the tourism industry, due to their biased opinion, show a general more optimistic perception of tourists than what press releases report. They showed to be aware of the impacts tourists have on their neighborhood, but they take into account not only the negative repercussion, such as the affected daily life or the increased contamination, but also the positive outcomes such as the economic benefits or the increased standards of living. Lastly, this case study makes recommendations to improve the perceptions that hosts have of tourists, such as the development of a specific tourism plan for La Barceloneta designed with the help of their residents, the education of hosts and guests on tourism benefits and how to behave in the destination, and the implementation of sustainable polices to develop a sustainable tourism model.

TABLE OF CONTENTS

TABLE OF FIGURES

LIST OF ACRONIMS

UNWTO: United Nations World Tourism Organization

IRRIDEX: Index of Tourist Irritation

TALC: Tourism Area Life Cycle

1. INTRODUCTION TO HOSTS AND GUESTS ENCOUNTERS

1.1. Background

The travel industry is becoming an important component of economic development worldwide, albeit posing significant socio-cultural challenges to the local communities. The United Nations World Tourism Organization (henceforth UNWTO, 2015) claims that "today, the business volume of tourism surpasses that of oil exports, food products and automobiles, and therefore, tourism has become one of the major players in international commerce" (See Figure 1). In the case of Barcelona, where this study is located, tourism represents 20% of its economic wealth, receiving more than 8 million tourists each year, and being the fourth most visited city in Europe (Koumelis, 2016).

Figure 1: Why tourism matters

Source: UNWTO, 2015.

Planners of the sector are increasingly interested in gaining a deeper understanding of how the industry works and how it can be better planned, to get the most out of it. Tourism, by nature, brings people together (Brunt, and Courtney, 1999), but such encounters are characterized by their short term nature and the cultural difference between the people, which makes it a complex issue. Visitor-host interaction has some specific characteristics that distinguish it from other encounters in daily life, and bring different challenges. According to Hermosilla (2016), three characteristics are particular to host-guest encounters. First of all, the relationship is intrinsically temporal and

transitory, and it is extraordinary for the visitor and usually ordinary to the host, which brings different expectations. Secondly, such encounters usually have spatial characteristics as most of these encounters happen in either a shop or restaurant where visitors buy goods or services from hosts, when both visitors and guests are using the same facilities (in public spaces such a museum, an event, a shopping center) or rarely, when there is an exchange of information in the street. Thirdly, visitors and hosts usually have notoriously different cultural background which includes having different standards, values and attitudes.

In addition, it should also be highlighted that the new generation of travelers, that are more experienced, increasingly aim to have a more authentic experience by interacting with locals in the destinations they visit. And not only that, but also, any travelers' experience is to some extent affected by locals. Hosts' perceptions of tourists that visit their city impact on the behavior they will have with them, therefore, it is influencing on tourists' image of the destination (Fernell, 2006). The results of that could be the repetition or not of the guest, and will also determine, to some extent, if they recommend that destination to their friends and relatives. In order to to gain guests' support for tourism projects and initiatives, planners now strive to understand how the residents perceive their guests (Brida, Osti and Barquet, 2010). Without proper planning and management, the challenges of host-guest encounters can quickly turn into open hostility towards tourists, eventually turning to the destination's decline (Harrill, 2004). Palazzi (2016) claims that "the tourist, just like any other element, must be managed and integrated as a component of our daily life, paying attention to their rights and obligations, but also to their capacities and difficulties", which is why it should be first understood how the current perception of our destination is, in order to start managing it.

During the last three decades, academic authors such as Doxey (1975); Butler (1980); Dogan (1989); et al, have tried to explain the determining factors influencing the perceptions that hosts have of tourists, and so, the attitudes that these have towards them, being considered the key factor in forming the host-guest relationship. These relationships have gained increased importance during the last decades because as tourism develops worldwide, so too does the number of tourists

visiting certain destinations, which leads to the heightened need of locals to share public spaces with tourists.

This study will focus in the case of Barcelona. In Barcelona, tourism has developed so fast during the last decade that some issues have arisen. In a survey conducted last year, where tourists where asked 'what did they like least about Barcelona?', Locals attitude was ranked 2nd, after mass tourism (Travel Daily News, 2016) (Figure 2). More specifically, the research is focused on the neighborhood of La Barceloneta, where residents have started to go out and demonstrate against tourism.

Figure 2: What tourists liked the least in Barcelona
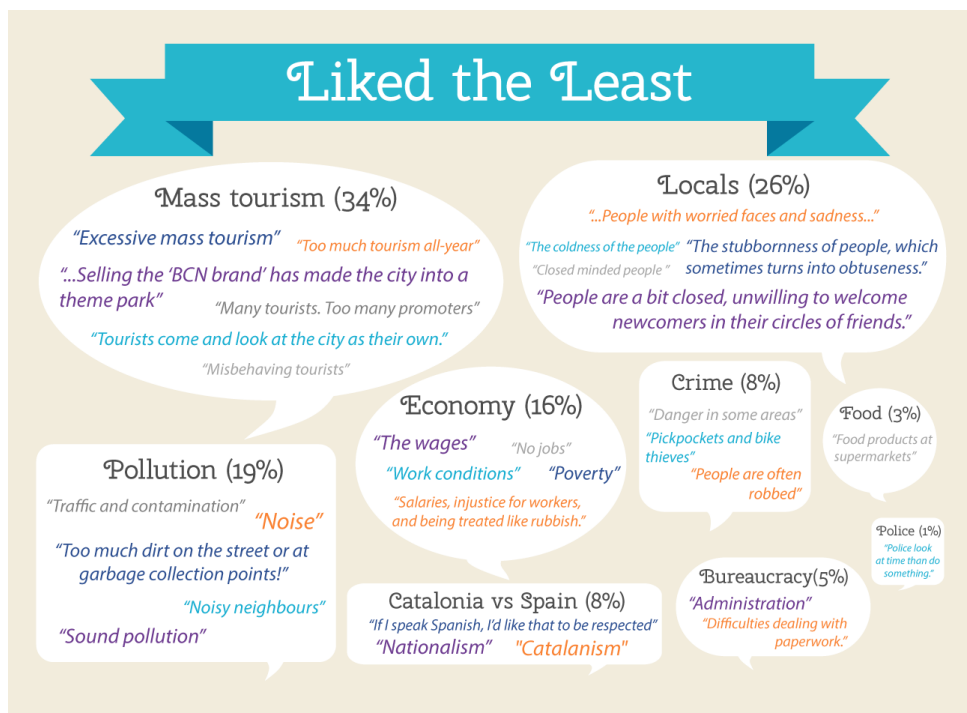
Source: Travel Daily News, 2016.

1.2.   Research aim and objectives

The aim of this research is to investigate the determining factors in the encounters of hosts and guests with a focus placed on acknowledging the perceptions that the residents dependent on tourism have towards tourists, to later describe their relationship in the neighborhood of La Barceloneta.

Objectives:

The main research objectives are:

- To learn about the theoretical models developed to explain the encounters between hosts and guests and critically integrate them.

- To research, study and analyze hosts' perceptions of tourists and tourism development, which are the key influence in such relationships, to evaluate the relationship between these.

- To research the host and guest encounters in practice analyzing their relationship through a case study in La Barceloneta, focusing on the opinion that residents' dependent on tourism have about tourism development in their neighborhood.

- Based from the findings, highlight opportunities and recommendations for improving the hosts and guests encounters in La Barceloneta.

Coming up next, the literature review chapter is going to be developed, where research from academics on the field of host and guest encounters are analyzed. Afterwards, the chapter of methodology describes the research approach chosen to develop the data collection. Then the chapter of findings and discussion analyzes the findings extracted from the data collection and discusses the results. Finally, the last chapter, extracts conclusions from each of the objectives set above and highlights limitations found, as well, it includes a section of further research which includes recommendations for further research on the topic.

2. LITERATURE REVIEW ON HOSTS AND GUESTS ENCOUNTERS

First of all, the literature review gives an overview of the situation of host and guest encounters. Next, it presents some of the most recognized models to study such encounters as well as a theory that backs up the previous research. Then, the literature map presents all the models analyzed in the literature review, with its authors. Finally, the theoretical framework is presented where the main ideas and concepts analyzed in the literature are interrelated.

2.1. State of the art

Academic attention has long been paid to the sustainable impacts of tourism, such as environmental, economic or socio-cultural, however, with a lesser attention paid to the residents' perception of tourists. But focusing on social effects, and more specifically, in residents' perceptions of tourism, it can be seen that there is still much uncertainty. Not many destinations or areas have taken the time to study what do their locals think of the tourists that visit their city. The problem claimed by Sharpley (2014) is that most of the researchers who study the relationship between hosts and guests are focused to the negative consequences and conflicts that tourism brings, and assumed therefore that hosts always try to avoid these encounters and adopt negative attitudes towards their guest. Also it is very widespread what Cohen (1974) believed, that hosts tend to see their relationship with tourists as a mere commercialized hospitality. Therefore, it has never given the enough importance, specially considering that such encounter can have a tremendous impact on the tourists' experience, which can determine if a tourist comes back, or recommends the destination to a friend (Puczko and Ratz (2000) in Sanchez; Nunez and Fuentes (2014)). Usually, organizations that manage tourism activities or destinations that desire to promote tourism, commonly carry out satisfaction surveys for the visitors to analyze their level of satisfaction, or even analyze the impact of tourism in the quality of life of the travelers (Carneiro and Eusebio (2011) in Sanchez; Nunez and Fuentes (2014)), however, surveys of residents are less

frequent. Some examples are Nunkoo and Gursoy (2012); Hunt and Stronza (2014); and Griffin (2013).

Furthermore, since the context within host and guests' encounters occur widely varies, there is no universal conceptual framework for such encounters. Instead, it is harder to develop one accepted conceptual framework about hosts' perceptions of tourism. As Pierce (1994) in Sharpley (2014) claims is that the contexts within such relations occur vary almost infinitely, from the stage, scale and type of tourism development or the expectations/behavior of tourists to the structure and characteristics of a destination. There are many publications that discuss the relationships between locals and tourists, but are less the authors that studied hosts and guests' interactions, perceptions or attitudes, and created or criticized focused theories (Cohen, 1984), or developed case studies to further the empirical findings. However, due to the importance for planning a destination's development, tourism perceptions by host community residents have acquired attention during the last decades, and so many models and theories about it have been developed in order to classify and explain such relationship, which are further developed in the following section.

2.2. Theoretical frameworks for the study of resident perceptions of tourism

Reviewed here are six theoretical frameworks of the resident's attitudes, behaviors, and perceptions towards tourism, its development and some criticism to explain its strengths and weaknesses or limitations (Figure 3). They have been classified into two groups, depending if the models explain a series of stages that the community follows, or if they explain several responses that the residents have towards the tourists. The revision of existing models enables the researcher to choose the most appropriate for the case study, later explained in the Methodology section.

Figure 3: Models explaining hosts' attitudes towards tourists

Type of model	Model	Author (year)
STAGE MODELS	IRRIDEX	Doxey (1975)
	TALC	Butler (1980)
	INVERTED TRIANGLE	Smith (1992)
TYPES OF RESPONSE	4 TYPES OF RESIDENTS	Krippendorf (1987)
	RESPONSES TO TOURISM	Dogan (1989)
	HOST'S STRATEGIES	Ap & Compton (1992)

Source: Author elaboration from literature review, 2016

2.2.1. Models based on stages

MODEL 1: DOXEY'S IRRIDEX

One of the earliest models explaining the reaction of hosts to tourism development is the Index of Tourist Irritation, commonly known as IRRIDEX, which was developed by Doxey (1975). It is the earliest and also one of the most referenced models (Harrill, 2004). It consists of a four-stage theoretical model created to explain how the reaction of host community to tourism development is. It is based in the negative impacts and how these lead to a state of irritation in the community. The level of such irritation depends of the degree of incompatibility between guests and hosts. The model asserts that the residents' perceptions go throw 4 different stages. The initial stage is euphoria, where residents welcome the new visitation and the new dollars. Over time, the visitors increase and it is when the new stage of apathy appears, where tourism presence in the community is no longer a novelty, therefore is not perceived with enthusiasm anymore. As the growth continues, residents may get irritated by the number of tourists in their community, this stage is called annoyance (or irritation). In the final phase of development, the destination reaches the stage of antagonism, where residents no longer welcome tourists and may exhibit behaviors such as simple indifference or even hostility. At this point, the tourist is viewed only as a cause of problems. Doxey defends a linear positive relationship between growing number of tourists and the resentment of local residents. This is due to several reasons such as the intrusion on daily living patterns, increasing prices and a possible loss of local resources (Huimin and Ryan, 2012).

Ever since Doxey's model was published, it has been widely used for other researchers and those have found both its strong and weak points. Manson and Cheyne (2000) in Monterrubio (2008), qualify the IRRIDEX as one of the most influential works addressing the relationships between tourism development and residents' responses. IRRIDEX can be classified as the model of reference when studding residents' perceptions about tourists, since besides being one of the earliest theories is one of the most cited for representing a clear linear positive relationship between growing number of tourists and the resentment of local residents that is commonly followed by destination (Huimin and Rayan, 2012). There have also been criticisms for the limitations that it has. For example, IRRIDEX is a linear and unidirectional model and is too general, not considering factors such as the heterogeneous condition of the community (Huimin and Ryan, 2012; Griffin, 2013; Monterrubio, 2008). Griffin (2013) also highlights the possibility of the individual experiences that

could drive residents from stage one to stage four, or from stage three to two, which Doxey does not consider.

Despite its shortcomings, according to Ryan (2003) in Monterubio (2008), the Irridex represents the general tendency of opinion in the community. For this reason, this model is going to be used in this case study to find out and describe in what stage can be situated the majority of the community chosen.

MODEL 2: BUTLER TOURISM AREA LIFE CYCLE

In a similar line to the previous model, Butler (1980) developed the Tourism Destination Lifecycle Model (henceforth TALC), based upon the product cycle concept. As seen in Figure 4, Butler suggests different situations that represent the stages which destinations follow. Therefore, the relationships between hosts and guests vary depending on the destination stage, following similar patters to the Irridex's stages. First of all, the exploration stage characterized by high contact with the local community, then involvement, where the contact remains high, and increases because of the jobs that tourism creates.

Figure 3: TALC

After, it reaches to development, where tourism is already very noticeable and not welcomed for everybody in the community. Then, the consolidation stage enters, where it can be expected to have some opposition and discontent among locals. Straightaway, the stagnation stage is reached as environmental, social and economic problems appear, and locals try to avoid any encounter with tourists. From here, the destination can either continue performing the same way and reach the declination stage, or re-orientate its
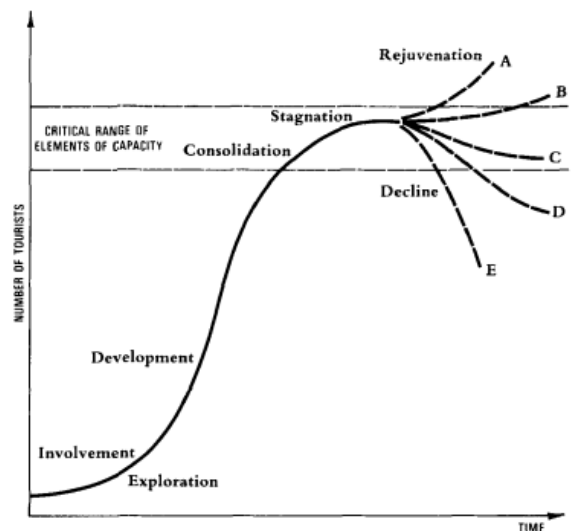
Source: Butler (1980:7)

polices and the rejuvenation stage can occur. Several researchers theorize that it is necessary to understand the state of tourism activity or the developmental stage of a region to interpret resident perceptions of tourism impacts upon their home community (Upchurch & Teivane, 2000; Ap & Crompton, 1993; Butler, 1980). This is due to the fact that studies show how the residents'

attitude towards tourists' changes as the destination moves from one stage to another (Singh, 2011).

Controversy exists around the TALC, with scholars' opinion divided between criticism and support. As disadvantages, it has been highly criticized since in order to apply it to a case study it takes several years in order to draw conclusions about the area following the stages (Johnson and Snepenger, 2006; Muangaseme, 2014). Also, just like the Irridex, the TALC is unidirectional and assumes a homogeneous community (Faukner, 1997; Monterrubio, 2008). As advantages, it has been proven that most destinations follow Butler's stages, and that this model can be good to be combined with others, in order to better explain how the different levels, have different attitudes (Johnson and Snepenger, 2006; Muangaseme, 2014). The TALC has been widely recognized and also one of the most cited models in the area (Monterrubio, 2008).

The TALC, although its importance and academic relevance, it is not going to be used due to the fact that for an acceptable finding of the stage in the destination chosen, years would be needed in order to see the evolution and current situation.

MODEL 3: SMITH'S TRIANGLE

Butler (1980) proposed stages can be matched with Cohen's tourism classifications. Cohen (1978) in Smith (1992) said that as the tourism develops in a destination, these tourists change from being explorers to be mass tourism. Smith recognizes six types of tourism that evolve with the development of the industry. First of all, the explorers (1) discover a destination where tourism haven't yet arrived, these develop their activities with the residents. After, the elite tourists (2) start doing some "touristic" activities but also integrating with the locals. Then, the external to the circuits (3) looks for something different, and desires to experiment local experiences. After, the unusual tourist (4) starts traveling in

Figure 4: Inverted triangle
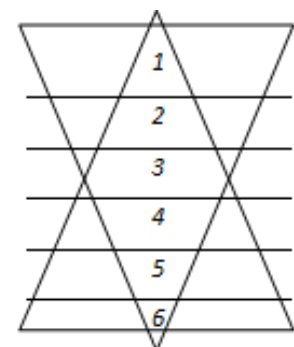
Source: Author elaboration from Smith (1992)

small groups, but still being interested in the community's culture. Afterwards, the incipient mass tourism (5) and then massif tourism (6) appear and are characterized for its disproportionate amount of tourists visiting the same places (Figure 5). As the tourism develops, it has a higher

chance to cause a biggest impact and usually worse, in the community. Smith (1992), to better explain how the different types of tourism influence to a culture and therefore, the community's perception, designed the following triangle. The inverted triangle represents the local community; therefore, it shows how the explorers have a full contact and penetrate the community, while the massif tourism barely has contact with residents.

This model explains clearly the opposite relation between tourism development and integration in the culture, so it would explain that the more the tourism develops, the less residents are open to them and let them in their culture (Smith, 1992). Although the inverted triangle can give a clear insight of how hosts usually react to tourism development, his model hasn't been widely used to explain such matter. Some researchers such as Singh and Singh (2011) and Sharpley (2013) have cited Smith's in their case study but haven't use the model to explain their results. For that reason, and because the triangle does not quite describe the perception of the locals in each stage, this model won't be used in this case study.

2.2.1.1. Staged models' limitations

Although their popularity and academic recognition, Butler's, Doxey's and Smith's models are all highly criticized by anthropologists for their inherent linearity and assumptions of local community homogeneity (Sharpley, 2014). Many authors such as Fernell (2006) point out that the residents' attitudes towards tourism depend of other factors, and are different in each resident. Some of the most highlighted factors are presented in Figure 6, where we see the high importance of specially the sociocultural factors. Those factors are taken into consideration on the case study, to formulate the interview questions and profile the residents.

Figure 5: Factors influencing residents' attitudes

SOCIOCULTURAL
- Demographic factors (Age, gender,…). Sharpley (2013) and Brida, Osti and Barquet (2010)
- Type of tourist . Sharpley (2013)
- Community attachement. Harrill (2004)
- Involvement with the tourists. Faulkner & Tideswell (1997)
- Involvement with tourism plan (Haywood, 1988; Jamal & Getz, 1988; Murphy, 1985)
- Period of residence. Faulkner & Tideswell (1997)
- Resident typologies. Harrill (2004) and Krippendorf (1987)
- Feeling of threatened identity. Nunkoo and Gursoy (2011) and Garcia, Macias and Balbuena (2015)
- Travel experience. Brida, Osti and Barquet (2010)
- Tourist behavior. Cohen (1979)
- Improved standards of living. Garcia, Macias and Balbuena (2015)
- Perception of affected social life. Garcia, Macias and Balbuena (2015)
- Level of tourism development. Garcia, Macias and Balbuena (2015)
- Perceived increased vandalism. Garcia, Macias and Balbuena (2015)
- Opportunities seen for the maintenance and cherishment of the culture**.** Garcia, Macias and Balbuena (2015)
- Commodification of culture. Cohen (1988)
- Acculturation. Nuñez (1963)

ENVIRONMENTAL
- Tourist/resident ratio. Faulkner & Tideswell (1997)
- Spatial factors. Harrill (2004)
- Environmental identity. Nunkoo and Gursoy (2011)
- Environmental impacts (pollution, preservation or destruction of natural resurces,..). Brida, Osti and Barquet (2010) and Garcia, Macias and Balbuena, (2015)
- Perceived Improvements or wear of the infrastructure and public facilities. Garcia, Macias and Balbuena (2015)
- Congestion of public spaces. Sanchez, Nunez, Fuentes (2014)
- Opportunities seen for keeping and protecting environment. Garcia, Macias and Balbuena (2015)

ECONOMIC
- Economic dependency on tourism. Sharpley (2013), Harrill (2004) and Krippendorf (1987)

- Employment opportunities. Hernández-Delgado, Ramos-Scharrón, Guerrero-Pérez, et all (2012)
- Perceived increase of cost of living. Garcia, Macias and Balbuena (2015)
- Socioeconomic status of resident. Brida, Osti and Barquet (2010)
- Socio-economic characteristics of the community. Faulkner & Tideswell (1997)
- Economic benefits. Sanchez, Nunez, Fuentes (2014)
- Economic linkages and leakages. Meyer (2007)

Source: Author compilation from Cohen (1979); Faulkner & Tideswell (1997); Haywood (1988); Hernández-Delgado, Ramos-Scharrón, Guerrero-Pérez, et all (2012); Jamal & Getz, (1988); Meyer (2007); Murphy (1985); Krippendorf (1987); Garcia, Macias and Balbuena (2015); Harrill, (2004); Nunkoo and Gursoy (2011); Nuñez (1963); Brida, Osti and Barquet (2010); Sanchez, Nunez, Fuentes (2014); Sharpley (2013)

Because the previous models do not consider the many factors that can influence and modify the residents' perceptions of tourists and their impacts, but instead they just consider one factor, -the level of tourism development in the area- the next section revises the major theoretical models based on communities' response to their encounter with tourists. These following ones are more flexible and allow taking into account these factors in order to make segmented conclusions.

2.2.2. Models based on types of response

MODEL 4: KRIPPENDORF'S TYPES OF CONTACT
To overcome the limitations from the previous models, it can be mentioned Krippendorf (1987) model, in Brunt and Courtney (1999), which explains that expectations and opinions from tourists can be very different depending on which population or occupational groups are considered. Krippendorf differentiates four types of residents: Type one are those who experience direct contact with tourists and are directly dependent upon the industry, "because they depend on tourism and would perhaps be unemployed without it, they welcome visitors" (Brunt and Courtney, 1999:498). Type two, are those who run businesses which have no regular contact with tourists. Type three are those who may have direct and frequent contact with tourists but who are not so directly dependent on the industry, "members of this group do see the advantages resulting from

tourism but they also feel more critical about it and point out its disadvantages" (Brunt and Courtney, 1999:49). Type four are those who have no contact with tourists and only see them in passing, "here a variety of attitudes is possible: approval, rejection, interest or indifference" (Krippendorf, 1987: 46-47).

Krippendorf's classification of the types of residents has been described as a great way of sampling, since it has been recognized that the residents' perceptions of tourists, and therefore their behavior towards them, is highly influenced by their dependent or not relation with tourism development (Brunt and Courtney, 1999). Krippendorf accepts that locals of an area do not form an homogeneous group and takes into account that each of them can feel different about tourists (Sharpley, 2013). However, his model can be seen as a mere classification since it only segments the population but it doesn't describe how are the attitudes in each group.

Since Krippendorf's classification has shown to better sample the locals of an area in order to draw more accurate conclusions, this model will be used in this case study as a classification system in the research sample.

MODEL 5: DOGAN'S HOST RESPONSES

Also, Dogan (1989), developed a widely recognized model to explain the different responses that hosts usually adopt when dealing with tourists. Monterubio (2008) states that this framework can be compared to Doxey's and Butler's, but Dogan's recognizes that the heterogeneity of a host population implies that several responses may simultaneously exist within a community. He proposes five different attitudes or behaviors that residents can develop to cope with the effects of tourism: resistance, retreatism, boundary maintenance, revitalization and adoption. Resistance and retreatism come up when tourism is perceived as exceeding and interfering with the local's lifestyle, meaning resistance an overall envy and resentment of tourist and their lifestyles and retreatism in which hosts attempt to avoid tourist and close off to themselves (Uysal, Perdue and Sirgy, 2012). Boundary maintenance surface when the interests of hosts and guests are seen as balanced. Revitalization is usually the response when culture culture is the focus of tourism and therefore tourists are seen as as a vehicle for changing existing social structures (Hunt and Stronza, 2014). It is important to mention that Dogan's model also considers that the first stage of tourism development can be any one of the possible four reactions, and that all four reactions are possible

at any time or stage of tourism development (Griffin, 2013), so unlike the Irridex, there is no need to know on what stage of development is the destination.

This model takes into account heterogeneity of the host community and therefore the different responses to tourism. Also, it does not assume that the responses are unidirectional and so the evolution of locals' perceptions can proceed in varied directions (Faukner, 1997; Monterrubio, 2008; Griffin, 2013). Many researchers such as Brida, Osti, and Barquet, (2011) Singh and Singh, (2011), Griffin, (2013), et al, have cited him in both case studies and conceptual academic papers, but none found any weaknesses or limitations to be highlighted.

This model can be seen as a reviewed version of the Irridex (Monterrubio, 2008), for this reason, Dogan's Host Responses model will be used in this case study in order analyze what are the major responses on the 4 Krippendorf's groups and to complement Doxey's staged model.

MODEL 6: AP&COMPTON'S HOST'S STRATEGIES

Other researchers that attempted to describe response categories to tourism's impacts are Ap & Crompton, (1993), who described four strategies used to respond to tourist impacts. Firs of all, an eager and enthusiastic welcome of tourists takes place which is the embracement strategy; then, tolerance is shown since locals appreciate benefits from tourists but also see their negative impacts; adjustment is the following strategy, which would be when residents try to avoid tourist crowds, they accept tourism but don't pronounce their opinion (negative or positive) towards it; finally withdrawal, where residents disappear temporarily from the area in order to escape from tourism (Brida, Osti and Barquet, 2010).

Ap & Comptons' host's strategies framework, as well as Dogan's, has been recognized for its flexible capacity to acknowledge the diversity within a community (Faukner, 2008). Although, Monterrubio, (2013), claims that the actual applicability of his model needs further empirical evidence in order since it has been developed in many conceptual papers but it hasn't been put in practice in case studies. However, in this case study, this model is going to be used to try and describe what strategy is each group of residents adopting towards tourists, because it can be compared and matched with Dogan's model, as well as with the Irridex as seen in Figure 7.

Figure 6: Chosen models

DOXEY'S IRRIDEX	Tourism Development	DOGAN'S	AP&COMPTON'S	Influencing factors
Antagonism	*more* ↕ *less*	Resistance	Withdrawal	negative ↕ positive
Irritation		Retratism	Adjustment	
Apathy		Boundary maintenance	Tolerance	
Euphoria		Revitalization & adoption	Embracement	

Source: Author compilation from Doxey (1975), Dogan (1989) and Ap&Compton (1993)

2.2.2.1. Responses models strengths

This second group of models all consider a dynamic and progressive element, they recognize that the touristic activity has an impact on the locals and that their opinion about tourism is continually changing, from one direction to another, and can be very different among residents in a same city, area or even a single neighborhood (Nunkoo and Gursoy, 2011). This is due to the fact that are diverse the factors influencing tourism perceptions and therefore the experience that one resident can have with tourists it can be tremendously different from another (Brunt and Courtney, 1999). Therefore, it can be said that the second group of models can complement the limitations of the first one, since previous researchers have found that the more the tourism develops (first models' theory), the more negative impacts (second models' theory) are perceived by residents.

2.3.   Social Exchange Theory

In order to complement the models presented above, some researchers such as Harrill (2004) and Nunkoo & Gusoy (2010) have backed up their research with the Social Exchange Theory. From a tourist perspective, this theory defends that individuals' attitudes towards tourism and their level of support for its development will be directly influenced by their assessment of the outcomes of tourism for themselves and their communities (Andereck, Valentine, Knopf and Vogt, 2005 in Ward and Berno, 2011). The Social Exchange Theory would explain why findings show that residents employed in the tourism sector have more positive attitudes towards tourists. This theory has called the attention of tourism anthropologists based on the assumption that tourism development comes with economic benefits in exchange for social and environmental impacts (Harrill, 2004).

Hence, when resource exchange is seen high (or balanced) for the host party, tourism impacts are viewed as positive. Meanwhile when resource exchange is low or unbalanced, the impacts would be perceived as negative, provoking a negative attitude from residents to guests (Ap, 1992 in Harrill, 2004). The Social Exchange theory applies to this study because it offers an explanation for why are the residents' act or respond the way they do towards tourists.

2.4.   Conclusions

In conclusion, after reviewing the literature on the topic regarding residents' perceptions of tourists, it can be said that there is a wide understanding and explanation of the issue. A part from the models presented above, which are the most recognized by the literature regarding the topic, we can find Kadt (1979), Cohen (1988) Mckercher (1993), Sharpley (1994), Burns and Holden (1995), among others. This shows that the study of the relationship between locals and guests has acquired a vast importance during the last decades as being such a complex matter. Almeida, Balbuena, and Cortes (2015) affirm that the study has gone so far and deep without reaching a universal agreement. Hosts' perceptions of tourists depend on copious factors such as economic impacts, sociocultural impacts, environmental impacts, types of residents, majority type of tourists among others. Sharpley (2014) argues that the study cases made before are very limited and all focus on different variables to explain the residents' perceptions. Moreover, "The investigations analyzed have frequently reported inconsistencies which have ranged from slightly similar to completely opposite views held by residents considering a particular dimension" (Monterubio, 2008:43). Similar to Faulkner (1997) and Hunt and Stronza (2014) that have used various models together in order to overcome the limitations of the certain models and better explain the situation of a destination, this research employs Doxey's Irridex, Dogan's host responses, and Ap & Compton's host strategies model (See Figure 5).

The social exchange theory would explain how staged models' authors assume that as tourism develops, resource exchange keeps getting lower, the level of perceived outcomes decreases and this worsen locals' perceptions of tourists. As for the models based in host perceptions, it can be said that these adopt different strategies depending on how balanced it is the residents' perception of impacts (negative/positive).

2.5. Literature map

Figure 7: Literature map
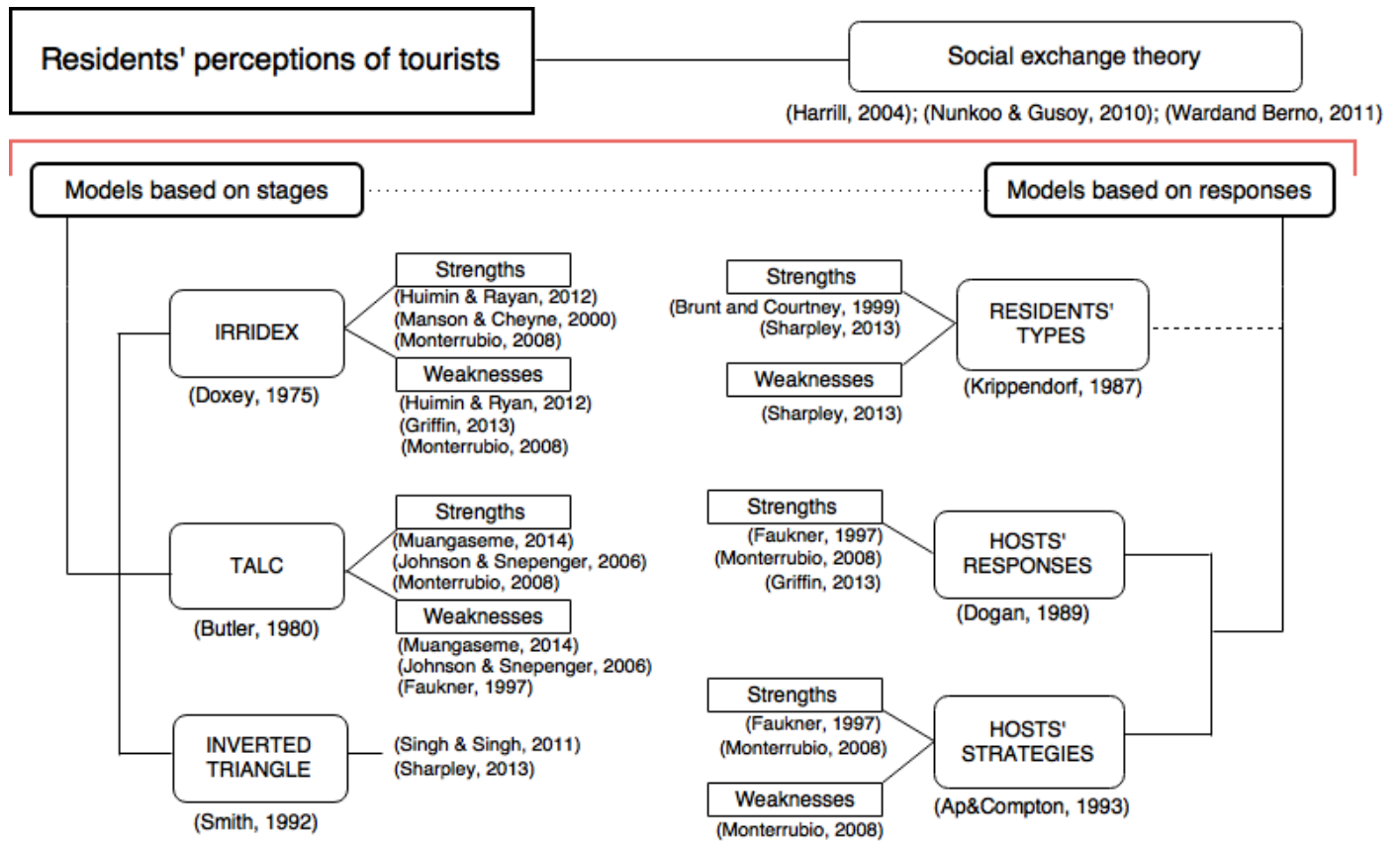
Source: Author compilation from literature review, 2016

2.6.   Conceptual framework

Figure 8: Conceptual framework
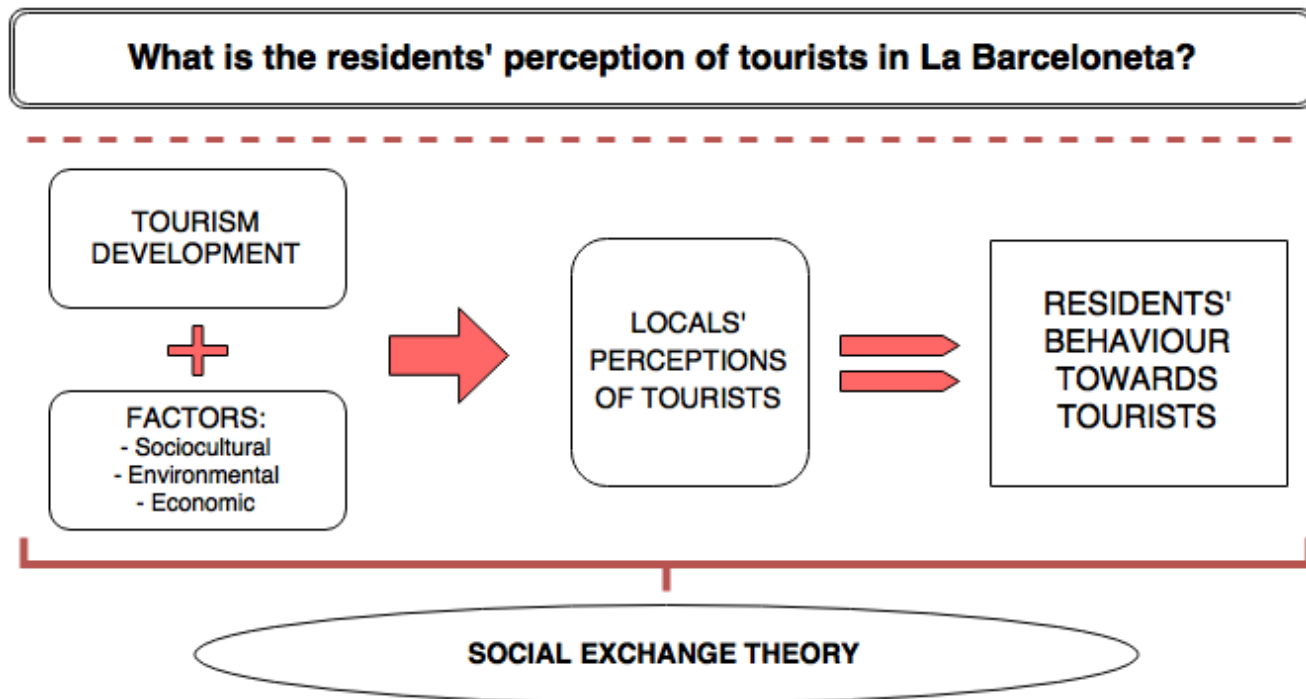
Source: Author's elaboration

3. METHODOLOGY FOR A CASE STUDY IN LA BARCELONETA

This section presents the research approach, research design, data collection techniques and research instruments, research context and participants and data analysis undertaken to answer the research question: How is the residents' perception of tourists in La Barceloneta. As well, a section of ethical considerations that need to be taken into account. The data collected will then be used to disclose finding and reach conclusions about the perception of locals' dependent of tourism, of guests in La Barceloneta.

3.1. Overall research design: Explanatory Case study

Regarding the research philosophy, this research follows phenomenology, which allows the researcher to obtain an understanding of events and interactions of people through in-depth, open-ended interviews and participant observations (Denzin and Lincoln, 1994). This study examines the people and their social behavior towards tourists, and therefore, a phenomenological approach allowed a better understanding of people's meanings.

Respecting the research philosophy, deduction is the approach chosen for this study, which is a method of reasoning that works from the more general to the more specific. Deduction uses what the researcher knows and moves to what the researcher cannot see directly. Deductive approach helps to better describe and explain the pattern of relationships and interactions between the variables analyzed. This study adopts deductive reasoning because it followed and tested the models and theories presented in the literature review.

As for types of research, the data collected is qualitative, which aims to develop an understanding of the context in which phenomena and behaviors take place (Altinay and Paraskevas, 2008). The use of qualitative methods in this research allows the researcher to explore in depth the unique perspectives of residents, to get a better understanding of how tourism development and related community changes affect the lives of members of the various resident typology groups.

The research strategy is a case study, which is a method that is used "to contribute to our knowledge of individual, group, organizational, social, political, and related phenomena" (Yin, 2009:4). Case study is a method used when you want to understand a real-life phenomenon in depth, but there is a need to contextualize the facts in its conditions (Yin & Davis, 2007 in Yin, 2009). According to the purpose of the study, there are three different types of case studies: exploratory, explanatory and descriptive (Yin, 2009), in this case, an explanatory case study is the one applied. Explanatory research consists of trying to analyze or explain why or how something happens, which applies to the research of this study, since it tries to explore how the locals' perceptions of tourists are.

3.2.   Data collection techniques: Interviewing residents

The research method used in this case study are interviews, which consists of collecting data through asking questions and listening carefully while recording or noting the responses concerning the research topic (Altinay and Paraskevas, 2008). More specifically, the type of interviews that better suit this case study are in-depth interviews. In-depth interviews are a research technique commonly used in qualitative research since it involves "conducting intensive individual interviews with a small number of respondents to explore their perspectives on a topic" (Boyce and Neale, 2006:5). In-depth interviews are appropriate for this research since it aims to obtain detailed information about a person's thoughts and behaviors. Moreover, the questions in this type are open ended, some having sub-questions (Schmidt, 2004), which is thought to give the researcher more flexibility and allowing a deeper analysis of data when possible. Interviews were done face to face and skype, depending on the interviewee preference. For the convenience of the participants, the interviews are done in the language that the interviewee feel more comfortable with, either Catalan, Spanish or English, and are then translated in the transcriptions to adapt the answers to this case study language (See Appendix 3).

Interviews are divided in three parts to evaluate i) sociocultural impacts, ii) environmental impacts, iii) economic impacts, iv) attitudes/opinions (See Appendix 1). First of all, a few demographic questions were made in order to identify the type of resident that was being interviewed, to allow segmentations of the answers. Then the other sections were divided on the factors that showed to be the more influencing, analyzed in the literature review above (Figure 6) as well as a section

asking about attitudes and opinions that residents claim to have towards tourists. Most of the interview questions were extracted from other studies from previous researchers such as Brunt and Courtney (1999), Faulkner and Tideswell (1997), Canizares, Tabales and Garcia (2014) and Huimin and Ryan (2012) (See Appendix 1)

Before starting the interviews with the residents, a pilot interview is done to test it (See Appendix 2). Piloting the interview helps the researcher to test the adequacy of the questions, estimating variability in outcomes, timing the process and identifying logistical problems (Teijlingen and Hundley, 2010). As a result of the pilot, some questions are rephrased and reordered in order to improve the flow of the interview. Some questions are joined as well, since the pilot reveals high similarities in the answers, and some other are eliminated because they appear to be irrelevant.

Another data collection technique used is content analysis of published documents. This technique involves analyzing meanings and relationships of certain words or concepts within texts, and making inferences about messages (Altinay, Paraskevas and Jang, 2016). In this case, the documents analyzed are local news articles, magazine articles, official tourism documents, DMO publications and blog entries, for the purpose of contextualizing the tourism issues happening in La Barceloneta. More specifically, the method used is relational or semantic content analysis, which identifies the concepts presented in the text and explores the relationship between them these are then evaluated according to their strength, sign and direction, which Altinay, Paraskevas and Jang (2016) explain as: The strength of relationship is the degree to which two or more concepts are related, the sign of relationship shows whether the concepts are positively or negatively related and the direction of relationship shows the influence that a concept has with another.
This technique allows the researcher to examine how the current situation is between hosts and guests in La Barceloneta, and contrast it with the data obtained from the interviews

3.3. Research context and participants: Residents dependent on tourism

For the research sample, Krippendor's (1987) classification of residents is used, following the example of Brunt and Courney (1999). According to Krippendorf (1987), the perceptions of tourists are likely going to vary depending on which population groups are considered. Because of time constraints and accessibility this research selected the type 1 from Krippendor's model, which are

those residents directly dependent on tourism. This group is thought to be interesting to interview because people that works in the tourism sector, or in a sector directly dependent on it, may have a deeper knowledge of the industry and both its positive and negative impacts, to critically discuss them.

In total 5 interviews were developed, as a result of doing as many interviews until reaching the saturation point. The method used therefore, was purposeful sampling, which allows the researcher to select the participants related to the phenomenon of interest, in this case, residents of La Barceloneta that depend on tourism. As for the type of sampling then, the snowball technique is convenient for the researcher, as it involves using referrals from initial participants. Furthermore, convenience sampling is used by approaching some residents in the street or in their place of work, such as hotels.

3.4.   Analysis of the interviews and documents

Transcriptions to the interviews can be found in Appendix 3, which were later coded following the literature review. The selected method to analyze the data collected in the interviews was content analysis, which follows the same steps as the documents content analysis technique, but examining the answers collected from the interviews to the residents.

In addition, results from the content analysis from the different documents examined can be found in Appendix 4. The content of each paper is individually analyzed and a table was created with the relevant concepts from each document.

3.5.   Ethical considerations for qualitative research

It is important to consider that ethical challenges can arise from qualitative research. Richards and Schawrtz (2001) explain some ethical considerations, the ones that should be taken into account in this particular case study are the following:

- Anxiety and distress: Qualitative research aims an in-depth understanding that requires exploring beliefs and feelings of participants and can sometimes lead to think about personal experiences that cause distress. To minimize any stress, the researcher informs

the participant about his/her right of withdrawing from the study at any point, and adapts to the needs of the participant.

- Misrepresentation: The analysis of qualitative data is to some extent inevitably influenced by the personal characteristics and background of the researcher. To minimize misrepresentation, records and transcriptions will be used and then content analysis will analyze the concepts step by step.

- Inconvenience and opportunity cost: It should be taken into account that most interviews take a long time and require the participant to travel, which usually represents and inconvenience for them. Therefore, it is important to make the participant see the benefits he/she can extract from taking part in the study. To try and reduce the inconvenience as much as possible, the researcher is the one who travels to the convenience of the participant and adapts as much as possible to their requirements.

- Follow up: The participants may have expectations to have access to the findings, so the researcher needs to make sure that appropriate information and support are available for them. To allow the participants learn about the findings after the interviews, an email is asked to all who want to receive the results of the data collection.

- Consent: Written consent should be obtained from the participant after they have been informed, verbally and in writing, about the purpose of the study and other relevant matters. A consent form was produced for this study and it is signed for all the participants. (See Appendix 6)

- Confidentiality: Qualitative studies collect detailed personal information and so participants may want to remain anonymous, which they have the right to do so. Confidentiality is guaranteed by coding the interviews, assigning each participant a letter, instead of using his/her name.

4. FINDINGS AND DISCUSSION

The information collected is analyzed through content analysis and the findings, related to the relationship between locals' dependent on tourism and tourists, are discussed in this section. First of all, it is considered important to contextualize how is tourism in Barcelona, and more specifically, in the neighborhood studied - La Barceloneta. The findings from the interviews and secondary data (media) are divided in four topics according to the interview questions extracted from the literature: Sociocultural impacts, Environmental Impacts and Economic Impacts, according with the literature review (Figure 6), as well as an "Attitudes" section which links the findings with the selected models from the literature review (Doxey (1975), Dogan (1989) and Ap & Compton's (1992)). Finally, a section of actions taken and measures proposed to analyze what has been already done and what residents think should be done.

4.1. Context

4.1.1. Tourism in Barcelona

Specially in the last decade, the city of Barcelona has had a tremendous growth of the tourism sector. Year after year, new hotels would open and every year more tourists come, filling the most popular neighborhoods of the city. Barcelona Turisme (2016) shows in its statistics how during the last year Barcelona received more than 8 millions of tourists, only in hotels. An estimation by el Periodico (2016) claims that the number of tourists would be situated in 8.99 million, if we included other forms of accommodation such as touristic apartments. MasterCard Global Destinations Cities Index (2015) situated Barcelona as the 12th city most visited in the world, and the 4rh from Europe, after London, Paris and Istanbul. Palomeque (2015) claims that Barcelona has become a trendy city, one of the first destinations in Europe in number of tourists. The city presents basic fundamentals that encourage tourism, such as history and patrimony, a singular culture, facilities and dynamism, and it has been outlined as a business destination, university city, center of attraction of specialized leisure services and beneficiated by its extensive Mediterranean shore and weather.

Tourism planners, aware of its potential, worked for the past two decades through a Tourism Plan (2015) on improving Barcelona's facilities, the reinforcement of its brand and image, the increase of

its cultural offer, the improvement of its business facilities, its sportive events and equipment, and has consolidated its commercial and gastronomy offer. Specially since the Olympic Games in 1992, the city has experienced a steady growth in tourist numbers (Pla Estrategic de turisme de Barcelona, 2015). Turisme de Barcelona (2015) states that tourism represents 14% of the total PIB of Barcelona, and MasterCard Global Destinations Cities Index (2015) claims that international visitors spent in Barcelona more than 12 million in 2015, which represents a 30% more than in 2011, and a 40% more than the capital, Madrid.

While these numbers are celebrated by tourism planners and economists, it is others' nightmare. Infotur (2016) shows statistics where residents of Barcelona rated tourism as the 4th major current problem of the city. The problem, lies in the infrastructure of the city of Barcelona. Barcelona is a small city with a population of approximately 1.6 million (Edwards, 2015), and it multiplies that number per 5 times every year, which results on a congested city, that locals are every time less happy to share with tourists. Some residents of Barcelona have started going out to demonstrate in the streets how they do not support such grow.

4.1.2. Tourism in la Barceloneta

This study focuses its attention in a particular neighborhood of Barcelona. La Barceloneta with its triangular shape, penetrates the Mediterranean Sea leaving Barcelona's Port Vell on one side and the beach on the other, and it belongs to the Ciutat Vella district. The neighborhood is characterized by its narrow, rectilinear streets, and the low-rise and small buildings. La Barceloneta used to be a fisherman neighborhood, inhabited by industrials and people associated with the fishing trade, and now is one of the city's most popular districts among tourists. Drudis (2012) explains that La Barceloneta started its interest on developing tourism activity around 1990, right before the Olimpic Games, as a way of regeneration and development of the neighborhood. La Barceloneta offers numerous possibilities for tourism, highlighting more than one kilometer of beach and a great gastronomic offer, but it also counts with all the basic infrastructure to satisfy tourist needs. La Barceloneta is also a neighborhood full of history and natural resources (La meva Barcelona, 2016), but this particular aspect has not been fully explored and adequately promoted towards attracting tourists.

Many articles then, point out that the problem lays in the inaccurate management of the tourism development and the lack of a consolidated touristic model, that filled La Barceloneta with sun and beach tourists, characterized for coming in big masses (e.g. La Vanguardia, 2015; Hosteltur, 2016; ABC, 2016). Moreover, currently a main issue in La Barceloneta is the proliferation of touristic apartments, since there are only 72 flat owners in La Barceloneta with a lisence to rent their apartments to tourists, while some websites offer more than 400 (El Pais, 2014). This creates conflicts because the situation puts together in the same building people who has to work and get up early, with people who are on holiday and on that timetable (La Vanguardia, 2015). Accordingly, it can be seen that La Barceloneta has been facing some challenges during the last decades, due mainly to the start of the tourism development in the neighborhood. In the section below, some of the tourism impacts are analyzed as factors influencing the locals' perceptions of tourists.

4.2. Tourism impacts

In this section, the findings about the different impacts are discussed with the literature review. The three sections of the impacts (sociocultural, environmental and economic) are ordered in first, positive impacts, then negative impacts, and finally, -when applicable- neutral impacts. Neutral impacts are placed following the negative impacts because even though, for their nature, they could be positive or negative, they tend to have negative responses from the residents interviewed.

4.2.1 Sociocultural impacts

As shown in the literature, sociocultural impacts are more numerous and are given more weight and relevance for influencing hosts' perceptions of tourists compared to economic or environmental tourism impacts. The following Figure 10 identifies the major sociocultural impacts highlighted in the literature, press and interviews:

Figure 9: Findings from sociocultural impacts

SOCIOCULTURAL IMPACTS			INTERVIEW ANSWERS				
INTERVIEW QUESTION TOPICS	LIT. REV.	PRESS	A	B	C	D	E
Perceived improved standards of living	Y	N	Y	Y	~	~	~
Tourism encouraged events and activities	Y		Y	Y	Y	Y	Y
Affected daily life	Y	Y	Y	~	~	~	~
Stopped doing things and activities	Y	Y	N	Y	Y	Y	Y
Temporarily affected life during tourism season			Y	Y	Y	Y	Y
Perceived resentment tourist-local		Y	Y	Y	Y	~	Y
Threaten/maintain culture	~	N	~	Y	N	N	~
Affected security and increased vandalism	Y	Y	N	N	Y	Y	N
Involvement and interaction with tourists	Y		Y	Y	Y	~	~
Perceived attention from tourist planners		~	N	N	N	N	N
Perceived consideration from tourists		N	~	~	N	N	~

Source: Author's elaboration from content analysis. 2016. Y stands for yes, 'N' stands for no, ~ stands for not positioned, and blank for not mentioned.

Starting with positive impacts, only 2 out of the 5 residents strongly agree with the fact that tourism can bring new services to the community, create opportunities for leisure activities, and improve the standards of living of the neighbors. This has been highlighted as a strong opportunity in the literature (Garcia, Macias and Balbuena, 2015). Resident B claims that since the neighborhood started receiving tourism, planners started making an effort to diversify the offer of products and services. The other 3 residents seem hesitant about it but still mention some benefits such as the improvement of communications and public spaces in the area. Also, all residents see an encouraged variety of cultural activities and events in the city, thanks to tourists. On the other hand, even though the Pla Estrategic de Turisme de Barcelona (2015), on its presentation, recognizes that "tourism has become an element that can make a clear contribution to structuring the city", press analyzed does not mention such improvement. It is identified that on this topic, press tends to report the negative critics more than the positive, and that is why is harder to find press releases that mention the improvement of standards of living on the community, thanks to tourism.

Similarly, but switching to the negative impacts, it has been said that social life can be affected by tourism, which all residents and press agreed with. Garcia, Macias and Balbuena (2015) mentioned how tourism probably disturbs social life for those who live in a touristic area, which could be in a negative or positive way. All residents recognized that, to some extent, they saw their daily life affected. Resident A highlighted this as more noticeable during the high seasons, while residents C and E stated both benefits and disadvantages and B and D did not give much importance to the issue "it's just that you see more people and from different countries" (Resident D). Moreover, 4 out of 5 residents claimed that they had stopped doing certain things because of tourists "I don't go to the beach during the high season because it's a nightmare… (Resident D)". The analyzed press, however empathizes the "intolerable disturbances" (La Vanguardia, 2015) that tourism caused in the residents lives and the lost of the peace and tranquility they used to have before tourists arrived (Savall, 2015). Here it can be seen how press releases tend to cover negative aspects with more prominence. Although neither the authors in the literature review and the press articles seem to give importance to the high season, all residents of the interviews accept that the effects of tourism are mainly felt though summer and other holiday periods.

Both press documents and interviewees highlighted that the conflicted relationship between tourists and locals was a growing issue in La Barceloneta. All residents were aware of certain resentment existing due to the growing number of tourists. They highlighted the problem specially of "tourists that just come to party" (Resident, A) and its uncontrolled number and quality (Resident E). The press relates this tension between tourists and locals to the current touristic model of the entire city of Barcelona and the type of "low cost" tourism that it brings (La Vanguardia, 2015). Evans (2014) states that residents of Barcelona voted tourism "their fourth worry". It should be considered though, that many news articles (e.g. Altimira, 2016 and Hosteltur, 2016) highlight that most residents are not against tourist, but they are against the mass tourism model. Just like Smith (1992) said, the different types of tourist can cause a different impact on residents, and mass tourism usually causes critic tensions between hosts and guests. Smith (1992) claims that when tourism mass tourism development is reached, tourists start looking for certain commodities that usually threaten to change the destination itself. Therefore, the current tourism model developed in la Barceloneta may be the main reason that created the conflicted relationship between hosts and guests.

Related to the issue above, Nunkoo and Gursoy (2011) and Garcia, Macias and Balbuena (2015) talk about the feeling of threatened identity opposed to the opportunities seen of the maintenance of the local culture, as it is supposed to be a determining factor influencing the host opinion of tourism development. Some residents agree with the opinion that tourism is causing the lost of the local culture, since it tends to adapt to the tourist expectations (Resident D). The concepts of acculturation, which means the process of how local culture is influenced and changed when is in contact with the cultures from the visitors (Nuñez, 1963), can be related to the resident statement. Consequently, the commodification of culture' often takes place as cultural items come to be evaluated primarily in terms of their exchange value, thereby becoming goods for tourists (Cohen, 1988). However, some of them also see that it can help maintain the traditional culture in some cases, since they recognize some tourists come to Barcelona to experience the local culture (Resident A and B). Press articles however, are more critic about it and state that the change done in La Barceloneta, hurt its identity (Savall, 2015). Press releases claim that what was a humble neighborhood with small business with local products has become a mere leisure area filled with 24 hours' supermarkets selling alcohol to tourists (La Vanguardia, 2014). Accordingly, opinions show to be divided about this topic since it is recognized that tourism changes the neighborhood and the culture, but it can also be seen as a reason to maintain it.

Some residents reported worrisome about increased vandalism brought form tourism, which the press supported. Garcia, Macias and Balbuena (2015) underline the possible affected feeling of security that tends to be brought from tourism development. Some articles agree with his statement complaining about "the sense of insecurity brought by living next door to a constant, changing stream of visitors" (La Vanguardia, 2015) and demonstrate about the vandalism that generates them this kind of "drunk" tourism (Evans, 2014). However, only 2 out of the 5 residents would agree with this remark, and what is more, resident A claims to even feel safer because of increased police security as the number of tourists grows. Therefore, it shows to be an issue that press could be magnifying.

As for the neutral impacts, the first to be mentioned is the kind of interaction that residents have with tourists, which influences both the tourist and the resident satisfaction and it can be seen that in la Barceloneta is mainly positive. Faulkner & Tideswell (1997) highlighted the influence of

involvement and interaction with tourists as a determining factor for forming residents' perceptions of tourists. In this case study only residents directly dependent on tourism were interviewed, so they all are influenced by their work, just like Krippendorf (1987) stated. Moreover, partcipants A, B, C and E stated a positive attitude about interacting with tourists, claiming that being surrounded by people from all over the world makes us richer and makes us more open minded (Resident B), only resident D showed more reluctant "well if they are nice I am okay with it". On the other hand, the press does not mention any possible positive involvement with tourists, and Pla Estrategic de Turisme de Barcelona (2015), only refers to a mere "coexistence between local and residents". Thus, involvement with tourists seems to be necessary for the positive perception of those, since it shows to be an influencing factor when forming opinions from tourism. It is important to consider that the general answers from resident D, are slightly more tended to a negative perception of tourism.

Moreover, it is crucial to mention factors such as the perceived attention that locals perceive from tourist planners, which in La Barceloneta such perception showed to be inexistent. Haywood (1988); Jamal & Getz (1988) and Murphy (1985) reported that community empowerment fosters the engagement of local people with tourism-related issues, this showed to reduce tourism' negative impacts and instead lead to residents to focus more on the positive aspects. None of the interviewees stated having noticed that locals were taken into account during the tourism planning process. Although, the press talks about measures carried on to develop a new tourism plan together with locals (Blanchar, 2015), the Blog Avv L'Ostia (2016) complains about the fake participation of locals in those plans. Even though the Pla Estrategic de Turisme (2015) among other plans, highlight the importance of adding the participation of residents to their plans, locals of la Barceloneta have not yet felt themselves involved, and the outcome of the hypothetic consultation is not clear. Therefore, it would be important to address this situation because when locals feel involved they tend to better accept the processes and its results.

Finally, the perception that locals have of tourists can highly depend of the treatment they receive from guests, and in La Barceloneta this impact finds diverse opinions. Cohen (1979) states that the tourist's behavior while visiting a destination has an impact in the local community, it can be a negative impact when locals perceive this behavior as disrespectful or inconsiderate. Most

residents claimed that the consideration they perceived from guests depended on the type of tourist "Usually young tourists that come to party and go to the beach don't really have much consideration" (Resident A). Meanwhile, the President of the Barceloneta Neighbourhood Association states that ''locals are fed up with the antisocial behavior of tourists'' (Sinkeviciute, 2014) and "tourists who urinate onto a balcony, sent fire to laundry, defecate in the building's hallway" (La Vanguardia, 2015). Consequently, the behavior of tourists can not be generalized, but press releases seem to report the most highlighted negative attitudes from the most common group of tourists, the "low cost" mass tourist.

On the analysis of the several studied sociocultural factors influencing locals' perceptions of tourism, it can be seen that there is a variety of opinion in most of the topics. What can be remarkable, is that the different data (interviews and press releases) tend to disagree often, being the press more critic. In the section below, the findings about environmental impacts will be discussed.

4.2.2.   Environmental impacts

Environmental impacts are an unavoidable issue faced in destination where tourism develops, since tourists are placed in environments that are not always suited for an increased number of people. Therefore, environmental impacts are also determining factors to shape locals' opinions of guests, as seen in Figure 11.

Figure 10: Findings from environmental impacts

ENVIRONMENTAL IMPACTS			INTERVIEW ANSWERS				
INTERVIEW QUESTION TOPICS	LIT. REV.	PRESS	A	B	C	D	E
Perceived improvement of infrastructures	Y	N	Y	Y	Y	Y	Y
Conservation of natural assets	Y	N	N	N	N	N	N
Contamination and destruction of landscape	Y	Y	Y	Y	Y	Y	Y
Perceived congestion and increased noise	Y	Y	Y	Y	Y	Y	Y
Tourist/resident ratio	Y	Y	Y	Y	Y	Y	Y

Source: Author's elaboration from content analysis. 2016. Y stands for yes, 'N' stands for no, ~ stands for not positioned, and blank for not mentioned.

As for the positive impacts, the greatest found was related to the topic on increased standards of living, since all residents stated that tourism can be a key influencer in bringing and improving facilities in the region, which would improve the residents' quality of life. Garcia, Macias and Balbuena (2015) discuss that the perceived improvements or wear of the infrastructures and public facilities could positively affect the locals' image of the tourist development in their region. Residents have no doubt about this topic, and they all strongly agree with that tourists increase the concern about improving the image of the city and the street furniture (Resident B), recognizing this impact as a key factor for developing areas. Press releases however, have not mentioned this benefits or have not pointed out anything related the topic. Therefore, just like seen before, this shows that press may be missing important information by only covering the negative points.

However, none of the interviewees believe that tourism can improve and motivate the conservation of the natural assets. Even though Garcia, Macias and Balbuena (2015) states how residents highly value the fact that tourism helps preserve natural resources and improves its appearance, this was not the opinion of any of the residents. In fact, they all believed the opposite, that since the natural assets are much more exploded by the arrival of millions of people every year and the increased trash they produce (Resident C). Also, all residents demand for a better control and better conservation plan, since they all believe that tourists are fostering the destruction of the landscape. The press also supports this criticism talking about the increased pollution that tourists bring to La Barceloneta, specially the toxic pollution in the water (Sanchez, 2015) and report the transformations that the neighborhood has suffer since the arrival of tourists (Savall, 2015). The Blog Avv L'Òstia (2016) also complains about the construction of the W Hotel, which closes the neighborhood views to the horizon and invades the beach. In this case, we can see that the residents opinion matches with the press, which shows that the possible destruction of La Barceloneta natural assets and the increased pollution is a concerning issue that needs to be addressed. However, it should be highlighted that, years ago, a project was design to build some dikes in the sea to avoid the water to keep shortening the sand area. Residents and surfers, against the project, claimed that those dikes would kill the waves and would also condition the water quality (Surf30), and therefore it would affect all nautical and surf tourism that La Barceloneta gets. For these reasons, the original project was moderated to a much less aggressive construction (EAS,

2010). Accordingly, it can be said that tourists sometimes also help maintain natural assets, since they come to visit these assets and therefore, it brings interest to the city to take care of them.

In the same line, but noted as a negative impact, the neighbors noticed that the increase of the number of people provokes overcrowdings and noise in the area. Brida, Osti and Barquet (2010) highlighted noise contamination and crowding problems as factors influencing opposition from residents towards tourism. Both press and each of the residents recognized those issues as concerning, specially during the high season. Resident E says that the areas of the beach and boardwalk are specially affected, and the fact that there is more people also produces more noise. Edwards (2015) reports the disturbances brought by the noise tourists cause. Sanchez (2015) in his website article, addresses the "overcrowding of treasured local spots" and "tourists corrupting locals with excessive noise". The problems of crowds and noise, therefore, seem to be a recognized issue brought from tourists, and so, it needs attention from planners since it can be motivating the opposition of residents towards tourism.

Moreover, as a neutral impact, that could be seen as either a positive or negative impact, it is important to mention the tourist/resident ratio, which seemed to be a key issue for all residents. Residents interviewed mentioned in several questions how the massive number of tourists was the reason for some of the main problems. Faulkner and Tideswell (1997) claimed that the ratio of number of tourists to the number of residents, which provides an indication of the intensity of the tourist influx, can incommode residents if the carrying capacity is not respected. The carrying capacity is the total amount of tourists that a destination can support before its environmental degradation (McCool and Lime, 2001) and the Pla Estrategic de Turisme (2015) makes a reference of it as a sustainable environment principle on its objectives, for limiting the excessive increase of tourism. Throughout the different questions, all residents have mentioned concern about the excessive number of tourists in a small area like La Barceloneta. Resident B claims that La Barceloneta wasn't thought and planned for so many people so the problems come when the population multiplies by 5 every summer. Sanchez (2015) reports how "tourists now outnumber the declining local population". This issue could be identified by the researcher performing observation without even having a specific question about it, which shows the high worry that residents see on that there are more tourists than locals in their neighbor.

On the study of the environmental impacts, differently than the sociocultural impacts, it could be seen a general common agreement between all residents, as well as press releases. Accordingly, it can be interpreted that even though there was a positive perceived of improvement of infrastructures, there is a generalized concern about negative environmental impacts caused by tourism. On the following section, the findings about economic impacts will be discussed.

4.2.3. Economic impacts

Economic impacts are also widely recognized since tourism, as a powerful industry, and the fastest growing, brings every year increasing amounts of money to the destinations. As with other impacts, this massive economic development brings along both positive and negative consequences (See figure 12).

Figure 11: Findings from economic impacts

ECONOMIC IMPACTS			INTERVIEW ANSWERS				
INTERVIEW QUESTION TOPICS	LIT. REV.	PRESS	A	B	C	D	E
Economic benefits for the region	Y	~	Y	Y	Y	Y	Y
Well distributed benefits		N	Y	Y	~	~	~
Employment opportunities	Y	~	Y	Y	Y	Y	Y
Perceived increase of cost of living	Y	Y	Y	Y	Y	Y	Y
Economic dependency on tourism	~		Y	Y	Y	Y	~

Source: Author's elaboration from content analysis. 2016. Y stands for yes, 'N' stands for no, ~ stands for not positioned, and blank for not mentioned.

Starting with the positive impacts, it is important to mention that tourism as an industry, has been recognized as a source of economic benefits and all residents could, with no doubt, agree with it. Sanchez, Nunez and Fuentes (2014) highlight economic benefits brought by the tourism industry as a positive impact that influences residents' and helps form a more favorable attitude towards tourism development. All residents would then agree on that the benefits brought by tourists in La Barceloneta, due to the fact that tourists spend money in their neighborhood, which beneficiates La Barceloneta economically. Resident E states that both hotels and small commerce have seen their profits multiplied thanks to tourists. However, Jordi Ficapal in an interview (Molina, 2015) explained

that even though the generation of economic value through tourism is indisputable, it may not be that great compared to the negative impacts that tourism brings. Press provides a possible reason stating that the considerable negative social impacts is seen to be outweighing the financial contribution (Eturbonews, 2015). As well, it is important to consider if the benefits earned from tourism are being well distributed within the destination. Meyer (2007), highlights that these economic benefits that the tourism industry brings can either be a linkage or a leakage, meaning linkage the efficient distribution of the money in the area, and leakages meaning the expatriation of these benefits. 3 out of 5 residents has doubts about it, stating that some money gets lost in big international companies (Resident D), which means that La Barceloneta may be suffering from leakages. Also, Resident E adds that tourist taxes should be used to improve the neighborhood instead of using it to bring more tourism. In Barcelona, tourists spend 25M euros every day, but the problem is that the 7M euros of annual tax on hotels has been spend on promoting more tourism, instead of to alleviate the industry's effect (Eturbonews, 2015). Here there seems to be a common opinion that tourism does bring economic benefits, but it is questionable to what extent the economic benefits outweigh other negative effects created in areas such as culture and environment, or if those benefits represent linkages or leakages.

Similarly, it is seen that the increase of demand that is brought from tourism development, creates employment. Hernández-Delgado, Ramos-Scharrón, Guerrero-Pérez, et all (2012) claimed that the tourism industry has substantially contributed to increase employment rates around the world. All residents agreed on that tourism definitely creates employment opportunities in the area. "La Barceloneta developed and tourism increased, more businesses have opened to meet tourist demand" (Resident E). Press, recognizes that tourism creates jobs, about 120.000 jobs in Barcelona (Eturbonews, 2015). However, Puig (2015) specifies that even though tourism creates job opportunities, these are poorly paid. Also, neighbors during the demonstrations report that the employment generated by tourism is mostly precarious (Molina, 2015). Bednarska (2013) states that generally, the quality of work in the tourism industry is lower than the average, with poor financial factors, high seasonality and difficult work-life balance due to schedules. Thus, here opinions are divided and it can be due to the fact that all residents have a job either in the tourism industry itself, or directly dependent on it, which can influence their answer on this matter. Also, it is important to consider that press is always more critic, and tend to question benefits.

As the main negative impact that was found in this section, it should be mentioned that tourism can increase the cost of living in the areas where it fully develops, since it increases the demand and brings people that are on vacation willing to spend money. Garcia, Macias and Balbuena (2015) stated that the perceived increase of cost of living, due to tourism, can arise bad feelings from residents towards tourists. All residents highly agreed on that rents, restaurants and general supermarkets have increased their prices since the tourism development started. Resident A even notices a rise of prices during summer, compared with winter, in restaurant menus and temporary rents. Press articles highlight the issue as a high concern that drove residents out by the high rents (Eturbonews, 2015). A former neighbor explains 'It is impossible to find a flat in Barceloneta, the prices are getting higher and the owners simply will not agree to rent it for locals as we bring less revenue" (Sinkeviciute, 2014). Accordingly, the increased cost of living in La Barceloneta is another highly concerning issue that is affecting residents and needs to be addressed before it pushes all its actual residents out. However, it should be highlighted that the tourist apartments' issue is bringing benefits to some of residents as well, since Burgen (2015) states that in fact some of the neighbors declared to be able to make ends meet by renting their places to tourists. Resident A also pointed out this benefit, since he admitted having gotten some extra income this way in some occasions. Therefore, here there shows to be a conflict of interest between those who see themselves harmed by the situation and those who are taking advantage of it.

Finally, the economic dependency of tourism can be seen in a positive or negative way. In this case, as it has been explained before, tourism is one of the biggest and most important industry for Barcelona, and thus for La Barceloneta which practically owes its development to tourism. Several authors such as Sharpley (2013) and Harrill (2014), claimed that the support that a community has towards tourism development can highly depend on the economic dependency the area has on tourism. Almost all residents agree on that La Barceloneta needs tourism, stating that "we live out of tourism" (Resident D), however one of them states that they used to live well without tourism too (Resident E). Press releases do not mention the topic specifying about La Barceloneta, not recognizing any dependency but not denying it either. Other areas such as Las Ramblas are claimed to be fully dependent on tourism (The Local, 2015), but La Barceloneta seems not to be on that list, in spite of the majority of the interviewed residents' opinion.

On the study of the economic impacts, similarly to the environmental impacts, it could be seen a general opinion among the residents but this time, with a slight discrepancy from the press. It can be said that general economic benefits are seen, although it may not all be positive, specially when talking about the increased cost of living, identified as a problem by everybody.

The impacts discussed in the subsections above influence the attitudes that the residents have towards tourists, which are further explained in the following section.

4.3. Attitudes

As well as analyzing the impacts mentioned previously, the last part of the interview focused on directly asking and studying the attitudes and opinions that residents have towards tourists, in order to classify the residents of La Barceloneta in the models chosen from those studied in the literature review, Doxey (1975), Dogan (1989) and Ap & Compton (1993) (See Figure 6: Chosen models, from the Literature).

As the social identity theory explains the residents depending on the tourism industry for living have a positive bias when valuing the outcome of tourism that they get. As they already directly benefit from being employed in the industry this encourages them to unconsciously disregard or give less importance to the disbenefits. Therefore, it is essential to highlight that the interviews comprised specifically the group 4 from Krippendorf (1987), of residents directly dependent on the tourism industry. Already, Krippendorf (1987) states that this fact can positively influence residents' perception of tourism, since they are highly benefit from tourism. Therefore, all residents affirmed having a positive attitude towards tourists when these would need help. Resident C says that she even offers help to tourists when they seem lost and looking on a map. However, all of them would agree on that further development of tourism is not needed, but instead, a different type of tourism development, more controlled, should be encouraged to make sure that both locals and tourists can keep enjoying from La Barceloneta for a long time (Resident B). It is important to highlight that all residents see a problem on the current tourism model, since it is seen to look at the quantity more than the quality of tourism (Residents B and D).

Even though they all seem to be critic and aware of the possible problems that La Barceloneta is suffering, only 2 out of 5 would consider moving to live away from tourism (Residents D and E),

while the rest states that they like living together with tourists. Nonetheless, press releases state that many neighbors and local merchants have been 'escaping' from La Barceloneta, to more calm areas, ever since tourism started to get filled with tourists and hostels that did not let them live in peace (Alcalde, 2014). Mount (2015) explains that many Barcelonans have fled "between 2006 and 2013, 14.600 people – 12.3% of the population – left Ciutat Vella", which is the district where La Barceloneta is located.

Following the models explaining residents' perceptions of tourists, chosen in the literature review, the community of La Barceloneta is divided in different stages or attitudes towards tourists. The residents interviewed, those directly dependent on tourism, show to have more positive opinion than the ones reported on the press. These classifications are shown in the table bellow (Figure 13):

Figure 12: Residents classification on the models

DOXEY'S IRRIDEX	DOGAN'S	AP&COMPTON'S
Antagonism	Resistance	Withdrawal
Annoyance	Retratism	Adjustment
Apathy	Boundary maintenance	Tolerance
Euphoria	Revitalization & adoption	Embracement

Source: Author's elaboration. Meaning the dark gray residents quoted by press, and the light gray borders the residents on the interviews

Accordingly, it could be said that taking into account the Irridex model from Doxey (1975), residents of La Barceloneta, dependent on the tourism industry would be in the 2nd stage, of *Apathy,* because they take visitors for granted, but close to the 3rd stage, of *Annoyance,* because their saturation is approached by the high number of tourists. Residents start being critic and planners attempt to control via increasing infrastructure rather than limiting growth. However, even though Doxey never recognized the existence between different stages in one community, after analyzing the press, it could be seen that there are opinions from other residents that are closer to the 4th stage, *Antagonism,* because there is an open annoyance feeling created from the perceived excessive number of tourists, and even some are demonstrating that they no longer welcome tourists and show hostility towards them.

As for Dogan's (1989) model, it could be said that residents' dependent on the tourism industry can be classified in the *boundary maintenance* attitude, because they usually see hosts and guests' interests balanced. As we saw in the analysis of the interviews, they see both positive and negative impacts. Dogan (1989), differently from Doxey, implies that several responses may simultaneously exist within a community. Therefore, after analyzing what the press says, it could be said that *retreatism,* which consists on the hosts avoidance of guests and somehow the rejection of any interaction with them. This attitude could also be found among other guests, such as the ones that are demonstrating against tourists, and the ones reported on press releases, because it is when hosts are uncomfortable around tourists.

Finally, as for Ap&Compton's (1993) strategies, it could be said that residents' dependent on tourism show to be adopting the *Tolerance* strategy, since they appreciate benefits from tourists, but also see their negative impacts. However, they are also dangerously approaching the *Adjustment* strategy as most of them admitted that they stopped doing things because of tourism. Ap&Compton's model, also being flexible like Dogan's, could recognize that other types of strategies could be adopted by other types of residents. Those quoted on the press therefore, could be situated between *Adjustment* and *Withdrawal*, for those who really had the feeling they need to scape from tourism.

Accordingly, it can be seen that for all the models, different stages are found since interviewed participants –who are economically dependent on the tourist industry- showed an overall more positive attitude towards tourists, than the opinion reported on press releases.

4.4. Measures and actions taken and recommended by residents and media

The same articles and documents that talk about the problems of the tourism impacts, mention possible solutions that could be applied or are currently being applied, in order to solve the issues mentioned above. As well, the residents made some comments on their opinion for what they think should be done. First of all, measures and projects already taken or currently being applied in Barcelona, are explained. Then, recommendations from participant residents and press releases are

mentioned in order to highlight what is their opinion on what has been done and what needs to improve.

On the one hand, it should be highlighted that the city of Barcelona, in 2011, became the first city of the world with the certification Biosphere Responsible Tourism, where it committed to foster a tourism model based in the respect, the conservation and the value of the resources from our city (Pla Estratègic de Turisme, 2015). However, it is important to mention that the objectives to promote the adoption of a sustainable model of tourism development, where focused in the last Pla Estratègic, from 2010-2015, ant they maintain in the current Pla Estratègic 2015-2020. This new plan, recognizes that the city needs a new tourism model, and the 3 basic principles that define this model are the coherence with the city model, the balance or synergic relationship between host-guest, and the economic, social, environmental and patrimonial sustainability. Even though the certification was acquired 5 years ago, the tourism plan of Barcelona is still defining actions to overcome the goals set to become an actual sustainable destination, recognized by it visitors and residents as so.

In addition, the city council of Barcelona presented last year a local agreement and promotion of responsible and sustainable tourism, (Dialogue for sustainable tourism, 2015). It aims to address Barcelona's future social, economic and environmental development through tourism, and it wants to respond to the general public's interest. It consisted on workshop sessions with a small group of residents that worked together to first of all reflecting on the key trends that affect cities like Barcelona, then identify challenges and key issues for the future, and finally make suggestions to improve the fit between city and tourism, considering the problems mentioned before.

Also, it is important to highlight that in 2015, a group of associations of La Barceloneta presented the "Projecte communitari Barceloneta Proa a la Mar 2015-2020" (Sempre, 2015), which has the objective, among others, of developing the opportunities of the nautical sector with tourism and promoting a responsible tourism. This project, considering the issues that the neighborhood is currently facing but without forgetting the benefits that tourism brings them, wants to promote a kind of tourism development that respects the environment and improves the wellness of the community. All this to be done involving locals in order to favor a mutual understanding of cultural, environmental and social of La Barceloneta. Also, Pla Estrategic de Turisme (2015) includes the objective of highlighting the city as a gastronomic destination, and focuses on promoting the

association of "Barceloneta Cuina", to support the maritime and fresh products of the restaurants and fishermen of La Barceloneta. However, both these projects were officially presented only months ago, so it is yet too soon to start seeing changes and improvements, since they are both dated until 2020.

Moreover, as a radical measure, Ada Colau, the new major of Barcelona, on July of 2015 announced a moratorium on new hotels and other touristic apartments, where it is forbidden the opening of any touristic accommodation until July 2017 (De Diego, 2016). With this moratorium, the major expects to put a limit in the number of people coming to Barcelona, in order to avoid the increasing overcrowding of the city. In the same line, Colau also laid off the concession of touristic licenses, to stop the increase number of people renting out their apartments to tourists (Blanchar, 2015). She assures these are temporary measures until a new regulation plan is designed, because she recognizes that "tourists bring a lot of money to Barcelona, and therefore no one wants to drive tourists away, but if the city becomes a theme park people will stop coming" (Eturbonews, 2015). As well, as a way of having a positive social impact, a pilot plan was proposed. The illegal tourist apartments in Citutat Vella, which comprises la Barceloneta area, are going to be converted in social housing, in order to guarantee quality of residents' life, "the only way of having quality tourism is if it guarantees the quality of life of neighbors" (França, 2015). Therefore, it could be said that Barcelona is taking radical measures while the new plans are implemented.

On the other hand, however, many residents report that they have not seen any improvement or change of the tourism model in the last years. Edward (2015) quotes a resident in a demonstration against tourist that ensures that they have been experiencing the problems for years and have not been unsolved. As well, in the interviews, all residents state that what La Barceloneta needs is a change of the current touristic model, which Resident C assures seems to be mass tourism. Molina (2015) states that the problem is that all this kind of measures that were proposed years ago have a slow implementation, and that the rhythm that they were being implemented in areas that needed fast attention, like La Barceloneta, needed a closer attention.

Both residents and press releases make suggestions on what they think should be done in order to address the issues explained. Resident E claims that it is necessary to create future plans specifics by areas where the tourism is developing so fast, which would mean designing specific actions for La Barceloneta. Resident A, believes that is necessary create actions to redistribute and

decentralize tourism, just so there is not so many tourists at the same place and at the same time. The Asamblea de Barrios por un Turismo Sostenible (ABTS) on their side, claims for the city hall to define how tourism should be, together with the neighborhoods (Altimira, 2016), just so a plan is defined where locals feel engaged with. Also recognizing the urgent need to make citizens more sympathetic to tourists, professor of Urbanization Francesc Muñoz claims that "if tourism organizations helped finance schools, nurseries and roadwork, residents would see some palpable return for putting up with the tourist invasion" (Eturbonews, 2016)

Accordingly, it shows to be well known by residents, press and planners that Barcelona has been facing a challenging situation during the last years, and so measures need to be taken. The intentions of the plans presented during the last months seem to be facing the right intention towards designing a different kind of tourism that more responsible can better coexist without compromising locals' (i.e. Pla Estrategic de Turisme (2015), Projecte communitari Barceloneta Proa a la Mar (2015)). However, there seems to be no clear action yet, on how exactly is that going to be achieved. Locals have proposed some measures that, from their point of view, could improve the current situation and it is up to the planners to hear what they have to say.

To sum up, as an overview of this section, it can be said that the findings indicate that there is a general discrepancy between the residents depending on tourism that were interviewed and the analyzed press. While press releases show to have more negative attitudes, it should be taken into account that it is because they cover the demonstrations where they talk only with residents against tourists. However, they agree in some points, which indicates that those may be issues that need to be addressed, just like they indicate in their suggestions. In the next and final section, further conclusions will be developed.

5. CONCLUSIONS AND RECOMMENDATIONS

In this final chapter, conclusions about the main objectives and the aim of this case study are extracted, taking into account both the literature review and the findings analyzed in the previous sections. Finally, a section of limitations and further research features on the one hand the drawbacks of the research and on the other hand it suggests some points for further research.

5.1. Conclusions

The first objective, which was to learn about the theoretical models developed to explain host and guest encounters, and integrate them, was reached through the literature review. Previous researches were analyzed and 6 different models were classified and critically studied through their advantages and disadvantages. From these models, 3 of them (Doxey (1975), Dogan (1989) and Ap & Compton (1993)) to be compared and integrated in order to be used for the findings extracted from the data analysis. These were chosen for being the more applicable in this case study for the advantages mentioned in the literature review section. Through their application, the different stages of the 3 models could be interrelated and the similarities between them could be highlighted as it can be seen in Figure 12: 43.

The second objective, which was to analyze the host perceptions of tourists and the key points on developing their relationship, was also reached through the literature review. After studying all the models mentioned above, key mutual points could be extracted from each group of models. On the one hand the first group, formed by Doxey (1975), Butler (1980) and Smith (1992), agreed that the more a destination develops, the worse perception residents have of tourists. Then, other authors such as Faulkner & Tideswell (1997); Haywood (1988); Jamal & Getz (1988); Meyer (2007) et al, identified the several factors and impacts that can influence the perception of residents towards tourists in a negative or positive way. The impacts were classified into 3 groups: sociocultural, environmental and economic, which belong to the triple bottom line approach of sustainability (Elkington, 1994), and were used to study the host and guest encounters in practice, in La Barceloneta. And on the other hand, the second group, formed by Krippendorf (1987), Dogan

(1989) and Ap&Compton (1993) agreed that the more negative the influencing factors are, the worse perception residents have of tourists. Therefore, hosts' perceptions of guests are negative or positive depending on the level of development of the tourism industry of the destination, but as well, depend on many factors that influence residents differently in a same community.

The third objective, which was to study the perceptions of tourists from Barceloneta residents dependent on the tourism industry, was reached through the data collection with interviews and content analysis of press releases and public documents. After studying the different issues and challenges that the relationship between hosts and guests face and focusing on the perceptions of those who are directly dependent on the tourism industry, it could be said that the interviews and the press releases show different perceptions, but all show a generalized concern. On the one hand, residents interviewed, which are residents directly dependent on the tourism industry, show to have a better perception of tourists and take their benefits into account, even though they all are aware of their negative impacts as well. On the other hand, press releases report mostly complaints and concerns from all kinds of residents, focusing on the negative impacts that tourist development has on the neighborhood.

As for the last objective set, which was to draw conclusions and highlight opportunities for improving the hosts and guests encounters in La Barceloneta, specific recommendations are given to help stabilize relationships between hosts and guests. After having read academic articles on the field and having analyzed the data collected, the researcher is able to make such recommendations. The recommendations suggested below, are organized by topics: first of all, a management suggestion, then an educational plan and next a sustainable action plan.

As it has been mentioned previously in this research, Harrill (2004:14) suggests that tourism planners should ensure the "area's social, economic and environmental quality of life enjoyed by residents and tourists alike". To do so, it could be a good idea to develop a specific and detailed section in the tourism plan, about residents and how to manage tourism in a way that does not compromise residents. Since residents appreciate and are more willing to adopt a plan when they feel they have been considered in its development (Jamal & Getz, 1988; Murphy, 1985), it is recommended to include residents' feedback into the city planning. Those neighborhoods that show to be more affected may need special attention, so it would be suggested a separate own

strategy is design for those. Through focus groups with residents of La Barceloneta, locals could point out the main problems that they see, and make suggestions on how they would like to address them, similarly as it was done with the Dialogue for Sustainable Tourism (2015), explained in the section above.

Moreover, it would be decisive to implement educational campaigns for both the residents and the tourists. On the one side, since tourists' consideration towards residents showed to be an influencing factor for forming residents' perceptions towards tourism development, it is key to foster guests to adopt a respectful behavior with the local community. This could be done, for example, through the creation of a travel guide of Barcelona that includes recommendations for the guests on adopting behaviors that respect the environment, encourages them to buy local products, suggest them the proper manners to adopt, advices on best practices to keep the landscape and encourages them to keep the city clean, how to recycle, etc. This mini guide, could be handled in the airport, the hotels, and would include useful travel information for the visitors, to ensure it is interesting for the visitors to read it. Pennington-Gray, Reisinger, Kim and Thapa (2005) explain how some tour operators do something similar producing brochures that explain the proper behavior, but they are only done for those countries with exotic cultures. On the other side, it is also important to educate residents so they realize the value and role of tourism. Nunkoo and Gursoy (2011) suggest that tourism planners should consider carrying out an educational program informing residents about the benefits of tourism, in order to foster their endorsement. Emphasizing the importance of tourism through official reports and articles published in local newspapers or filming documentaries, informing residents about all the positive impacts tourists bring to their city and neighborhood, some support could be slowly gained.

Furthermore, it is important to mention that many academic articles (i.e. Brunt and Curtney (1999), Hunt and Stronza (2014)) point out sustainable polices as possible solutions to reduce the negative impacts and therefore fostering a better perception of tourism. Such environmental policies are being applied in Barcelona already (Bisophere Responsible Tourism), therefore, in the future, some improvements may be seen. However, it should be highlighted that sustainable polices are needed not only at the destination level, but as well at the tourism companies level. Hotels, specially, should be encouraged to adopt green practices as well as focusing on attracting a

more sustainable type of tourism. Linked to the previous paragraph, tourism institutions should also educate companies to stop them from attracting 'cheap tourism' with their marketing campaigns where they promote Barcelona as a low cost destination for partying. For example, Agència Catalana de Turisme offered some courses aimed to tourism companies and institutions where one of the main points was "Sustainability as a Marketing tool" (CETT, 2015). As well, also the Agència Catalana de Turisme (ACT, 2015) launched a project to economically support new tourism companies that follow a sustainable model. However, it is still a complex practice, since neither the local authorities nor the DMO have enough power to influence how the stakeholders promote the destination, and therefore developing the right type of tourism is challenging. If hoteliers they learn about what negative implications does this kind of tourism brings to the destination, and the benefits that a sustainable type of tourism can bring them and to the community, a better tourism model can be created in Barcelona, that brings more benefits than negative impacts, and therefore is more welcomed by residents.

Finally, the aim of this research was to investigate the determining factors in the encounters of host and guests with a focus placed on acknowledging the perceptions that the residents dependent on tourism have towards tourists, to later describe their relationship in the neighborhood of La Barceloneta. The aim has been achieved through the development of the literature review, which helped the researcher to develop some understanding and knowledge about how other researchers had studied the topic before. Also, through the data collection and content analysis, the researcher could put into practice the theory and conclude that residents and tourists in La Barceloneta have a complex, and in some cases challenging, relationship. This case study focuses on residents that work in the tourism industry, and those that have an overall good relationship with tourists, and as Krippendorf (1987) suggested, can be influenced by their biased condition, since they depend economically on tourists. However, they also showed to be critical and aware of negative impacts that tourism development brings, and they also see the need to take measures. The determining factors in the encounters of host and guests encounters in la Barceloneta, which also residents dependent on tourism agree on, were found to be the excessive number of tourists, together with the type of tourists which is known as mass tourism, characterized for a not respectful behavior towards the community. These two key issues have been identified as the main problems causing negative perceptions from residents towards tourists, and therefore creating a negative

relationship between the two. In fact, press releases reported residents claiming that they were not against tourists, but against the kind of tourism that seemed to be encouraged in their neighborhood. Mass tourism is considered to involve thousands of people going to the same place and often doing the same things, usually looking for sun and beach activities as well as parties. The main problem with this type and number-excessive tourism can harm a destination and its community more than other kinds, such as a more sustainable and better distributed tourism.

5.2. Limitations and further research

This research suffers from certain limitations, mainly encountered during the data collection process, which forced some changes in the case study.First of all, the problem of non-response was faced. After contacting several associations of La Barceloneta such as AVV Barceloneta, AVV l'Òstia, Pla Communitari Barceloneta, ACI Barceloneta, the public library of la Barceloneta, and some blogs such as La Barceloneta Rebel, no response was reached. Therefore, the other option was to go out to the street and stop locals, but due to the time-intensive nature of in depth interviews, it was too difficult to find people that were able and willing to participate. Also, taking into account that the interviews were in depth, the researcher found that when interviewing participants, some showed reluctance to develop their answers or go into an in depth explanation of their opinions. These are all frequent challenges that many researchers face (e.g. Altinay and Paraskevas, 2008), specially when working with qualitative data, since it requires more participant availability and motivation. The major problem facing this research then, was time, to overcome these common problems. Due to the lack of extra time to find participants and collect more data, the sample had to be reduced from what was first thought at 12 interviews including three representatives of all four Krippendorf's segments to only one segment and 5 responses.

These aspects limited the study in terms of findings, since the data collected does not allow the researcher to draw generalized conclusions. Also, the inability to choose participants and the small number of respondents, did not grant the researcher a diversified sample to reach more insights from different demographic sectors. As a consequence, the focus on a specific target gave the researcher limitations in the findings. As previously stated, it is important to take into account that residents that work in the tourism industry are biased, since they depend directly on tourists. Just

like Krippendorf (1987) suggested, these types of residents are often positively conditioned by the fact that they are employed thanks to the tourism development. As the social exchange theory also suggests, these residents benefit from tourists and this helps outweigh the negative impacts.

Furthermore, it is important to highlight what was mentioned before, as Sharpley (2014) noted, study cases made before are very limited and all focus on different variables to explain the residents' perceptions. This case study can suffer from the same criticism, on the one hand, for being very limited for only focusing on a small segment of the population, and on the other hand for for focusing on different variables to explain the residents' perceptions. The researcher chose several variables such as the destination development and the triple bottom line factors, together with the segmentation of the population in order to better analyze and be accurate with the discussion of the issues.

Accordingly, for future research, it would be of use to have a diversified and bigger sample with the four groups suggested by Krippendorf (1987), in order to identify a more generalized perception and the differences in each of the groups. With a bigger sample therefore, it would be possible to identify what the main resident factors that influence a better or worse perception of tourism development are. Furthermore, a comparison of the residents' attitudes in other location types could also be interesting in order to analyze if there are repeated behaviors from the same type of residents, in different destinations. In addition, Sharpley (2014) suggests a deeper research on the topic, by including the tourists' point of view on the data collection. It could be very revealing to also ask tourists their opinions, to actually describe the two sides of the host-guest encounters. As well, it perhaps could be interesting for further research to study the Irridex model within communities and see if different stages coexist in the same destinations, as it was found in La Barceloneta. Moreover, such research would be very useful if done over a long period of time, in order to study how the relationship between guests and tourists develops, taking into account the actions and measures taken throughout a period of time. In such case, it would be compelling to use the TALC from Butler (1980), which was dismiss in this case study due to the need of a long period of time to properly assess the development of the stages. It is important to give enough recognition to the hosts' and guests' relationships issues and challenges, or this will remain to be problematic within the hospitality industry, which can dramatically affect any tourist destination.

6. REFERENCES

Act.gencat.cat. (2015). *Start-DMC Tourism*. [online] Available at: http://act.gencat.cat/start-dmc/ [Accessed 12 May 2016].

Alcalde, A. (2014). *La Barceloneta*. [online] La Vanguardia. Available at: http://www.lavanguardia.com/participacion/cartas/20140826/54414377758/la-barceloneta.html [Accessed 24 Mar. 2016].

Almeida, F., Balbuena, A. and Cortes, R., (2015) Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*, *13*, 33-40.

Altinay, L., and Paraskevas, A. (2008). *Planning research in hospitality and tourism*. Oxford: Butterworth-Heinemann.

Andereck, K.L., Valentine, K.M., Knopf, R.C. and Vogt, C.A. (2005) Residents' perceptions of community tourism impacts. *Annals of tourism research*, *32*(4), 1056-1076 in Ward, C. and Berno, T. (2011) Beyond social exchange theory: Attitudes toward tourists. *Annals of Tourism Research*, *38*(4), 1556-1569.

Ap, J., 1992. Residents' perceptions on tourism impacts. *Annals of tourism Research*, *19*(4), pp.665-690 in Harrill, R. (2004) Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature*, 18(3), 251-266.

Ap, J., & Crompton, J. L. (1993) Residents' strategies for responding to tourism impacts. *Journal of travel research*, 32(1), 47-50.

Ap, J., & Crompton, J. (1998) Developing and testing a tourism impact scale. *Journal of Travel Research,* 37, 120–130.

Barcelonaturisme.com. (2016). *La Barceloneta*. [online] Available at: http://www.barcelonaturisme.com/wv3/en/page/378/la-barceloneta.html [Accessed 18 Apr.

2016].

Bednarska, M.A. (2013) Quality of Work Life in Tourism-Implications for Competitive Advantage of the Tourism Industry. *Journal of Travel and Tourism Research,* 13(1/2).

Brida, J.G., Osti, L. and Barquet, A. (2010) Segmenting resident perceptions towards tourism—a cluster analysis with a multinomial logit model of a mountain community. *International journal of tourism research*, *12*(5), 591-602.

Brunt, P. and Courtney, P. (1999) Host perceptions of Socio-cultural Impacts, *Annals of Tourism Research,* 6(3), 493-515.

Boyce, C. and Neale, P., 2006. *Conducting in-depth interviews: A guide for designing and conducting in-depth interviews for evaluation input* (pp. 3-7). Watertown, MA: Pathfinder International.

Burgen, S. (2015). *Will the citizens of Barcelona revolt against soaring tourist numbers?*. [online] the Guardian. Available at: http://www.theguardian.com/travel/2015/jun/28/will-people-barcelona-revolt-against-soaring-tourist-numbers [Accessed 1 May 2016].

Butler, R.W. (1980) The concept of a tourist area cycle of evolution: implications for management of resources. *The Canadian Geographer/Le Géographe canadien*, *24*(1), 5-12.

Butler, R., and Wall, G. (1985) Introduction: Themes in Research on the Evolution of Tourism. *Annals of Tourism Research,* 12(3), 287-296.

Carneiro, M.J. and Eusébio, C. (2012) Segmentation of the tourism market using the impact of tourism on quality of life. *Tourism & Management Studies*, (7), 91-100 in Sanchez, S.M., Nunez, J.M. and Fuentes, F.J. (2014) Local residents' attitudes towards the impact of tourism development in Cape Verde. *Tourism & Management Studies*, *10*(1), 87-96.

CETT. (2015). *Proposta formativa de l'Agència Catalana de Turisme: Cursos Pla de Formació al Sector Turístic 2015*. [online] Available at: https://www.cett.es/cett-alumni/ca/que-es-cett-alumni/noticies/detall?idNoticia=157382 [Accessed 12 May 2016].

Cohen, E. (1984) The sociology of tourism: approaches, issues, and findings. *Annual review of sociology*, 373-392.

Coll, G. (2016). *Catalan News Agency - Tourism boom in Barcelona: strengthening the economy or troubling local residents?*. [online] Catalannewsagency.com. Available at: http://www.catalannewsagency.com/life-style/item/tourism-boom-in-barcelona-strengthening-the-economy-or-troubling-local-residents [Accessed 24 Apr. 2016].

Comorera, R. (2015). *La Barceloneta reclama a Colau resultados ante los pisos turísticos*. [online] El Periodico. Available at: http://www.elperiodico.com/es/noticias/barcelona/barceloneta-turismo-pisos-ilegales-manifestacion-colau-4482889 [Accessed 24 Mar. 2016].

De Diego, S. (2016). *Colau amplía un año la moratoria turística: no habrá nuevos hoteles hasta julio de 2017. Noticias de Cataluña*. [online] El Confidencial. Available at: http://www.elconfidencial.com/espana/cataluna/2016-03-16/colau-amplia-moratoria-hotelera-barcelona_1169429/ [Accessed 24 Apr. 2016].

Drudis, C. (2012) Plug Barceloneta.

Dogan, H. Z. (1989) Forms of Adjustment: Sociocultural Impacts of Tourism. *Annals of Tourism Research,* 16(2), 216–236.

Doria, S. (2016). *La Barceloneta, del sofrito a la fritanga*. [online] abc. Available at: http://www.abc.es/espana/catalunya/barcelona/abci-barceloneta-sofrito-fritanga-201603071107_noticia.html [Accessed 24 Mar. 2016].

Edwards, S. (2016). *Pissed-Off Barcelona Residents Are Fighting Back Against Drunk, Naked Tourists | VICE | United States*. [online] VICE. Available at: http://www.vice.com/read/barcelona-tourism-backlash-822 [Accessed 19 Mar. 2016]

Elkington, J. (1994) Towards the sustainable corporation: Win-win-win business strategies for sustainable development. *California management review*, *36*(2), 90-100.

Escuela Asturiana de Surf Gijon y Llanes. (2010). *Barcelona deja a medias su polémico plan de los espigones sumergidos*. [online] Available at: http://www.escuelaasturianadesurf.com/2010/05/31/barcelona-deja-a-medias-su-polemico-plan-de-los-espigones-sumergidos/ [Accessed 28 Apr. 2016].

Eturbonews.com. (2016). *Barcelona: Financial benefits of tourism not worth the hassle - eTurboNews.com*. [online] Available at: http://www.eturbonews.com/60774/barcelona-financial-benefits-tourism-not-worth-hassle [Accessed 24 Mar. 2016].

Evans, D. (2014). *Barcelona Residents Protest Drunk, Naked Tourists Mucking Up Their Town*. [online] Gawker.com. Available at: http://gawker.com/barcelona-residents-protest-drunk-naked-tourists-mucki-1631447298 [Accessed 19 Apr. 2016]

Faulkner, B. and Tideswell, C. (1997) A framework for monitoring community impacts of tourism. *Journal of sustainable tourism*, *5*(1), 3-28.

Fernell, A. (2006). Evolution in Tourism: The Theory of Reciprocal Altruism and Tourist–Host Interactions, *Current Issues in Tourism*, 9(2), 105-124.

França, J. (2015). *Barcelona impulsa un plan piloto para convertir pisos turísticos ilegales en viviendas sociales*. [online] eldiario.es. Available at: http://www.eldiario.es/catalunya/politica/Barcelona-convertir-turisticos-ilegales-viviendas_0_416808512.html [Accessed 24 Mar. 2016].

Griffin, J. (2013) Local Residents' Responses to Tourism as a Framework to Understand Hosts' Responses to Short-Term Missions. *The Asbury Journal*, *68*(2), 10.

Harrill, R. (2004) Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature*, 18(3), 251-266.

Hernández-Delgado, E.A., Ramos-Scharrón, C.E., Guerrero-Pérez, C.R., Meléndez-Díaz, J.O., Lucking, M.A., Méndez-Lázaro, P.A. and Laureano, R., 2012. *Long-Term Impacts of Non-Sustainable Tourism and Urban Development in Small Tropical Islands Coastal Habitats in a Changing Climate: Lessons*

Learned from Puerto Rico. INTECH Open Access Publisher.

Huimin, G. and Ryan, C. (2012) Tourism destination evolution: A comparative study of Shi Cha Hai Beijing Hutong businesses' and residents' attitudes. *Journal of Sustainable Tourism*, *20*(1), 23-40.

Hosteltur: Toda la información de turismo. (2016). *La manifestación contra el turismo masivo reúne a 300 personas en Barcelona | Turismo y Economía*. [online] Available at: http://www.hosteltur.com/115165_manifestacion-contra-turismo-masivo-reune-300-personas-barcelona.html [Accessed 24 Mar. 2016].

Hunt, C. and Stronza, A. (2014) Stage-based tourism models and resident attitudes towards tourism in an emerging destination in the developing world. *Journal of Sustainable Tourism*, *22*(2), 279-298.

Johnson, J.D. and Snepenger, D.J. (2006) Residents' perceptions of tourism development over the early stages of the TALC. *C. Cooper, CM Hall, D. Timothy (Series Eds.), & RW Butler (Vol. Ed.), The Tourism Area Life Cycle*, *1*, 222-236.

Koumelis, T. (2016). *1 in 3 expats living in Barcelona criticise mass tourism*. [online] Traveldailynews.com. Available at: http://www.traveldailynews.com/news/article/71180/1-in-3-expats-living [Accessed 1 Apr. 2016].

Krippendorf, J. (1994) The Holiday Makers. Understanding the impact of leisure and travel. Oxford, Butterworth Heinemann in Brunt, P. and Courtney, P. (1999) Host perceptions of Socio-cultural Impacts, *Annals of Tourism Research,* 6(3), 493-515.

La meva Barcelona (2015). *History of the beaches*. [online] Available at: http://lameva.barcelona.cat/en/enjoy-it/bathing-and-beaches/history-beaches [Accessed 1 May 2016].

Mason, P. and Cheyne, J. (2000). Residents' attitudes to proposed tourism development. *Annals of tourism research*, *27*(2), 391-411 in Monterubio, J.C. (2008) Residents Perception of Tourism: A Critical Theoretical and Methodological Review. *Ciencia Ergo Sum*, 15(1), 35-44.

Mazón, T., Huete, R. and Mantecón, A. (2009) Tourism dependence and host community

perceptions: Notes on the social exchange theory. *Revista Encontros Científicos-Tourism & Management Studies*, (5), 25-36.

McCool, S.F. and Lime, D.W. (2001) Tourism carrying capacity: tempting fantasy or useful reality?. *Journal of Sustainable Tourism*, *9*(5), 372-388.

Meyer, D., (2007) Pro-poor tourism: From leakages to linkages. A conceptual framework for creating linkages between the accommodation sector and 'poor'neighbouring communities. *Current issues in tourism*, *10*(6), 558-583.

Molina, J. (2015). *"El relato turístico peca de economicista y obvia los indicadores sociales"*. [online] eldiario.es. Available at: http://www.eldiario.es/catalunya/barcelona/relato-turistico-economicista-indicadores-sociales_0_464754129.html [Accessed 24 Apr. 2016].

Monterubio, J.C. (2008) Residents Perception of Tourism: A Critical Theoretical and Methodological Review. *Ciencia Ergo Sum*, 15(1), 35-44.

Mount, I. (2015). *Barcelona: A victim of its own tourism success?*. [online] Fortune. Available at: http://fortune.com/2015/03/30/barcelona-tourism/ [Accessed 25 Apr. 2016].

Muangasame, K. (2014) Are Butler's tourism area life cycle and Plog's psychographic model correct?. *Tourismos*, *9*(1), 207-221.

Museo del Hermitage. (2016). [Blog] *La Barceloneta Rebel*. Available at: https://labarcelonetarebel.wordpress.com/2016/03/02/noticies-avv-lostia-marc-2016/ [Accessed 24 Mar. 2016].

Nunkoo, R. and Gursoy, D. (2012) Residents' support for tourism: An identity perspective. *Annals of Tourism Research*, *39*(1), 243-268.

Nunez, T. (1963) Tourism, tradition, and acculturation: Weekendismo in a Mexican village. *Ethnology*, *2*(3), 347-352.

Palazzi, C. (2016). *Conviure amb el turisme*. [online] La Vanguardia. Available at:

http://www.lavanguardia.com/opinion/20160217/302216291137/conviure-amb-el-turisme.html [Accessed 18 Apr. 2016].

Pearce, P. (1994). Tourist-resident impacts: examples, explanations and emerging solutions. In W. Theobald (Ed.), *Global tourism: The next decade* (pp. 103-123). Oxford: Butterworth Heinemann in Sharpley, R. (2013) Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37-49.

Pennington-Gray, L., Reisinger, Y., Kim, J.E. and Thapa, B. (2005) Do US tour operators' brochures educate the tourist on culturally responsible behaviours? A case study for Kenya. *Journal of vacation marketing*, *11*(3), 265-284.

Puczkó, L. and Rátz, T. (2000) Tourist and resident perceptions of the physical impacts of tourism at Lake Balaton, Hungary: Issues for sustainable tourism management. *Journal of Sustainable Tourism*, *8*(6), 458-478 in Sanchez, S.M., Nunez, J.M. and Fuentes, F.J. (2014) Local residents' attitudes towards the impact of tourism development in Cape Verde. *Tourism & Management Studies*, *10*(1), 87-96.

Raposo, M. (2016). *Solo hay dos modelos turísticos: el bueno y el malo | Barcelona Metròpolis*. [online] Lameva.barcelona.cat. Available at: http://lameva.barcelona.cat/bcnmetropolis/es/dossier/nomes-hi-ha-dos-models-turistics-el-bo-i-el-dolent/ [Accessed 19 Apr. 2016].

Richards, H.M. and Schwartz, L.J. (2002) Ethics of qualitative research. *Family Practice*, *19*(2), 135-139.

Ryan, C., 2003. *Recreational tourism: Demand and impacts* (Vol. 11). Channel View Publications in Monterubio, J.C. (2008) Residents Perception of Tourism: A Critical Theoretical and Methodological Review. *Ciencia Ergo Sum*, 15(1), 35-44.

Sanchez, M. (2015). *Barcelona residents are fending off a barrage of drunken, obnoxious tourists*. [online] Quartz. Available at: http://qz.com/453560/tourism-is-doing-more-harm-to-barcelona-than-poverty-its-residents-say/ [Accessed 24 Mar. 2016].

Sanchez, S.M., Nunez, J.M. and Fuentes, F.J. (2014) Local residents' attitudes towards the impact of tourism development in Cape Verde. *Tourism & Management Studies*, *10*(1), 87-96.

Savall, C. (2015). *La Barceloneta sin turistas*. [online] El Periόdico. Available at: http://www.elperiodico.com/es/noticias/barcelona/libro-barceloneta-reune-fotos-ineditas-viejos-albumes-familiares-4577348 [Accessed 24 Mar. 2016].

Schmidt, C. (2004) The analysis of semi-structured interviews. *A companion to qualitative research*, 253-258.

Sempere, M. (2016). *La Barceloneta vol un model de desenvolupament que recuperi "el vincle amb la mar"*. [online] El Punt Avui. Available at: http://www.elpuntavui.cat/article/2-societat/5-societat/853465-presenten-a-la-barceloneta-un-projecte-de-desenvolupament-que-recuperi-lel-vincle-amb-la-marr.html [Accessed 18 Mar. 2016].

Sharpley, R. (2013) Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37-49.

Singh, P. and Singh, A. (2011) Tourism and attitude of host community in peripheral region – A case study of Ladakh. *Academia.edu*

Smith, V. (1992) Introducción: Hacia una definición de la naturaleza del turismo. In Anfitriones e invitados, 15-45

Sole, O. (2016). *Los barrios salen a la calle: "No nos manifestamos contra los turistas, sino contra los lobbies"*. [online] eldiario.es. Available at: http://www.eldiario.es/catalunya/barcelona/barrios-calle-manifestamos-turistas-lobbies_0_486451650.html [Accessed 19 Mar. 2016]

Surf 30. (2016). *Surf 30: ¿Desastre artificial en la Barceloneta?*. [online] Available at: http://www.surf30.net/2007/02/ya-no-quedarn-olas-en-la-barceloneta.html [Accessed 28 Apr. 2016].

Sust, T. (2016). *Los barceloneses, mαs preocupados por el turismo...*. [online] El Periόdico. Available

at: http://www.elperiodico.com/es/noticias/barcelona/crece-significativamente-lpreocupacio-barceloneses-turismo-4946316 [Accessed 23 Mar. 2016].

Three characteristics are particular to host-guest encounters according to Hermosilla, A. (personal communication, March 2016)

Turismebcn2015.cat. (2016). *Pla Estratègic de Turisme de Barcelona 2015*. [online] Available at: http://www.turismebcn2015.cat/T2015WEB/Que-es/_Sb46WFTR8WoXPZuwwMDEOVRheSI8ok8pTGnEvydCtU8 [Accessed 25 Mar. 2016]

Van Teijlingen, E.R. and Hundley, V. (2010) The importance of pilot studies. *Social Research Update*, *35*, 49-59.

Ward, C. and Berno, T. (2011) Beyond social exchange theory: Attitudes toward tourists. *Annals of Tourism Research*, *38*(4), 1556-1569.

Why tourism? | World Tourism Organization UNWTO. [online] Available at: http://www2.unwto.org/content/why-tourism [Accessed 31 March 2016].

Yin, R.K., (2009). *Case study research: Design and methods*. Sage publications.