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The role of F.C. Barcelona in tourist image of Barcelona

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Abstract

The purpose of this study has been to find out what is the role of Football Club Barcelona in the formation of Barcelona's image as a tourist destination by analyzing what is the behavior of the tourist coming to Barcelona and examining the effect that Barça Brand has on them when planning the trip. The idea of this study is to discover the role that a famous football club as it is nowadays FCB has on the people and learn how their traveling decision can be influenced by it. In order to do find out this information, a conceptual framework has been done taking into account the concept of destination image, a general study of sports tourism and an analysis of the Barça Brand.

In order to come to the conclusions, a quantitative technique has been chosen as it allows to know more about what people think and extracts data about the destination image they perceived and the behavior they have towards it. To achieve this data collection surveys were made in different locations of the city of Barcelona. These questionnaires were made to the tourist that were visiting the city during their free time. Moreover, these questionnaires were analyzed using the Likert Scale to know the most common behavior that tourist has about Barcelona.

The findings agreed that the influence that FCB has on tourism is big enough to be taken into account. Furthermore, the club was for most of the visitors the main reason for them to come to Barcelona. Camp Nou as a tourist attraction is as well really relevant for the city as it is one of the most visited places by tourist. The image that the football team creates on the destination and its influence in international tourist is significant, as FCB for the majority of the travelers coming is one of the main reasons when they were planning their holidays. Besides, the victories of the football team are not so relevant when this decision was made. To conclude, image of Barcelona is strongly affected by what FCB cause on tourist.

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Barcelona, May 2016

Alejandro Quintana Garcia

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1. Introduction

1.1. Context of the research problem

In order to understand what this research is going to, first we need to know some concepts. What is Sports Tourism? When we talk about Sports Tourism it refers to practice sport, watch sport or visit a sports attraction, while at the same time you are traveling far from your home town (Hudson, S. 2003). Sport in contemporary societies are a big factor of influence. According to Chris Gratton and Ian Henry (2002), sports represent the 3 percent of the GDP in the OECD countries. There are many ways representing sports, but this research is going to focus on football as it is one of the biggest representation of sport. "The Football World Cup has become one of the manifold diverse forms of sport-related tourism". (Hinch T. and Highman J. 2011)

But this is not focused only on sports and football. We need to understand the importance of Tourism and Sports together. Hudson, S (2003) has argued that tourism represents a total of 6 percent. He says that, even though is not easy to know how big is the impact of sports tourism, is estimated a growth of 10 percent every year. Meaning that each year is getting more and more important the sports tourism worldwide. As Simon Hudson stated, Sports Tourism activities can take place in urban and nonurban settings, indoors or outdoors, and with all type of climate conditions and seasons, therefore, the opportunity of growth appears unlimited. So now we are aware of the significance of the Sports Tourism.

Added to this, we need to be familiar with the magnitude of tourism in Barcelona. Murillo et.al., (2011) have discussed how important is the tourism in Barcelona and its surroundings, we see that through the years there is a steadily increasing of overnights in Catalonia, but also in Barcelona. As they stated in 1999 the overnights share in the city was 22.7%, increasing to 30.7% in 2009 (Murillo et.al., 2011). This places Barcelona in terms of tourism as one of the main cities in Europe with a number of overnight stays of around twelve and a half million.

1.2. Identification of the research problem

Barcelona is a tourist city with thousands of visitors every year, according to Lluís Pellicer (2015), there were more than 17.1 million overnight stays in 2014. In Barcelona, you can find plenty of things to do, like see Gaudí's architectures or go to the beach, but there is one thing that attracts many foreign people each year and this is the Football Club Barcelona. It is as well important to discover the impact that this large club has over Barcelona and how do people is influenced by the club when choosing the city as their next destination. People when think of Barcelona, they have a formed image of the city. Therefore, we can formulate this sentence:

Which is the role of FCB in the formation of Barcelona image as a tourism destination?

1.3. Originality and contribution to knowledge

Some people have written about Football Club Barcelona. For example, Hunter Shobe (2006) wrote about the globalization of the club as a global brand and political referent. Ángel Iturriaga Barco (2015) analyzes the social weight and international repercussion of the Barcelona club in the city. But none paper has analyzed how this international repercussion and global brand affect the formation of Barcelona image as a tourist destination. With these project, we understand how is seen the Barça Brand around the world. Because sometimes the Club has been used by the Tourism Board of the Generalitat as a promotion for Catalonia and Barcelona (Shobe, H. 2006). Consequently, it is interesting to discover the magnitude of the power of the club and how affect this to the tourism in the Catalanian capital.

1.4. Research aim and objectives

The aim of this research is to discover how powerful is FCB as a brand and how people from abroad see the city and the club related. Know what do people thing when they think of Barcelona, what is the thing that comes to their minds and see if they have the idea of FCB as a big part of the city. Moreover, discover the influence of this club that can produce to the people at the time of when

they chose Barcelona as a destination. See if the club is a destination place by itself or just one more tourist attraction of the city.

So, the research goal of this report is to analyze which is the influence of FCB in Barcelona's city tourism. Therefore, the research questions derived from this goal are as follows:

- 1- Which is the role of FCB as a tourist attractor to Barcelona?
- 2- Which is the influence of FCB in the image of Barcelona as a tourist destination?
- 3- How relevant is FCB Stadium as a tourist attraction?

2. Literature

2.1. Literature review

There is need to find and investigate different works of literature to proceed with the degree thesis. What the literature review will explore is influence of Sports Tourism, what tourism the city of Barcelona has, how is formed the image of a destination and the Football Club Barcelona as a worldwide brand.

Sports Tourism

First the research will focus on how important sports are for tourism. (Santacana, C. 2014) Sports in our modern society are getting a major factor of us making decisions. In fact, as published in the 1st Word Conference Sport and Tourism (Samaranch, J.A., 2001) sport has a big influence on our behavior of the present-day society. Since the arrival of Joan Laporta as a president of FCB, the club has been redesign as a "global entertainment brand" leading the Camp Nou as a very popular tourist attraction (Chadwick, S. and Arthur, D., 2008) Moreover, the research will find how today's people is attracted by sport tourism and how this is related with the club.

Barcelona, a Sports Tourism destination

Moreover, we will study the offer of Barcelona as a tourist destination and specifically with sports. As Barcelona Activa (2014) explains Barcelona has plenty of facilities to be an important city for

holding sports events. Actually, there are a lot of professionals known worldwide from Barcelona and its surroundings in the sector of sports. Furthermore, according to Sport City Index developed by Around the Rings in collaboration with TSE Consulting (2013) Barcelona was ranked second in the list. The city has a lot of sports offer. Even the Barcelona's town hall has a specific department for the development of sports events in the city call "BarcelonaTurisme Sports". Which is a big indicator of the big influence of sports in the city of Barcelona (Murillo et.al., 2011).

Destination image

Besides, as the important thing we want to learn here is what is the role of FCB in the destination image formation of Barcelona, first we need to know how is formed the destination's image. Firstly, it is important to emphasize that the tourist image for a destination is a really strategic element. They use it to create and keep the demand of a destiny (Camprubí, R. 2016). Then, it is important to explore the contribution of brand and events has on the destination image (Folgado, J. 2015). As Folgado (2015) has argued events have a positive influence on destination images and at the same time its infrastructure has a positive impact on the culture for destination images. However, not only events have an impact on the image-formation. Camprubí, R. et.al. (2013) found that tourist is a big agent on the formation of a destination's image. How they live their experience in a place and how they share it to their inner circle has a major effect on the development of a positive image for further visitors. As well they stated that one of the tools they use to create this image is through the internet, which means that not only communicate their adventure to the inner circle but they share it with a global reach. Nonetheless, for understand what the formation of a destination image is we need to know that it is a construction of a mental picture. There are different ways to receive these images; "the organic images are formed by non-commercial information sources; induced images are based on promotional information and personal experience of the destination modifies the induced image." (Iordanova, E, 2014).

Barça brand

Eventually, the research will explore Football Club Barcelona as worldwide brand that is contributing to a sports image in the city of Barcelona. The FCB has a close relationship with the

city. Since the appointment of Laporta as a president of the club, the club has campaigned to become known as a global brand. But the way the campaigns have been done is to link the Barça Brand with the city. A great contribution for this is that the name of the club itself contains the name of the city. Although they have tried to make FCB known as part of Catalonia as well, the tourists do not relate to it so much and they give more importance to Barcelona city (Shobe, H. 2006). As Xiaoliang Wu (2014) explain, FCB and the city of Barcelona have a really close relationship as Barcelona is the capital of Catalonia, and this is a country that has been fighting for the independence since long time ago. Furthermore, the club has been used as a political promotion for the achievement of this goal.

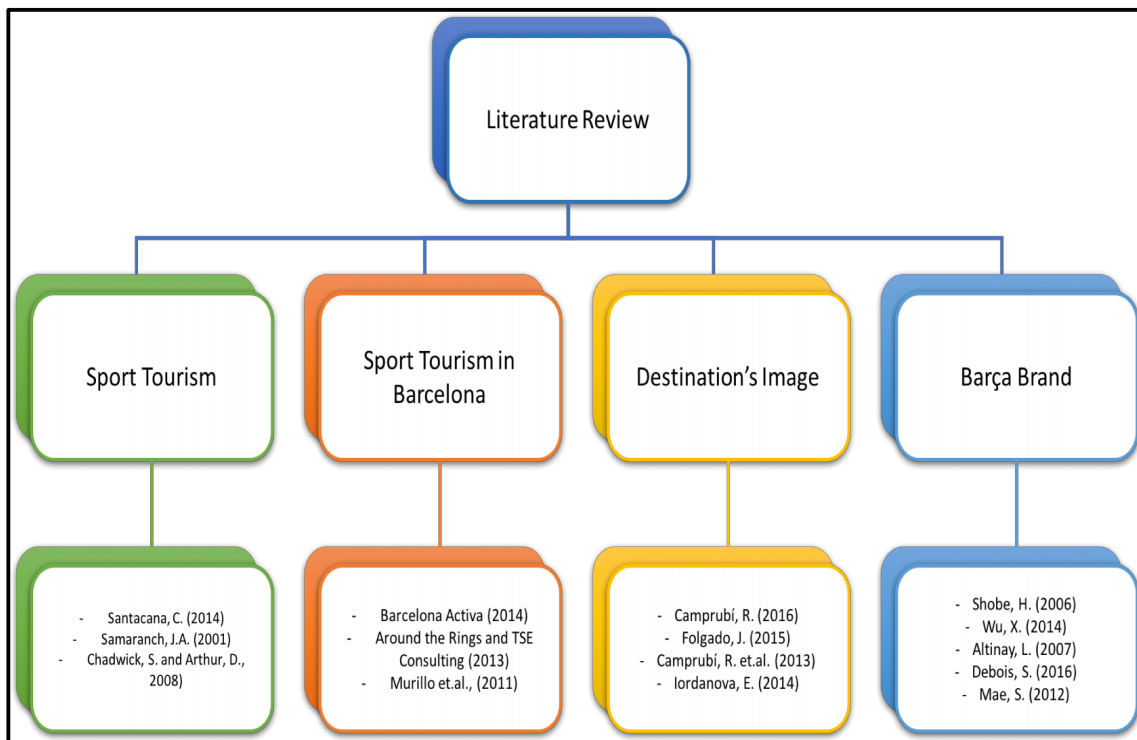
Having a look at the economic numbers and contribution of the club to the city, we can see the big impact it has on the city. According to a study made by Deloitte firm (Calatayud, 2016) the club activity means to Barcelona for the 2014/15 season an amount of 1,5% Barcelona's GPD. This big amount represents 906 million euros as an income for the city only coming from the club. This study was made as well in the season 2013/14 and the GPD that season was about 759 million euros (1,2%) increasing from season to season an amount of 19,3% (Calatayud, 2016). Observing the difference, we can see the steady growth of the club through the years.

As Susana Monje said in the annual presentation act of the Deloitte report (Calatayud, 2016), F.C. Barcelona has a big economic impact on the city of Barcelona bringing a direct number of 16.620 workplaces. These employment places are tantamount to an 18% of the unemployment of the city in 2015. A statement from Deloitte partner, Ana Andueza: "FC Barcelona has proven to be an economic engine for the city, not only for its ability to get other agents to spend money in the city but also for its role as an asset for tourism, since many of Barcelona's visitors come to see the Club. Barça is an economic sector of the city in its own right." (Calatayud, 2016).

Tourist coming to the city and visiting F.C. Barcelona generates a 1,47 million of overnight stays. This is equivalent to a 58% of tourism generated by the MICE segment in the city (Calatayud, 2016).

2.2. Literature map

Figure 1. Literature Map

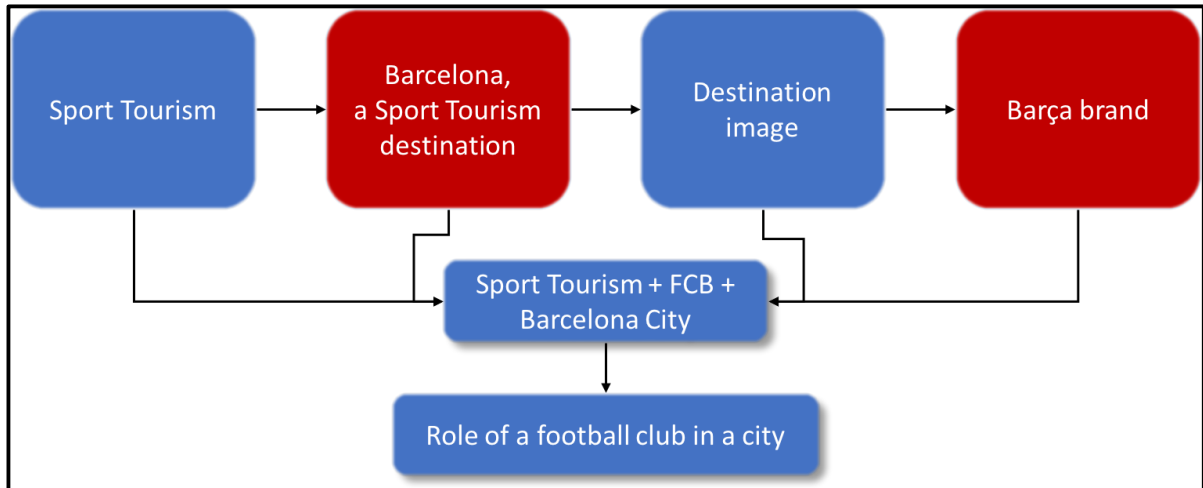


Source: Own elaboration

2.3. Conceptual framework

As the FCB is a Sports Institution, first there is a need to analyze the global context of Sport Tourism. Once we see the global context, the research is going to analyze this type of tourism in Barcelona as it is the city where the club is located. In order to know the role of the club in the city and the effect on the Barcelona image, there is need to find out what destination image is done and formed. Later on, the analysis of the Barça brand will be done and by putting all together we can start gathering information to know the role of the club.

Figure 2. Conceptual Framework



Source: Own elaboration

3. Methods

3.1. Overall research design

Regarding as where this research wants to get, it will be following a study that will be using a positivism philosophy with a deduction approach. Which means that the research will be quantitative. Positivism philosophy is an objective interpretation of reality. Most surveys are used to draw objective knowledge. This philosophy focuses on facts, thus formulating hypothesis from the data collectively collected (Altinay, 2008).

Respecting the research philosophy, a deductive approach is the chosen for this study. This is because it is the best way to develop the project. With the deductive method, the steps to follow are progressive, gaining knowledge as you go. You pass from what is known in your hypothesis to the unknown (Spangler, 1986). With the deduction as the approach chosen, the research will be able to describe and explain the variable and the relationship between them.

Moreover, the data collecting type for this research is quantitative. Quantitative research looks for a variable that affects society in a certain way. They see the relationships between the different

variables and quantify them (Altinay, 2008). In order to quantify the relationships between these variables, it is necessary to use statistical methods. In a quantitative research, there are two types of categories; descriptive and experimental (Altinay, 2008) The design of this study is going to be experimental. This is because the research is testing the hypothesis that F.C. Barcelona has a big influence on the city of Barcelona. With a quantitative research, the study can quantify the finding that will be done of the importance of F.C. Barcelona in the travelers' decision.

Finally, the research strategy that will be used for this case will be through the surveys. These will help to explain the behaviors and attitude of the population. These surveys work through the collection of data and by means of these data collected made a picture of a conclusion.

3.2. Data collection techniques and research instruments

According to Leven Altinay (2008), a survey is a standardized questionnaire for a sample of the population, in order to explain the attitudes, behaviors and perceptions of the people. The surveys involve asking questions to get an opinion of what you are studying. There are two main types of surveys; Descriptive and analytic. The first ones serve to explain what people do and think, meanwhile the others are to take logic into the field (Altinay, 2008). This research is going to focus on a descriptive survey as it is studying the opinion and what the people do regarding FCB. These questionnaires fit with the research because the aim of it is to know what people think of Barcelona and the football club. The idea is to study the behaviors of the tourist coming to Barcelona and how their decision to come here is related to F.C. Barcelona.

Surveys have different advantages and disadvantages that we'll see as follow. The surveys provide a greater representation of people studied than other types of search methods. With standardized surveys, it can be reach more people and find out what people think about the theses being studied. They are practical in terms of gather data of the subject. (Debois, S., 2016)

Surveys can be used online, which means it can get to a big amount of people from around the globe, that means more point of views. With an online survey is not only global, but it is easier to do and collect all data you need (Mae, S. 2012). However, for this investigation, the technique used is doing surveys in the street to the tourist using the system Google Forms in an iPad.

One of the disadvantages that surveys have is that is not flexible during the research. As you do the research and collect more data, there is no way to changes while you are doing it because it has to follow the design stated from the beginning (Mae, S. 2012).

There is a lack of feelings and meaning in the surveys as they cannot be given. With standardized questions, it is difficult to capture emotions from the respondents. (Debois, S., 2016). Another issue of the surveys is that they cannot be personalized for each interviewee. The questions are impersonal and with this, it can be miss some valuable information. (Debois, S., 2016)

However, as what is important for this research is to collect as many data as possible to see what people thinks and how they see the influence of a club to its city. That is why the data collection technique chose is to do questionnaire with set questions and with the intention to understand and be aware of the opinion of tourist that comes to Barcelona. With the collection of all the data, the research will be able to analyze and know the influence of the club.

3.3. Research context and participants

The surveys for this research need to be a good representation in order to have a broad opinion of different people and be a reliable survey. A survey with 100 questionnaires has been done in different places in the city of Barcelona. The survey has 16 questions including gender, nationality age and different questions about opinions with a range from 1 to 5. This scale is the well-known Likert Scale where 1 is strongly disagree and 5 strongly agree.

The way to do this is interviewing tourist that are visiting the city of Barcelona. The target for the interviews is a public older than 18 with the ability to decide for themselves, to both gender and different characteristics and knowledge. To do that the chosen people are from the main touristic locations of the city doing different activities related or not with the F.C. Barcelona. The areas where the surveys took place are Camp Nou, Sagrada Familia, Barceloneta and La Pedrera.

The surveys were carried out during days where there was a football match of the FCB, but as well there were done during days where there was nothing related to the sport in order to see the contrast of opinions. The idea was to keep a friendly ambient and relaxed so the people interviewed were not into any kind of influence.

All these surveys were made as personal questionnaires in the streets of Barcelona. The researcher is the one who took care of doing these questionnaires in person with the tourists. The surveys were made in four different locations within Barcelona in the following dates:

- In the first place, there is Camp Nou and it was visited by the researcher the March 24th and March 31st. Both dates took time from 16h to 19h.
- Secondly, there is Barceloneta where it was visited on the April 12th from 14h to 18h and April 16th from 10h to 15h.
- The third place where the surveys were answered was at La Sagrada Familia on the April 10th and April 11th from 12h to 16h in both days.
- The last place where the researcher went to take the surveys was at La Pedrera on the April 21st from 17h to 19h.

3.4. Data analysis

With all the data collected from the surveys, there is enough information to consider the opinion of what people do think about the city and the club. With this data, the research is able to create an idea of what is the image of Barcelona and how the Football Club Barcelona affect to this image.

Thanks to knowing how the process of formation of a destination's image is, the study can know through the surveys what is the process that Barcelona has forming his own image and the effect FCB has on it. It compares what people see from Barcelona and what the city does to promote itself and form an image.

The technique to analysis all the information is to enter all the data in an Excel program to compare all the variable and then analyze better the objectives of this research. The data is cross-analyzed with all the variable taken into account in order to see how the different age range and nationalities affect the image they have about FCB and its city.

In order to understand the behaviors of the tourist coming to Barcelona, the surveys were made using the Liker Scale. Rensis Liker is the creator of this method and the reason to make it is because he realized the difficulty of measuring character and personality traits, so he developed a procedure for measuring attitudinal scales (Likert, 1932). The first scale developed by Likert used a series of questions with five response:

- 1- Strongly approve
- 2- Approve
- 3- Undecided
- 4- Disapprove
- 5- Strongly disapprove

Using this scale, it is possible to know the reaction of the subjects formulating them a question in the form of affirmation. Furthermore, for the survey realized in this particular case the answers that were given to the surveyed are:

- 1- Strongly Disagree
- 2- Disagree
- 3- Neither Agree nor Disagree
- 4- Agree
- 5- Strongly Agree.

3.5. Ethical considerations

According to the Belmont Report (1974) there are three basic ethical principles when doing a research involving human subjects. Respect for the people, beneficence and justice. All the people need to be treated as autonomous agent, which means he should not be influenced by the researcher.

All interviews and surveys must remain anonymous and be confidential, promising the participant that their personal data will not be published or used in another study. When these surveys are conducted, participants must give consent as the data will be used only for this research. This means that they should sign a consent paper to use the data for my research and be properly informed about the purpose and aim of the thesis.

For a good quality of the outcome, we must take into account the questionnaires. All the surveys made has to have a balance within all the people interviewed. The equivalence between ages, gender and others need to be as equal as possible to have a reliable and quality results.

Reliability alludes to correct replicability of the procedures and the outcomes. To improve the reliability of process and results there are five different methodologies: Refutational investigation, constant information comparison, comprehensive data use, inclusive of the deviant case and utilization of tables (Leung, 2015).

There are some risk taking this survey. First of all, tourist on vacation do not want to be disturbed and do not want to make this kind of surveys. Moreover, there are some languages barriers and the surveys could not be well understood. Most of the people nowadays when traveling they speak English, however, there were some people taken the survey which they weren't that comfortable with English, therefore, it was difficult to make them understand the questions and so they may not give the opinion they really think or want to say.

4. Findings and Discussion

4.1. Introduction

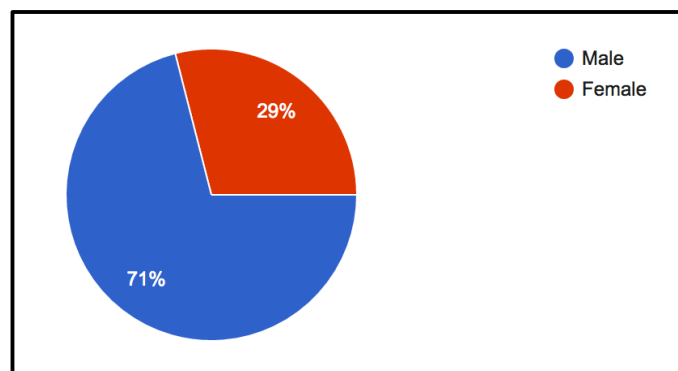
In the following section, it is going to discuss and analyzed the results from the data collected during the surveys realized in the street. The data is going to answer the aim and objectives that were described at the beginning of the research. In order to do that, the research goals are going to be aligned with the questions made to the visitors.

4.2. Results

To start with, it is going to be analyzed the sample that realized the surveys.

In the first place, it is shown the percentage of the gender that has participated in the questionnaire.

Figure 3. Gender



Source: Own elaboration

Most of the people that participated were male with a 71%, almost three-quarters of the participants.

Secondly, it can be seen the countries where the sample is from. As seen in the following table the number ones' nationalities answering the survey was English and French.

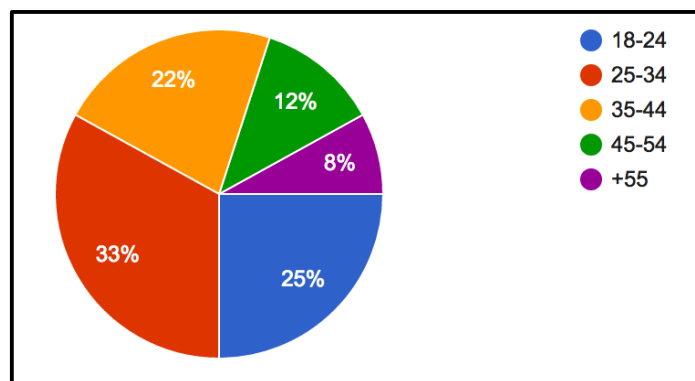
Table 1: Nationalities

Nationality	%
Spanish	5%
Argentinian	4%
Dutch	6%
American	7%
English	14%
Scottish	8%
French	14%
German	3%
Italian	4%
Others	35%

Source: Own elaboration

Moreover, there are the age ranges from the people who did the questionnaire. The predominant age is between 25 and 34 with a 33% as it can be seen in the next diagram.

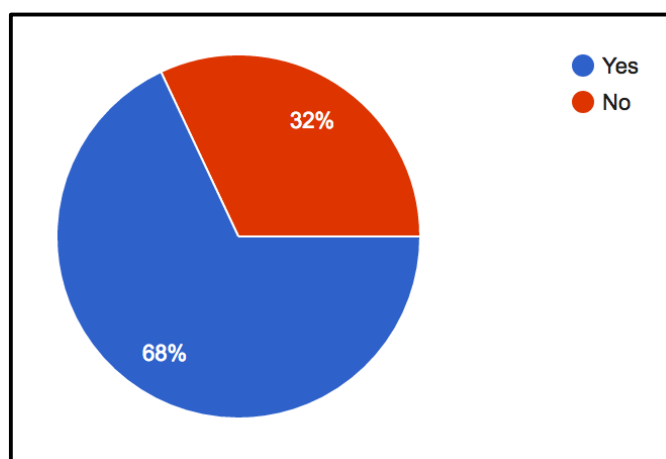
Figure 4. Age Range



Source: Own elaboration

Following to the next question for analyzing the sample, it was asked it was the first time visiting Barcelona. As seen in the diagram below for the majority of the sample it was the first time with a 68%.

Figure 5. First time in Barcelona



Source: Own elaboration

Later after the answer was no to the first time in Barcelona, it was asked how many times they have been in Barcelona. From this 32% that said they already been in the city, for most of the people it was the second time in Barcelona with a 56%. Having a look at the data it can be said that for tourist the average of repetition in Barcelona is two times.

Table 2. Repetition's Time

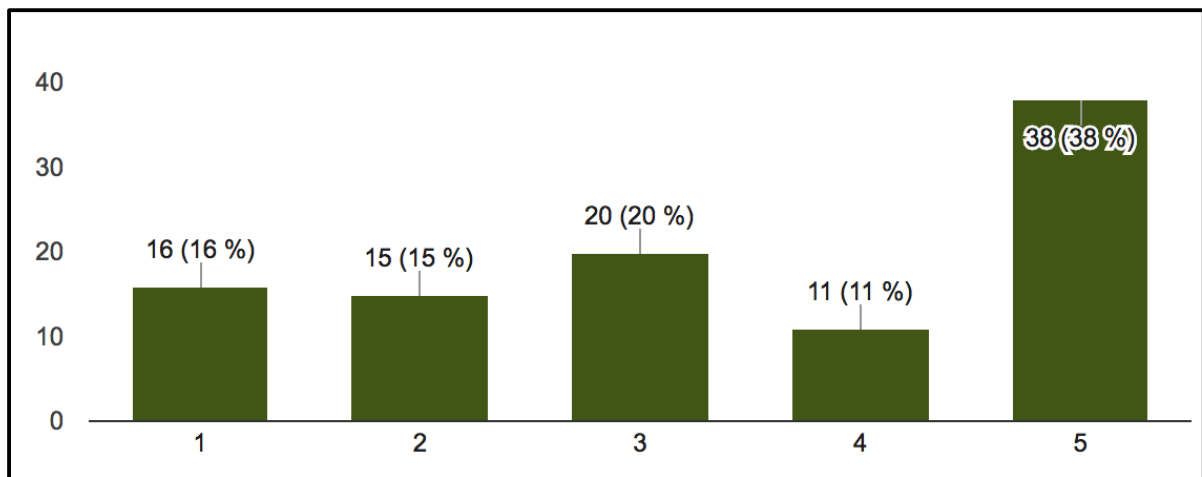
Times	Number	%
2	18	56%
3	4	13%
4	5	16%
5	2	6%
+ 6	3	9%
Total	32	100%

Source: Own elaboration

Now going through the next part of the survey, it is going to be analyzed all the questions and what is the purpose of each one. For this part of the questionnaire, it was used the system of Likert Scale in order to answer them.

Question 1: Football Club Barcelona has been important in my decision to come to Barcelona.

Figure 6. FCB important in the decision to come



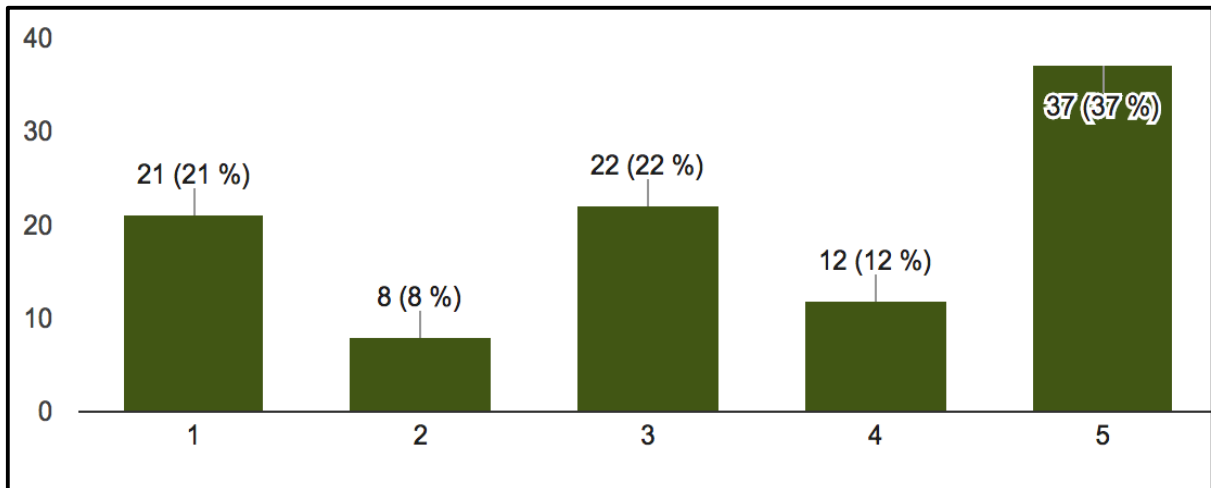
Source: Own elaboration

The objective of this question is to know the importance that Football Club Barcelona has on the tourist when they come to the city. When answering “1” it means they strongly disagree with this affirmation, in other words, the FCB has nothing to do with them coming to the city.

In the other side, “5” means that they strongly agree, thus the club is the main reason for them to come here. As seen in the Figure 6 “strongly agree” is the most answered, for this reason it can be understand that FCB is for most of the people really important in their visit. Strictly speaking, Barcelona image is affected by the club in a strong way, therefore being Barça Brand part of the main attractive for visitors. The mean value of this result is 3,4 meaning that most of the answers are above 3.

Question 2: I consider myself a supporter of FCB.

Figure 7. Supporter of FCB

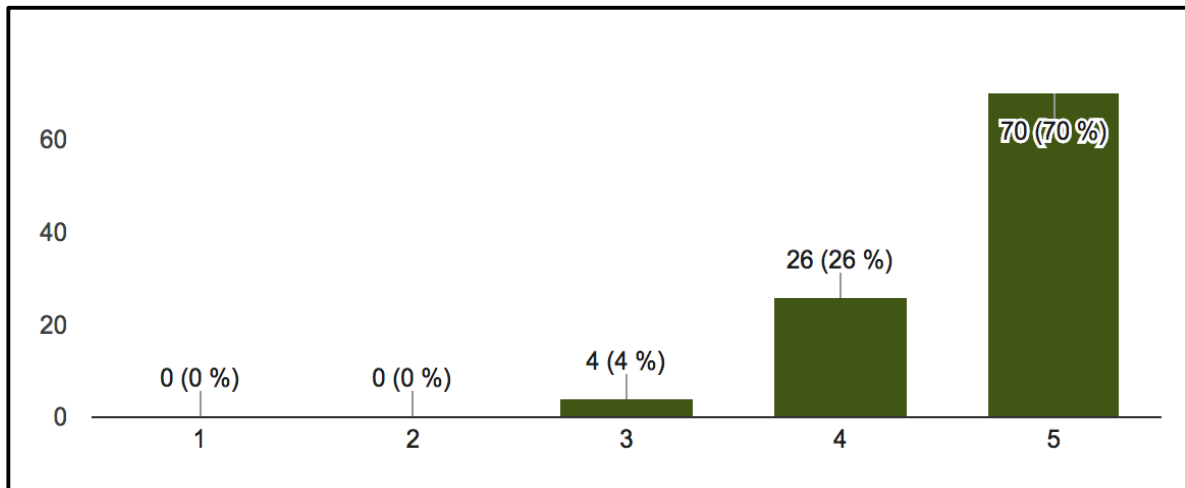


Source: Own elaboration

The objective for this question is to get to know better the sample interviewed. It is important to know if the persons interviewed consider themselves supporters of the team and if this has a correlation with the influence of it to come to Barcelona. In this question, the 37% of the people considered themselves supporters of FCB. In addition, there is a 21% and 22% of people admitting they are not at all FCB supporters or they are not supporters but maybe a little bit fan of them. The mean score of this result is 3,36 meaning that the answers are above 3. It is quite impressive how the majority of the people considered themselves supporters of the club without belonging to Barcelona.

Question 3: I deem that FCB has a big influence on the city.

Figure 8. Influence in the city if FCB

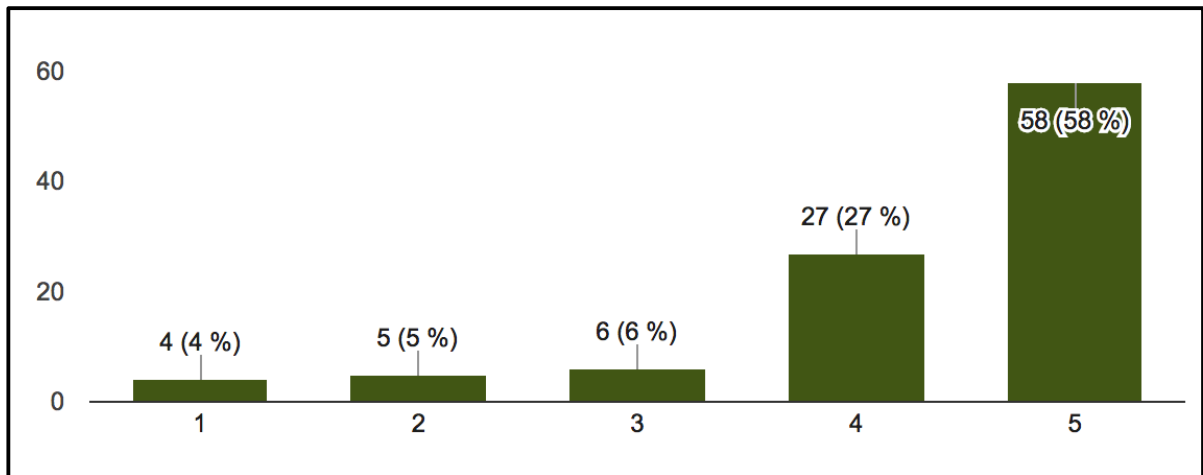


Source: Own elaboration

For that question, the aim is to know a little bit about the image people has about Barcelona. What the author is trying to get from that question is to know if tourist has the apprehension of FCB as a big thing in the city. With this result being 70% strongly agree, it is noticeable that visitors consider FCB as a big phenomenon for the city. They consider that the club is really important for the city in general and people living here. The result event shows that there is no answer as strongly disagree (1) or disagree (2). Meaning that even some people don't know too much about the club or the city they still think that FCB is really an influence on the city. The mean value for this question is 4,6 which is quite big as almost the average gets to 5 which is the maximum.

Question 4: Sports and Football are important to me.

Figure 9. Importance of Sports

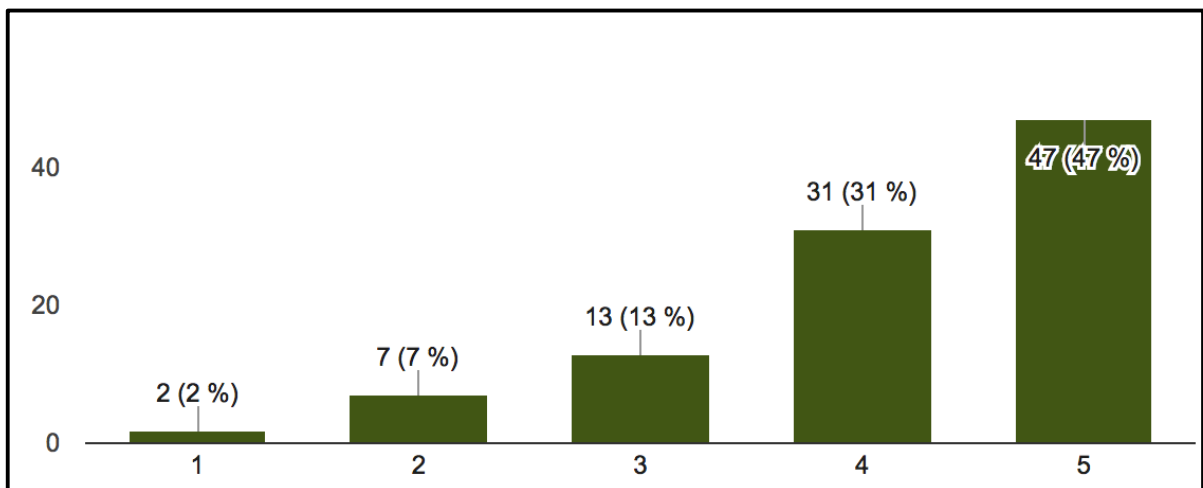


Source: Own elaboration

This fourth question has the purpose as to know a little bit better about the sample. With this question, it is known if the representative interviewed has a direct relationship with sports in general or football. The 58% of the answers were “strongly agree”, meaning that they have a strong relationship with sports and football. With that, it is represented that visitors who were studied know about the football world and therefore they know about FCB as football team. In this inquiry, there is only a total of 9%, 4% for “1” and 5% for “2”, who disagree with the sentence. In other words, they have no connection with either sports or football. The mean value for this question is 4,3. Considering that, the sample studied is mostly connected with sports in general.

Question 5: From the main attraction of Barcelona (Ex: Sagrada Familia, Parc Güell, Picasso Museum) I think that Camp Nou is in the top3 of the most visited attractions.

Figure 10. Camp Nou in the most visited attractions

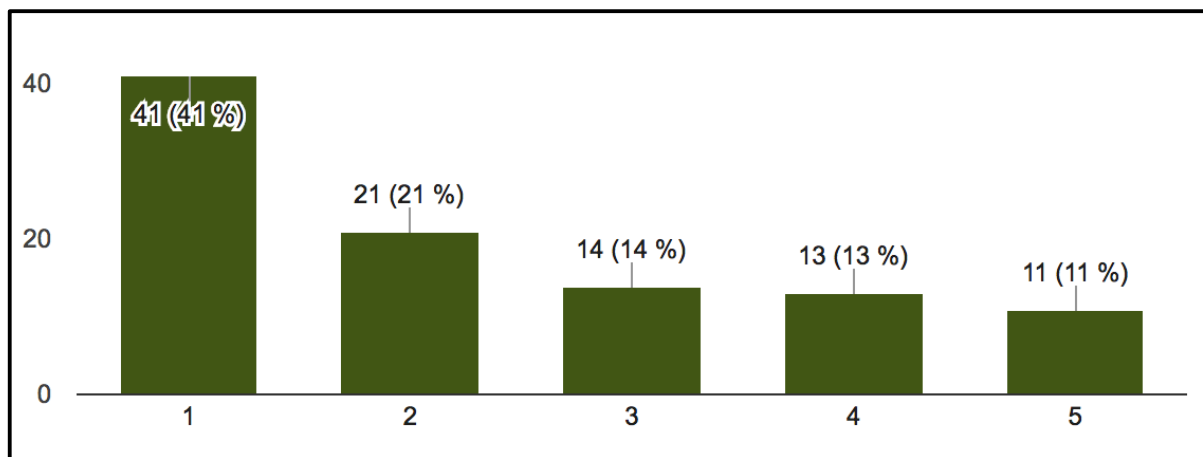


Source: Own elaboration

For this question, Camp Nou is studied as an attraction of Barcelona and not as a Football Club. The intention of this question is to know the opinion of the tourist in order to be aware of the impact as an attraction it has on the city. What they were asked is if they think that Camp Nou is one of the attractions most visited from all attractions in Barcelona. The results were that most of the visitors consider Camp Nou as a big attraction for the city. Furthermore, some studies have shown that Camp Nou is in the third position of most visited after Sagrada Familia and Park Güell (Statista, 2015). In addition to this, the mean value of these results is 4,14 which confirms the result of a major attraction of Barcelona.

Question 6: Last years' FCB victories and trophies have influenced my decision to come to Barcelona.

Figure 11. Influence of victories to attract people to Barcelona

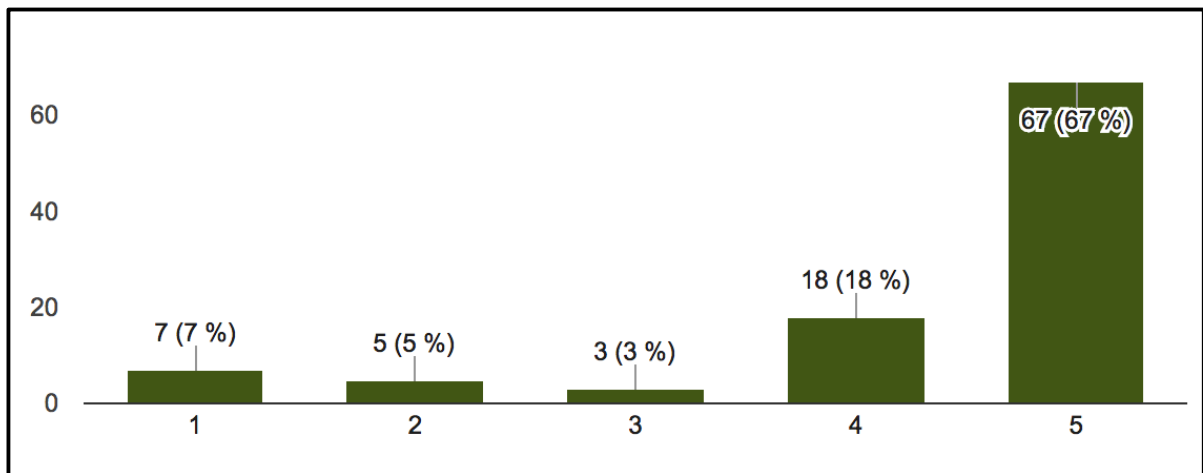


Source: Own elaboration

With that question, what it was asked was if there was a direct relationship of watching Barça win and it did create a desire to come to Barcelona. As it is generally agreed, Barcelona has won many titles in these last years in a European and International level. However, most of the people agreed that there was no relationship of Barcelona winning and their desire to come to Barcelona. The 41% “strongly disagreed” with the sentence and 21% “disagreed”, meaning that for 62% of the tourist, the victories and trophies had no influence to them to come to Barcelona. On the other side, there is a 24% of the sample, 13% for “4” and 11% for “5”, that there was a linear relationship of they coming to Barcelona and the victories of FCB. Moreover, the mean score of this question is very low as it is only a 2,32. As it can be compared to the percentages and the result, there is no influence for the visitors and the victories are not a tourist attractor for Barcelona.

Question 7: If Barça came to my city, I would go to the Stadium and watch the game.

Figure 12. Watch a game in their city

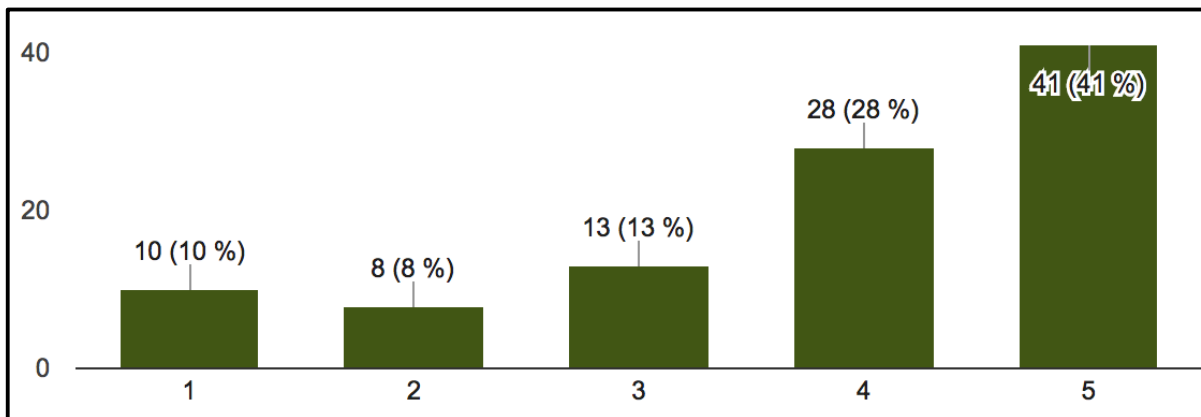


Source: Own elaboration

The objective of this question is to know how related they are with the Football Club Barcelona, thus knowing more of the sample interviewed. What was asked in this question is if the Football Team hypothetically goes to their living city, they are willing to watch the game in the stadium. What it can be observed in the answers is that for the majority of the people (67%) they are willing to go as they want to see FCB plays. What can be drawn from this result is that the most important thing of FCB are they players and the whole football team. What people want to see are the players in live. Furthermore, the mean value of this question is 4,33 meaning that the average is between 4 and 5. This is quite high, thus confirms that tourists are willing to watch a game in their hometown.

Question 8: When I think of Barcelona, FCB is one of the first think to come to my mind.

Figure 13. FCB as the first Image of Barcelona

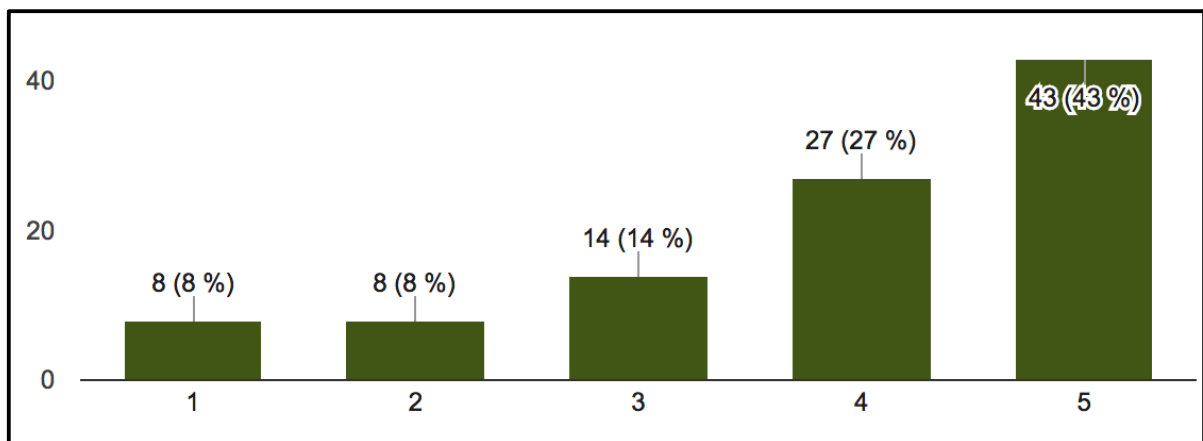


Source: Own elaboration

In this specific question, the content to be analyzed has a straight connection with the formation of the Barcelona image as a destination. The question was asked to the tourist is about when they think of Barcelona as a city, if the first thing coming to their mind is the football team. As it can be seen in the Figure 13, the 41% of the people think of FCB when they imagine the city of Barcelona. The 28% of the sample is not maybe the first thing to come but is on the first ones. Then there is a 31% of them that not have this direct association when thinking of the city. Moreover, the mean score of the questions is 3,82 showing the average of the results over the half and almost in Agree (4). As it has been found that the image of a place is formatted from what people think of the place, this question wanted to show how direct is the relationship between Image of Barcelona and FCB.

Question 9: When visiting Barcelona, watching a match is part of my plans. (going to the museum / watching a match / visiting the Stadium...)

Figure 14. Visit the Camp Nou part of the trip

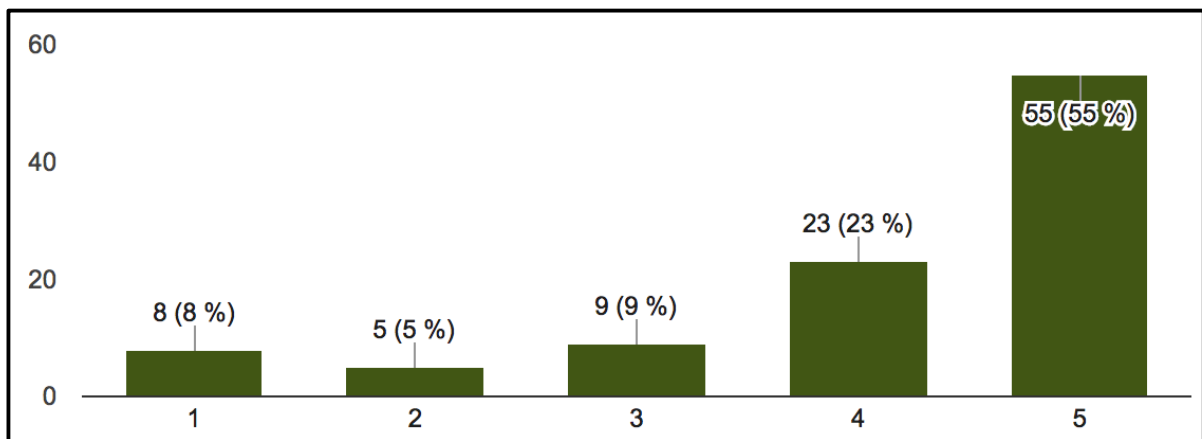


Source: Own elaboration

The objective for this question is to know if it is inside the plans of the tourist going to the stadium or watching a match when they come to Barcelona. As the Figure 14 represents there is a 43% in “strongly agree” which means almost a half of the sample have always plans to go to the Camp Nou if they come here. Moreover, 27% of them answered “agree” meaning that they like to come to the Stadium but not as the main objective, in other words, if they the chance to go they will go. The rest of the visitors with a 30% said that either is not in their plans or they won’t care but any moment they planned. The mean value of this results is 3,89 being it high in terms of people than when plan going to Barcelona thing of visiting the Camp Nou.

Question 10: Even though I (may) support my city team, I enjoy every time FCB wins.

Figure 15. Tourist enjoying FCB wins

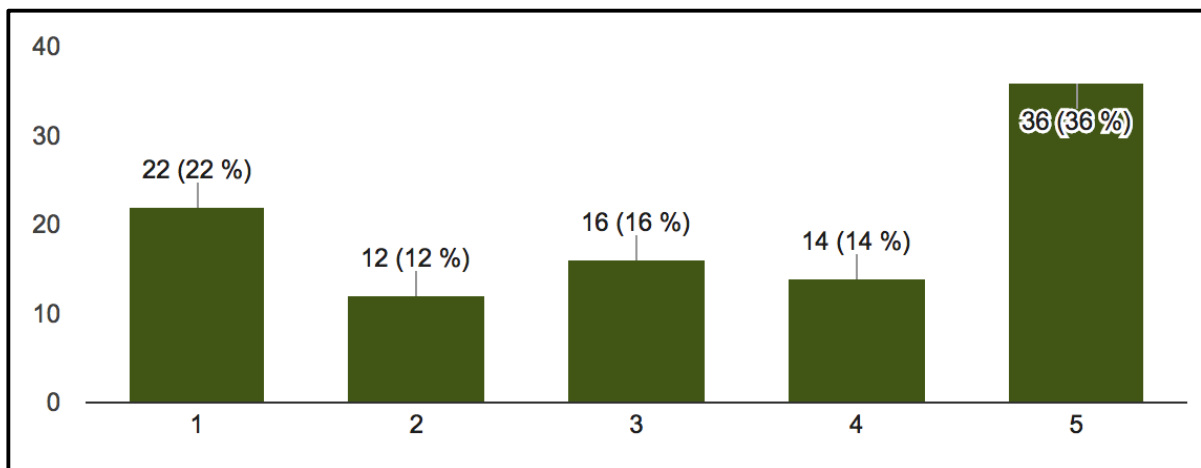


Source: Own elaboration

What this question wants to analyze is the percentage of the tourist that even they are not considered supporters of FCB they enjoy when the team wins. This is a way to show the empathy and good feeling that tourists have with Barça and vice versa. As it is shown in the Figure 15, 55% of the people is “strongly agree” in term of enjoying when Barça wins. Meaning that most of the half is happy with it. 23% goes to agree, hereby they are also appreciating the victories from the club. The rest is just a 22%, which 13% disagree and the other 9% is undecided. It is a big amount of people than even not being fan of the club or not belonging to it they enjoy when Barça wins. Moreover, the mean score for this question is 4,05 that is high as it was expected after watching at the Figure 15.

Question 11: If I had to visit a museum in Barcelona, my first choice would be the FCB one.

Figure 16. First choice of FCB Museum



Source: Own elaboration

The last question from the survey was about the museum of Football Club Barcelona. The query to the tourist was if they would choose from all the museums in Barcelona the FCB Museum the first one. In this question, there are the most distributed answers. However, there was a 36% of people that “strongly agreed”. Moreover, the 22% of the sample inclined towards “strongly disagree”. Hereby, there is a contrast of opinions. It is good to add that when these questionnaires were realized many people answering “1” went already to the museum but they did not like it at all. In the middle of the graphic from Figure 16, it is represented with a 16% of the visitors that they would go to the FCB Museum but not as the very first option. Looking up at the mean value of this question it is 3,3. Being the answers very spread so the average gets to middle of the table.

5. Conclusions

5.1. Conclusions

In this section, the main objectives of the study are presented through taking into consideration the literature review and the findings obtained with the data collection. According to the main objective of this research, it is going to be analyze the effect and the role of Football Club Barcelona in the formation of Barcelona image as a tourism destination. This study is going to be made through the deep analysis of the some of the main questions from the surveys realized to the tourist.

1. FCB is one of the main reason for tourist to come to Barcelona

The first conclusion to be extracted is going to answer the first problem that we face in the goals research. The question was “Which is the role of FCB as a tourist attractor to Barcelona?”. This first conclusion is going to be analyzed using the results from the question number one. In this question, it was asked to the tourist about the influence that FCB had in the decision to come to Barcelona. As has been seen previously, almost a 40% of the people surveyed answered that FCB is the main reason for them to come here. That means that Barça Brand is one of the main marketing selling image for the city of Barcelona. What this 40% involve, is people who come here to Barcelona in a leisure trip and have a connection in some way with the football club. The football club has many things to offer because it is not only the stadium, but there are games that people want to see or the museum. However, many these people have no clear idea about football but they like the football players. Furthermore, the second reaction most answered was number “3”. This means they do not disagree either agree. With this data, it can be observed that even the club is not the main reason of the trip, it is important for them and there is an effect from FCB towards them. To sum up, as the mean score from the Figure 6 is 3,4 where it can be considered that for most of the people it is important for them and is one of the main reason to come to Barcelona because of the FCB.

2. FCB has a strong influence in the tourist image of Barcelona

The second conclusion to be deduced is going to answer the second problem presented in the objectives. The question was “Which is the influence of FCB in the image of Barcelona as a tourist destination?”. This matter is going to be analyzed through question number three and number eight of the survey. As discussed before in question three, the 70 % of the tourist were completely agreed that FCB has a big influence in Barcelona, besides, the mean score from Figure 8 is 4,6. The meaning of that data is that the perception that tourist has about the FCB impact in Barcelona is so large. They see Football Club Barcelona as a big phenomenon, therefore it is a huge happening for the citizens in Barcelona and the city in general. As it has been studied before, F.C. Barcelona has a big economic impact in the city of Barcelona. It generates a lot of places to work and it is an economic engine for the city (Calatayud, 2016). Therefore, as most of the tourist think of the club’s impact in the city, it is reflected in the economic point of view. This question reflects as well the Barcelona image that tourist has as even they are not from here, they know that there is a connection between Barça and the city. Moreover, question eight from the survey is going to be analyzed. This question is referred to the mentality of the people and as well is connected with the destination image that tourist perceive. The answers show a mean score of 3,82 thus, most of the sample agreed on FCB being the first think coming to their mind when thinking about the city of Barcelona. This circumstance happens because the FCB is part of the destination image of Barcelona. By that meaning that the influence it has on the image is so large that when it comes to promoting Barcelona, the best promotion they can use is the Football Club Barcelona. It is well known that there are people who do not like sports, therefore, FCB is not even a thing coming to their mind when thinking about Barcelona city. However, it is impressing the large amount of people from the survey that thought about FCB as the first image of the city. Therefore, it can be said that the football team is one of the biggest influences in the formation of Barcelona image.

3. Camp Nou as a tourist attraction is one of the most visited in Barcelona

The next point to be study is going to resolve the third question posed in the research objectives. The question presented was “How relevant is FCB Stadium as a tourist attraction?”. To do so, it is

going to be analyzed question number five of the survey. As it is observed in Figure 10, almost a 50% of the visitors agreed that Camp Nou as an attraction of Barcelona is one of the most visited. As well as looking into the mean score of the question, the average is 4,14 result. As a matter of fact, Camp Nou is the number three in the attractions most visited from Barcelona (Statista, 2015). Moreover, the tourist they see that in the same way as they are the one who visit it and as they want to visit it they realize that is one of the most visited. What it can be extracted from here, is that from the main images of Barcelona that tourist has, they see Camp Nou as one of the main images. It is good to see that the main attractions from Barcelona are Sagrada Familia, which is a cultural sight belonging to the artist Gaudí, Parc Güell, as well from Gaudí, and then Camp Nou in the number three not being part of the historical culture but from the modern culture of the football. It is then the main sports attraction that Barcelona has. It means that everything involved with FCB has a lot to do with the formation of Barcelona's image. Therefore, it is pretty clear that the impact of Camp Nou as an attraction of Barcelona is quite big within the city.

4. FCB's victories are not relevant to visitors in the image destination formation process

In addition to the findings from the survey, it is interesting to note there is conclusion not set at the beginning but important to show. Taking into account and analyzing question number six, the victories of the FCB are not important for tourists. In this question, they were asked about the influence that victories from the team had on them to come. What it can be extracted from this point is that Camp Nou and the club belongs to the culture of the city and victories and trophies does not mean anything for the tourist. The 62% of the tourist answered that victories are not important to them. Analyzing with the people who was supporter of the club, it can be seen that some of the sample who were supporters are fans of the club because they like the values and what it represents, and not the victories as the main factor for them to be supporter. It is quite interesting because Barça brand grew up with the victories in international level, however, tourist do not see the same way and trophies was only a way to get them to know to the world but later on the values and what Barça inspires to the people is what they liked the most and make them want to come.

In conclusion, the Barça Brand is so connected to the tourist image of the city of Barcelona in a way that FCB has become an important tourist attractor for the city with Camp Nou as one of the most visited attractions. Football Club Barcelona is a way for the city to advertise themselves around the world, being the club for some people the main reason for them to go to Barcelona.

5.2. Recommendations

The image that Football Club Barcelona generates on the city is big enough to take care of it and try to improve it in a way to attract tourist. One of the things found in the research was that FCB Museum was not enough good for the visitors, even though it is one of the museums most visited in the Barcelona. Moreover, as it is part of the image that Barcelona and the club creates on the tourist once they are here, it should be something to be improve by Barça.

In Figure 16 that represents the question number 11 of the questionnaire it analyzes the museum of Barça. As it is one of the main attractions of FCB for visitor coming here, the researcher wanted to study the impact it has on the city and how successful it is compared to the other museums. As seen before, the answers are more scattered and even being a main agreed answered, it can be seen that there are other responses in the same level. What was observed here is that even the main answer was that they would chose FCB museum as the first museum, there other museum that people rather. This is surprising in the way that for being so important the club for the tourist and Camp Nou one of the most visited attractions, the museum is not that important for them.

Most of the reasons that could be found when the surveys were made was that visitors wanted only the experience of visiting Camp Nou and not all the experience of the museum and trophies won. As it could be seen in the Figure 11, tourists are not influenced by the victories of FCB during last years, therefore the museum and the experience offered by club should change to show what the tourist really want. In order to do that, FCB museum should be focus on a real experience going to the field and through the hallways and locker rooms so as to make the tourist feel a more realistic experience in the Camp Nou. In addition to the visit to museum, to improve it the club

should implement a better promotion of it and as well they should create something new for this museum. A possibility they can do is to implement technology and make an experience more worth it than it is right now.

Furthermore, image perception is really important for tourism and the destinations themselves as it generates an impression on people and it is the way that locations have to promote. Along the research, it has been found that the image of the tourist is influenced by what they see and what they know about the city.

Therefore, in order to improve the image that Barcelona has and taking into account the power that FCB has on this image, there should be a cooperation between these entities. The organization of the Football Club Barcelona should collaborate with The Consortium of Turisme de Barcelona and the Catalonia Tourist Board. Moreover, they shall work on the advertising and the promotion of the city together and with closer objective in order to benefit both parties. Thus, the Barça Brand and BarcelonaTurisme can improve in a better way to attract those tourist fans of FCB.

5.3. Limitations and further research

When doing this research, there have been some components that have limited the research and that have made it more difficult in order to analyzing the image of Barcelona as a tourism destination taking into account what tourist thing about the Football Club Barcelona. One of the main problems was that the study was not made in-depth and it could be that there is some missing information that should have been taken into account.

When the Literature Review was made, there have been some problems when finding all the academics articles to cover the information I wanted to do at the begging. It was complex to find articles about destination image and how it is the formation of this image. As well there was some troubles to find the tourism image that the city Barcelona has. I think that the destination image is a thing still to be develop and can help destination to improve themselves.

Another limitation I had when covering the destination image in the streets with the surveys was that I was only one person making these questionnaires. It means that this research has not been analyzed with a good enough illustration to be taken into account as a representative sample. Therefore, with only a hundred tourist as sample it can be seen that there is not enough to generalize as a role for everyone. There are thousands of tourists coming to the city everyday with different thoughts about the city and the club. However, the results show an accurate conclusion of how the role of FCB is affecting the destination image of Barcelona.

Moreover, to make an extensive and more accurate result of this study for the future, the research should enlarge the number of people inquired with more people around the streets to cover the maximum number of tourist. As well as to make this study in a wider number of places around the city and in different seasons in order to take into account that tourism is seasonal and not always the purpose is the same depending on the period.

A further will be with a greater search and larger scale to confirm the result. This research will be with an in-depth research of articles to clarify how is the formation of a destination image and as well as it has been seen before with a larger research in the field with more questionnaires and in different periods.

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Appendices

- Appendix 1. Sample of questionnaire made in English in order to get the tourist image of Barcelona.

QUESTIONNAIRE

GENDER:

Male Female

NATIONALITY:

AGE RANGE:

18-24 25-34 35-44 45-54 +55

IS IT YOUR FIRST TIME IN BARCELONA?

YES NO

IF YES, HOW MANY TIMES? _____

Please rate the following questions in a scale of 1 – 5: (1) Strongly Disagree (2) Disagree (3) Neither Agree nor Disagree (4) Agree (5) Strongly Agree

1- Football Club Barcelona has been important in my decision to come to Barcelona.

1 2 3 4 5

2- I consider myself a supporter of FCB.

1 2 3 4 5

3- I deem that FCB has a big influence on the city.

1 2 3 4 5

4- Sports and Football are important to me.

1 2 3 4 5

5- From the main attraction of Barcelona (Sagrada Familia, Parc Guell, Picasso Museum) I think of Camp Nou in the top3 ranking.

1 2 3 4 5

6- Last years' FCB victories and trophies have influenced my decision to come to Barcelona.

1 2 3 4 5

7- If Barça came to my city, I would go to the Stadium and watch the game.

1 2 3 4 5

8- When I think of Barcelona, FCB is one of the first think to come to my mind.

1 2 3 4 5

9- When visiting Barcelona, watching a match is part of my plans. (going to the museum / watching a match / visiting the Stadium...)

1 2 3 4 5

10- Even though I (may) support my city team, I enjoy every time FCB wins.

1 2 3 4 5

11- If I had to visit a museum in Barcelona, my first choice would be the FCB one.

1 2 3 4 5

- Appendix 2. Information sheet and consent form for questionnaires

Research title: “The role of F.C. Barcelona in the formation of the city image”

Thank you for agreeing to spend 10 minutes answering this questionnaire. Before you decide whether to take part in this research, please take the time to read this information. If you have any questions or queries please do not hesitate to contact the researcher.

This research is being conducted as part of a dissertation project for a student of HTSI School of Tourism and Hospitality Management. The purpose of the research is to understand what is the tourist image of Barcelona. You have been chosen to participate as you are a visitor in Barcelona being over 18 years old.

GENERAL INSTRUCTIONS OF COMPLETING QUESTIONNAIRE.

The information you give in the questionnaire will be used in the dissertation project and later research publications. Your personal data will be kept strictly confidential. All participants of this research study will remain anonymous, and information that could lead to the identification of individuals will be concealed within the final report. After you have submitted the questionnaire, if you have any problems with the information you have provided, you may contact the researcher who will delete your information and it will not be used in the research. This is only possible up until 15/05/2017.

Contact Details for Further Information:

Researcher Details: Alejandro Quintana Garcia. Email: Alejandro.quintana@aluhtsi.url.edu

Supervisor details: Emili Valdero Mora. Email: Emili.valdero@htsi.url.edu

By completing and submitting the questionnaire, you are giving consent for the information you provide to be used in the dissertation project and research publications.

Appendix 3. Ethics Form

Ethics form

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

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

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

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

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

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

IF APPLICABLE:

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

.....

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

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

Name: Alejandro Quintana Garcia Signed: [REDACTED] Date: March 1st 2017

Agreement from the supervisor of the student:

Name: Emili Valdero Mora Signed: [REDACTED] Date: March 1st 2017

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

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

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

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

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

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

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