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## Abstract

The aim of this project is to find out Barcelona's citizens attitudes towards tourism. In order to analyze and acknowledge the city's inhabitants' perspectives on the Travel and Tourism Industry, a model is proposed based on the Triple Bottom Line Approach - which claims that the effects caused by the sector ought to be measured based on three main impacts: economic, sociocultural and environmental ones. Hence, a questionnaire is employed to calculate the extent to which Barcelona's locals perceive these impacts to be valuable to shape their attitudes towards the tourism activity in their city. By means of this quantitative tool, three out of the six hypotheses suggested are able to be confirmed: *Positive economic impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism*, *Positive sociocultural impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism* and *Negative sociocultural impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism*.

**Keywords:** attitudes towards tourism, tourism in Barcelona, locals' support on tourism.

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## CHAPTER 1: INTRODUCTION

### 1.1. Context of the research

Spain has maintained its presence among the top five most visited countries for the last decade, with over 81,786 million international tourists on 2017 (UNWTO, 2017). As far as Barcelona's number of visitors is concerned, the Catalan capital city itself received over 12,066 million visitors during the same year (Instituto Nacional de Estadística, 2018), which represents the 14.75% of the whole country's tourists, and the 63.35% of Catalonia's 19,047 million visitors.

During the past twenty years, Barcelona has benefited from the shift and diversification in visitors' motivations, from the sea and sun to the interest in culture, business, sports, health, gastronomy and education, among many other motives. Moreover, even though the demand peak undoubtedly occurs during the summer, Barcelona receives now visitors throughout the whole year, deseasonalizing the tourist activity. Therefore, as a consequence of such national and international captivation, Barcelona has evolved into an overcrowded city, with most of the visitors concentrating in certain areas - such as the districts of Ciutat Vella, Eixample and Sant Martí - and emblematic must-see attractions - Park Güell, Sagrada Família, Montjuïc, etc. (Ajuntament de Barcelona, 2014). Therefore, the widespread growth of incoming visitors has led to a development dilemma for the local residents, putting the trade-off between the positive outcomes resulting from the tourism activity and the negative consequences derived from it in the spotlight (Telfer and Sharpley, 2002).

Despite tourism development prompting economic, socio-cultural and environmental benefits on the local communities, not all of the industry's outcomes are equally as advantageous (Lee, 2013). On the positive outlook, tourism is contributing to the destination's economy growth by bringing foreign exchange, creating employment, stimulating business creation and development, and providing government income (Sharpley, 2014). As far as socio-cultural advantages are concerned, tourism fosters diversity and tolerance through tourists and locals' daily interactions, leading to the decline of prejudices and conflicts that ultimately affect on the global improvement of relationships between foreigners and local communities (D'Amore, 1988). Moreover, when it comes to positive environmental impacts, tourism can foster areas' ameliorations as well as natural and cultural protection (Ko and Stewart, 2002; Vargas-Sánchez et al., 2009). However, most of these benefits



come unitedly with some costs. Taking economic impacts as an example, on the downside, the influx of tourists may lead to an increase in rents and, in general, in the locals' cost of living (Nunkoo and Ramkissoon, 2012; Upchurch and Teivane, 2000). Furthermore, even though tourism compels socio-cultural transactions and broadens the amount of recreational activities, it might also induce a rise in crime rates (Ap and Crompton, 1998; Dyer et al., 2007), and when it comes to environmental impacts, destinations are prone to increase their physical and noise pollution, as well as their congestion (Latkova and Vogt, 2012).

### **1.2. Identification of the research problem**

As it has been mentioned in the previous section, tourism does not only contribute positively on the destinations and its communities' lives, but it may also do it negatively. The Travel and Tourism Industry causes different impacts to the destination - grouped into economic, sociocultural and environmental effects - ultimately influencing residents' attitudes towards the development of this activity. Former researchers state that locals' opinions on the industry tend to vary according to the amount of positive or negative impacts they perceive to be affected by. Therefore, by carrying out this project, the extent to which these impacts influence on Barcelona's citizens attitudes towards tourism will be intended to find out.

### **1.3. Originality and contribution to knowledge**

According to the research carried out on the eight most influential journals of the industry: Tourism Management, International Journal of Contemporary Hospitality, Annals of Tourism Research, Journal of Service Management, Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, Current issues in Tourism and International Journal of Tourism Research, and after introducing the topic's keywords such as "attitudes towards tourism", "residents'/locals' perceptions on tourism" and "Barcelona's citizens attitudes tourism", no academic journals discussing Barcelona's locals' perceptions on tourists appeared. Therefore, this research is original as it contributes to the increase of knowledge on this field of studies, providing both theoretical and empirical data.

#### **1.4. Aim and objectives**

The aim of this report is to find out the perception of Barcelona's citizens towards the tourism activity in their city. In order to achieve that, it is paramount to first acknowledge previous studies concerning the topic, which can be found in the literature review. Moreover, an empirical research will be carried out with the aim of fully comprehending Barcelona's inhabitants viewpoint on the tourism industry, through the employment of a questionnaire. Therefore, after designing a proposed model and formulating various hypothesis based on it, these will be intended to be confirmed or denied with the results of the questionnaire.

#### **1.5. Structure of the study**

Chapter 1. In the first chapter, the introduction and the aimed problem we want to tackle and find an answer to is briefly explained. Therefore, a short introduction about tourism in Barcelona has been written, explaining the evolution of this phenomena to up to this point. Besides this, the different models and theories used by influential researchers are concisely acknowledged, such as the Social Exchange Theory (SET), the Triple Bottom Line Approach,

Chapter 2. The second chapter is developed around the review of already existing academic journals, in order to understand and give a background to the concerning topic. Along this chapter, matters such as the Triple Bottom Line approach, which encompasses the three major forces that influence a destination's development - the economic, sociocultural and environmental impacts - are included in the literature review. Moreover, other matters that give context to the raised issue are also covered in this chapter. Hence, the tourists' behaviors when traveling, the locals' perceptions, the tourism development in relationship with the incoming flux of tourists - and their consequent support for the industry and George C. Homans' Social Exchange Theory will be discussed.

In addition to the already mentioned content, the research will also cover two very practical models that provide a better understanding of the topic and are of great value when developing and drawing conclusions from the empirical research; first of all, George Doxey's Index of Irritability,

Irridex, introduces four behaviors hosts adopt depending on the amount of visitors received in their local communities. Parallely, Richard Butler's Tourism Area Life Cycle (TALC) model describes - as its name already hints - the life cycle of a tourism destination through seven different stages.

In order to visualize the literature review, a conceptual map has been created in the first section of the second chapter, where the main topics together with their most influential researchers are presented.

Chapter 3. In the third chapter, the method used for the development of the empirical part of the project can be expected. Therefore, the explanation of the overall research design, the data collection techniques and research instruments used, research context and participants, data analysis and the ethical considerations are put on the spotlight.

First of all, in the overall research design, the choice of the research approach is presented, defining whether the data collected is primary or secondary, and qualitative or quantitative. After detailing the approach chosen, the research instrument and techniques used to obtain data are described. As the approach for this project is the collection of primary data, the building process of the corresponding research tool selected and designed - a questionnaire - is explained in detail. Following this section, as previously mentioned, the research context and participants are defined, including the population selected as the research's target based on their demographic characteristics. Furthermore, the size of the sample to be obtained is also included, together with the sampling technique used for the project's development. When it comes to the data analysis, the techniques used to examine and interpret the information collected are mentioned and, to conclude, the actions taken for the empirical research to be conducted in a professional and ethical manner are covered in the ethical considerations paragraph.

Chapter 4. The fourth chapter of the project, called findings and discussions, displays - as its name indicates - the data gathered through the questionnaire and its analysis. In order to do that, the descriptive analysis of the sample and the descriptive analysis of the items' results can be found, where the demographic variables and all of the items included in the questionnaire are displayed.

Following this, the research model proposed and the hypotheses developed are presented, which will be later corroborated or refuted.

Chapter 5. To finish off, the project's conclusion, limitations found throughout its development and further research can be found. The aim of this chapter is to give a final overview of the previous ones, relating them to the most relevant findings discovered through the empirical research. In addition, since some limitations have been encountered - which have restricted the extent and depth of the research - these have been converted into suggestions for further research.

## CHAPTER 2: LITERATURE REVIEW

## 2.1. Tourism Area Life Cycle (TALC)

In 1980, the professor and geographer Richard Butler came up with a model to define the different stages through which some areas undergo while being developed as tourism destinations. This model, named Tourism Area Life Cycle (TALC), asserts that developing destinations may experience seven different phases: exploration, involvement, development, consolidation, stagnation, decline and rejuvenation.

Butler names the first phase exploration, meaning that only a few visitors arrive to the yet unspoilt destination due to the lack of knowledge and difficult accessibility. At this early stage of development, the area does not have tourism facilities created exclusively for outsiders to enjoy, leading them to having to use local resources. Moreover, during the exploration phase, contact between the adventure driven hosts and guests is constant.

As time goes by, the destination enters a second stage called involvement, where the number of visitors is higher than in the previous phase, and the tourist activity is starting to create some seasonality patterns. Therefore, locals embark on the early contributions to the tourism industry by creating facilities and infrastructure for visitors' entertainment and satisfaction, such as simple and local accommodations or small catering businesses. As far as the contact between residents and tourists is concerned, the level of interaction between both parts is still very high.

According to Butler's model, the next stage the destination enters is called development. At this point, the influx of tourists has kept raising, and the area has grown into a consolidated tourist destination with a substantial amount of facilities created for the guests' amusement and comfortability. Furthermore, the destination is now being promoted and advertised in order to attract more tourists, and direct contact between hosts and newcomers starts to decline. This stage is usually entered after the local government and stakeholders realise the area's exploitation potential, causing them to invest resources to achieve a broader visibility.

In the fourth stage, titled as consolidation, the area continues drawing foreigners' attention that keep visiting the well-established tourist destination. However, even though the total number of

tourists continues growing, the rate of increase -between a season and the same one from the previous year- tends to slow down. Now, the area's economy is likely to be dependant on the tourism activity, and the number of tourists is presumably higher than the number of residents within the area. Therefore, due to the massive and relentless growth of the area as a tourism destination, conflicts and hostility between locals and visitors may start to arise, as vastly crowded sites may influence negatively on the visitors' expectations, and locals' tolerance might attenuate. Additionally, local businesses are replaced by large and multinational companies, and simple accommodation facilities are taken over by big and sophisticated hotels - who now host visitors seeking for comfort rather than adventure.

The fifth phase, stagnation, indicates the destination's saturation, where the summit of the number of tourists has been reached and even exceeded. In this stage, resources have been exploited at their maximum capacity of use, provoking relevant economic, socio-cultural and environmental costs for the destination. Thus, the number of visitors may start to decrease as - even though the area is a widely recognised tourism destination - the facilities have been overused and consequently degraded. In the case of having reached this point, the destination planners ought to decide whether they want to jump into the sixth stage, called rejuvenation, or fall directly to the seventh, decline.

Rejuvenation, as its name indicates, would happen in the case of the destination investing on the revitalization of the damaged facilities for future use with the aim of attempting to increase the number of guests again. Not only former attractions are renewed, but also new and groundbreaking ones are created to appeal incoming tourists. However, if planners do not opt for the reinvigoration of the destination, it will end up in the decline phase, where the appeal of other attractions is greater than the ones offered by the destination, leading to a drop in the number of visitors. At this point, no more tourists will be allured to spend a whole vacation, but rather a weekend or a day-trip.

Therefore, Butler's model Tourism Area Life Cycle (TALC) proposes the path a developing area is potentially going to undertake, allowing planners to detect the early stages of each phase to eventually invest on or avoid further development steps.

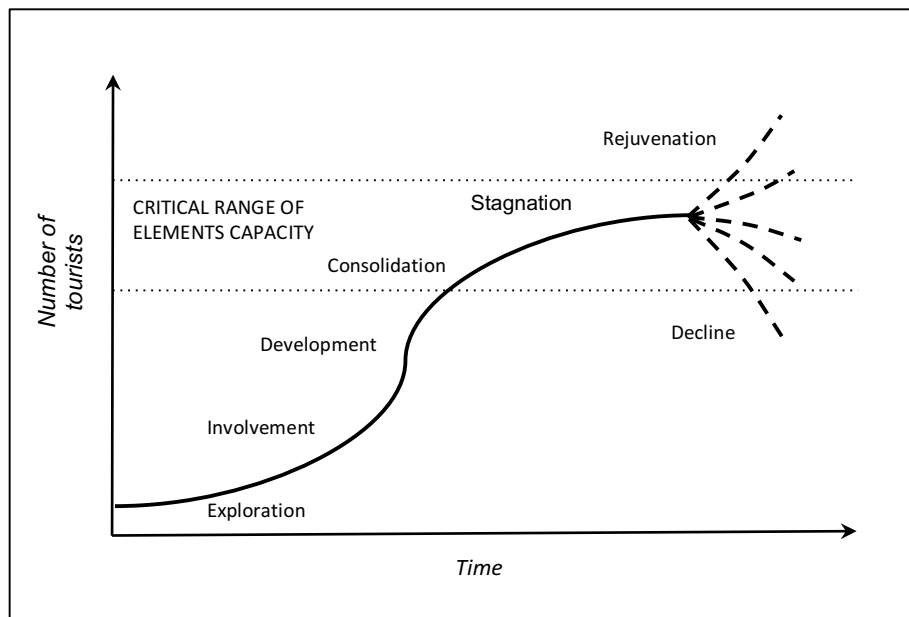


Figure 2.1: Tourism Area Life Cycle (TALC)  
Source: own elaboration based on Butler (1980)

## 2.2. Irridex

In order to measure tourists' socio-cultural impacts, the investigator George Doxey came up with a method named Irridex (1975). This model allows to distinguish four different behaviors in which locals approach the incoming tourists, relating the number of visitors with the destination's residents' feelings.

First of all, when the number of tourists is low, locals' feelings tend to be very positive, as it is a discovery phase through which both parties undergo. The attitude locals adopt is named euphoria, indicating locals' openness and enthusiasm to explore and interact with the incoming foreigners. In this phase, residents see tourists as an exciting and alluring link to the outside world, and also as an extra source of income, making both parts' interaction constant.

With the incremental growth of visitors, locals embark on a new attitude called apathy, where visitors are no longer a novelty but rather a part of the destinations' everyday life, as they are taken



for granted. Therefore, contact among both parties lessens and the initial excitement to get to know the incoming tourists also waters down. During this phase, residents view tourists as a mere source of personal gain, consequently adopting the already mentioned apathetic and more formal attitude.

As the destination keeps developing and welcoming tourists, locals enter the third phase, which Doxey defines as the irritation stage; as its name hints, locals perceive the substantial amount of tourists as annoying, believing they disturb their daily life by creating negative impacts such as traffic congestions, culture commercialization and locals' interests disregard. At this point, instead of attempting the slow down or cease the destination's growth, planners tend to try to control the arrival of visitors by building more infrastructure - leading to a higher amount of travelers and to a greater residents' discomfort.

If growth is not halted but, locals' level of irritation enters the fourth and last stage, according to Doxey: antagonism. When reached this point, locals express openly about their negative sentiments towards tourists and tend to blame them for the deterioration of sites, attractions and facilities, which ultimately prompts the arrival of a greater amount of low-quality tourism. Moreover, when tourism in a destination becomes a massive phenomenon, most of the times local shops and business have to end up closing and are replaced by souvenirs and multinational brands shops, wiping out the unique local essence. This can lead to hosts feeling alienated and disregarded by their own cities and towns, as they may realize they have been disregarded and succumbed by the inflow of visitors - aggravating the antagonism towards the newcomers.

Therefore, Doxey's theory asserts that residents' reactions towards the destination's tourism industry can change over time if development is not well managed and locals' interests are not cared for. As it can be seen through the investigator's model, the higher amount of visitors a destination receives, the more likely it is for the local community to develop unfavorable conceptions and attitudes towards tourists. However, the limitations of Doxey's theory must be clarified, as this model views the host community as a whole, regardless of the fact that not everyone feels the same way about tourism development. Taking two different profiles as an example, entrepreneurs and elderly people might not be evenly hostile to the industry, as the first

ones ought to be more favoured with the incoming tourists than the second group and, consequently, their attitudes are most likely going to differ. Hence, the researcher also states that the recognition of a common identity by the hosting community is highly related to the kind of development it undergoes; if the members of a community perceive their identity in a similar way, the higher power they will have to shape the levels and the form of tourism in their places of residence.

Thus, the more harmful the local community perceives the tourist activity to be for its place of residence, the worse demeanor towards the industry the locals will develop - which can ultimately diminish its positive perception as a tourist destination.

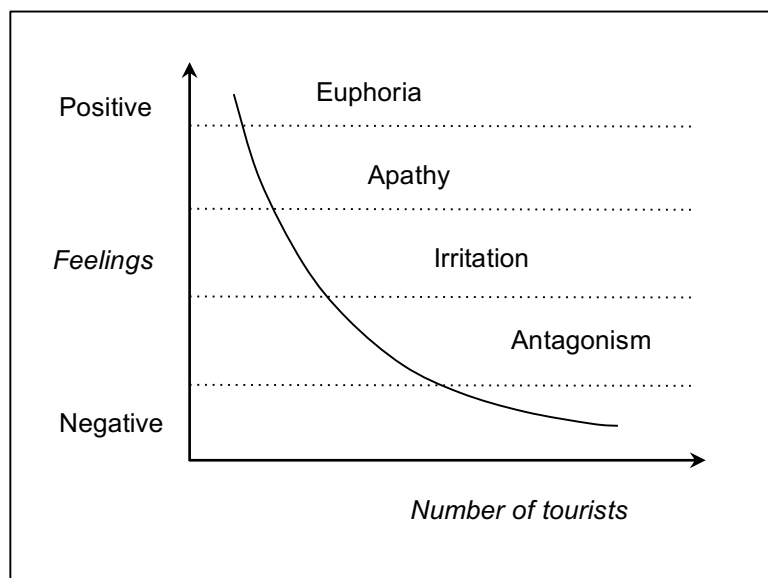


Figure 1.2. Irridex  
Source: own elaboration based on Doxey (1975)

### 2.3. Social Exchange Theory (SET)

The Social Exchange Theory, formulated by the American sociologist George C. Homans in his work *Social Behavior as Exchange* (1958), further developed by other researchers such as Thibaut and Kelley (1959 and 1978), Rusbult (1983), and studied by tens of other experts, highlights the fact that social interactions imply the transaction of resources. Therefore, he claims that people is likely to engage in interactions with the aim of obtaining benefits out of them without provoking

inadmissible costs (Ap, 1992). Therefore, applying the commonly accepted theory to the tourism industry, residents will be supportive of development as long as they believe the benefits (positive impacts) they will obtain from the incoming visitors will be higher than the costs (negative impacts) resulting from their activities.

Skidmore (1975) - adding to Homans' SET theory - claims that interaction among parties in a destination and the further development of tourism in the location will only be fruitful if locals perceive the visitors' impacts to bring highly valuable rewards that are able to outweigh their unfavorable repercussions. Hence, most of the studies made by other researchers concerning the perception of locals towards tourism are built around the theory postulated by Homans, as it allows the study of benefits, costs, impacts and support for the tourism industry (Ap, 1990).

Therefore, the most used theory in research is Homan's Social Exchange Theory (1958), due to the fact that SET takes heterogeneity into account, unlike the other theories. In tourism, interactions have been studied from three main viewpoints: economic, socio-cultural and environmental, named the Triple Bottom Line Approach.

#### **2.4. Triple bottom line approach**

In most of the literature's reports, the components that shape locals' standpoints are assembled into three main categories: sociocultural, economic and environmental impacts (John Elkington, 1994). The ones that affect local residents the most are usually the ones related to the region's economy, followed by the sociocultural impacts and, finally, the environmental repercussions, which are the ones that concern them the least and, consequently, on their support for tourism development (Stylidis, 2014). Simultaneously, the effects of these impacts are categorized as positive or negative, positive ones being called "benefits" and negative ones "costs". Thus, the environmental impacts produced by tourism in a specific area tend to be perceived as negative, while socio-cultural and economic outcomes are usually regarded as positive for their regions' development and their quality life. (Yoon, Gursoy and Chen, 2001).

#### 2.4.1. Economic impacts

Tourism is an activity that prompts economic expansion, as it compels new job opportunities, the creation of new businesses, generates income for the community and enhances locals' quality life (Ko and Stewart, 2002; Nunkoo and Ramkissoon, 2012). Therefore, as it has previously been stated, tourism's biggest impacts tend to be of economic nature, and its outcomes are usually the most relevant ones in a tourism destination and for the community's residents (Prayag et al., 2013). Hence, depending on how locals feel about the economy of the area and the benefits and costs the tourism activity brings to their local communities, their attitude towards tourism development will differ, ultimately influencing the degree of their support for - or against - the industry's development (Jurowski and Gursoy, 2004). Nevertheless, it must be pointed out that locals' perceptions on the economic impacts tourism causes tend to vary depending on matters such as time and proximity to the industry. During times of economic downturn, residents tend to have a better attitude towards tourism development, as they mainly focus on the benefits produced by the industry's activity, regardless of their knowledge on potential future adverse impacts (Gursoy et al., 2002). Moreover, locals who have higher economic benefits deriving directly or indirectly from tourism activities will also be more supportive of its development than those who do not perceive the positive economic outcomes (Akis et al., 1996; Ritchie, 1988).

Nevertheless, there are not only positive economic repercussions, but tourism tends to also provoke negative impacts on the destination. For instance, it frequently increases the prices of goods and services, consequently rising the cost of living (Ko and Stewart, 2002). Furthermore, even though tourism tends to inherently create employment, many of the jobs generated turn to be of a low quality due to seasonality, meaning they are mainly increasing in high seasons but disappearing once they are over (Lindberg and Johnson, 1997; Sheldon and Abenoja, 2001).

#### 2.4.2. Sociocultural impacts

Former researchers who studied locals' attitudes towards incoming tourism observed that some of the main impacts produced by the industry's activity are not only of economic nature, but also affect locals' social and daily life. However, it must be stated that these researchers also found out

that both impacts are related to some extent, as locals tend to be willing to accept these variations in their lives if they believe they can receive economic benefits in return (Jurowski and Gursoy, 2004). Contrarily, many experts stated that tourism is considered by locals to be a source of sociocultural gains, as when foreigners' interest for the local culture of the region increases, new changes and opportunities are engendered, and leisure activities in the destination are prone to being developed (Ap and Crompton, 1998; Dyer et al., 2007). Moreover, further sociocultural advantages are that tourism also fosters an opportunity for locals to live a cultural exchange and it has the potential to ameliorate residents' quality of life and even the place's image (Esman, 1984).

For instance, place image is a subjective idea based on certain perceptions, memories and feelings people have from a specific place (Echtner and Ritchie, 2003; Kotler et al., 1993), influencing and playing a major role on tourists' decision when choosing their holiday destination. Besides that, the way visitors behave in the chosen place will also be influenced by the image they perceive. Hence, a positive place image will lead to a better residents' attitude, prompting a positive word-of-mouth, which will eventually help attract more tourists to the destination in the future (Hsu et al., 2004; Leisen, 2001).

However, as it happens with the economic impacts, tourism does not usually only bring positive sociocultural outcomes on the society where it is developed. As it has been mentioned above, it can easily change some daily life elements, ultimately having a negative effect on family values, leading to culture commercialization and, most of all, creating some cultural controversies as a result of the mixture of different cultures coexisting in the same place (Cohen, 1988). Furthermore, in some cases the presence of tourism leads to an increase in the number of crime acts which, once again, may cause a shift in the place's image – but this time for the worse (Ap and Crompton, 1998). Therefore, tourism development ought to be vigorously considered because otherwise, after some years of activity, residents may start acting, behaving and having the same ideals than tourists, which will mean they will have become completely dependent on tourism (Dyer et al., 2007).

### 2.4.3. Environmental impacts

With regard to environmental impacts, as it has been mentioned previously, these are usually perceived to be the most harmful ones affecting the destinations, as the influx of tourists produces lots of pollution, constant noise and traffic congestion (Nunkoo and Ramkissoon, 2010). Hillery, Nancarrow, Griffin and Syme (2001) claim that tourism destinations' residents tend to have split opinions on whether the activity's effects are positive or negative for their communities; while some of them are concerned about tourism causing vast amounts of pollution, there are others who see it as a reason to preserve the area in a better way. Nevertheless, Tyrrell and Spaulding (1984) state that the degree to which locals regard tourism to be environmentally beneficial is tightly linked with their specific place of residence. Hence, the closer they live to the most popular tourism attractions, the worse opinions they usually have towards the industry and its development – as they tend to directly experience the inconveniences of traffic jams and big amounts of garbage. However, local people living in rural regions are likely to have better perceptions towards tourists than the ones who live in big cities (Pearce, 1980).

On the one hand, Ko and Stewart (2002) assert that the only reason why locals can have a positive attitude towards tourism, when talking about environmental changes, is because some zones' physical appearance is improved, regarding to natural and cultural conservation, due to tourism development. Additionally, Pizam (1978) asserts that tourism may also be perceived to be gainful as it increases the number of shops and leisure activities in the region, from which locals can also benefit.

## 2.5. Tourism development and locals' support

A successful tourism development cannot be achieved without the balanced agreement between tourists, the destination's locals they encounter while travelling and the authorities and businesses responsible for the supply of the tourism services and products (Zhang et al., 2006). As the tourism industry arouses and provokes impacts not only on the physical environment where it takes place, but also on the local residents' lifestyle and beliefs (Wall and Mathieson, 2006), it is of utmost importance the concentration of efforts to scrutinize and tackle the conflicts of interest that may

emanate between local inhabitants and the authorities in charge of the development of strategies and plans for the tourism activity (Gursoy et al., 2002).

Therefore, no high-quality tourism will be guaranteed unless local people's interests are cared for as, ultimately, they will have the capability of affecting greatly on the destination's welcoming atmosphere and performance. Moreover, local inhabitants' cooperation is highly valuable to reduce potential backlashes when developing future development plans, and planners ought to work on the assurance of residents' wellbeing as a tool to reach success. By protecting their needs and valuing their opinions, destinations will be more likely to have their communities' support for tourism (Prayag et al., 2013).

For this reason, before investing vast amounts of money on the development of certain destinations, planners ought to pay attention to locals' attitudes as, as it has been mentioned along the text, there is a notorious relationship between residents' perceptions on tourism and the degree of their support for the industry (Gursoy and Rutherford, 2004). Community leaders and developers thinking of expanding the tourism industry need to consider residents' perceptions and attitudes before they start investing large amounts of resources.

As it has already been mentioned when talking about Homans et al's Social Exchange Theory, locals' support to the tourism industry is likely to be influenced by the benefits and costs they obtain out of the tourist activity. Hence, if residents discern that the benefits are bound to outweigh the negative impacts, they will be more inclined to participating in the industry and, ultimately, contribute to its forthcoming development (Allen et al., 1993). Therefore, locals' support is a major key player of development, as a prosperous, viable and sustainable progress will not be possible without their commitment.

However, it must be mentioned that not all locals perceive tourism the same way. Various studies have been carried out - such as the already mentioned Triple Bottom Line approach (Elkington, 1994) - that explain the degree to which a destinations' residents support the tourism industry is directly related to various socio-demographic characteristics, political and environmental beliefs, amount of contact with the incoming tourists and the type of tourism these participate in, amongst

others. Moreover, as suggested by Gursoy and Rutherford (2004), there are five other related factors that are prone to shaping locals' evaluation of the tourism industry impact in their communities and, consequently, their support.

#### 2.5.1. Community attachment

When it comes to the level of community attachment, Davis et al. (1988) stated that there is a noticeable difference on how locals perceive tourism's impact on their communities between natives and latecomers. According to the researchers, the assessment of impacts made by long-time inhabitants who are very emotionally attached to the destination differs significantly to the one made by less intensely bonded to it. Therefore, the more attached the locals feel towards their communities, the stronger opinionated they will be regarding both positive and negative outcomes of tourism (McCool and Martin, 1994).

In these lines, Gursoy et al. (2002) observe how residents with a stronger community connection's likelihood of supporting tourism activity is higher than the less attached ones. Hence, long-time residents tend to perceive tourism to bring more economic and social benefits than newcomers. As a consequence, the more attached the locals are, the greater they will engage not only in the location's progress, but also in the welcoming attitude towards visitors - which ultimately boosts the chances of a destination's success.

#### 2.5.2. Community concern

With regards to community concern - which is strongly connected to the previous factor -, Allen et al. (1993) argue that the extent to which locals are troubled with their local communities is key on their perception on tourists. Therefore, the higher the inhabitants are concerned about matters such as education, crimes and economy, amongst other aspects, the more intense their viewpoint on the impacts of tourism will be.



### 2.5.3. Use of tourism resources

Gursoy's model asserts that locals' usage of tourism assets also determines the magnitude to which they support tourism development in their communities and perceive the industry's outcomes. This means that those locals who frequent the resources that allure the most visitors, potentially leading to congestion of people, are the ones who will have the stronger opinion on the impact of tourists. Therefore, they are of special interest to be considered by planners, as their desires will be crucial for a successful development (Jurowski 1994; Keogh 1990). This is directly linked with another factor studied by many researchers throughout the time, which is the distance. Lankford et al. (1997) argue that those residents living near tourist-dense locations are more likely to believe that the presence of visitors will potentially affect negatively their usual lifestyle. Therefore, the first ones claim that the arrival of tourists impacts on matters such as traffic congestions, noise and physical pollution, as well as on the rise in the living costs. However, previous researchers such as Mansfeld (1992) pointed out the opposite, saying that residents living closer to touristic sites perceive tourism more positively than those living further away. Either way, it is important for destination developers to keep in mind this factor to reach success, as closeness will definitely impact on residents' attitudes and, eventually, on their support for the industry.

### 2.5.4. Ecocentric attitudes

Residents' ecocentric attitudes, understanding ecocentrism as "the view or belief that the rights and needs of humans are not more important than those of other living things" (Oxford Dictionary) also affect greatly on the perception of the impacts of tourism. Thus, Jurowski et al. (1997) affirm that those with environmentally sensitive values give a higher importance to social matters over economic or cultural ones. These profile of residents are much more concerned on matters such as the interference and scarcity of the world's natural resources and the ecological damage produced by the tourism industry.

#### 2.5.5. State of local economy

Even though most studies assert that tourism is largely perceived as positive by locals for being a major wealth distributor (Keogh, 1990) and fostering the destinations' development, the degree to which they believe so is linked to the state in which the local economy finds itself (Andereck and Vogt, 2000). Therefore, Gursoy et al (2002) suggest that residents' likelihood of accepting tourist activity and its outcomes is more positive in those communities where the economic situation is worse, rather than the very prosperous ones. In those destinations where matters such as recession are to the order of the day, their willingness to receive outsiders is much higher than the one in wealthy communities, who tend to regard tourism as a source of troubles.

Therefore, it is paramount for planners working on the development of tourism to consider the five factors in Gursoy's model to make sure they consider locals' concerns and motivations to, ultimately, reach success. Hence, by individually analyzing the attachment of locals to their communities, their major concerns, the use they make of tourism resources, their environmental values and the state in which the local economy is, creators will be able to design better action plans and will eventually foment global satisfaction. According to Turner (1982), the optimal way of achieving locals' support is by making sure they perceive benefits to be higher than costs as, once again, residents' level of support is directly linked to their positive or negative perceptions. (Stylidis et al., 2014).

However, it must be understood that locals' attitudes towards the tourism activity developed in their place of residence is directly linked to the visitors' behaviors in the destination.

#### **2.6. Tourists' behaviors in the destination**

When researching about how tourists' behaviors - defined by the Oxford Dictionary as "the way in which one acts or conducts oneself, especially towards others" - influence locals' attitudes towards the industry, the vast majority of theories and models created by some of the most influential researchers do not consider them. Nevertheless, comprehending how visitors behave while on vacation and how they perceive the place is paramount to properly develop and sell a tourist

destination (Sharpley, 2014). In order to do that, the way tourists act, perceive and experience the destination must be scrutinized - keeping in mind that their actions, perceptions and experience may vary from one another.

As time goes by, a lesser amount of destinations are succeeding to stay barely untouched by the tourism activity. However, some of them -which are usually the ones whose development as tourism destinations are still at their early stages- are receiving very respectful visitors who, while on vacation, try to get involved with the destination in the most real way as possible. Hence, these enjoy interacting with local people and attempting to discover how their daily lives are, instead of just stopping by the most crowded sites (Wearing and Foley, 2017).

On the other hand, in some specific destinations, visitors feel like they are allowed to behave in an irrational way and have certain behaviors they would probably not have back in their hometowns (Uriely et al., 2011). This lack of control is due to the excitement and sensation of momentary interruption of their daily rules and behaviors, perceiving vacation as a permission of these aberrant manners (Turner and Ash, 1975). Therefore, some tourism destinations are currently becoming settings for “deviant behaviors” -mostly amongst some younger people- who every so often travel with the only purpose of drinking, partying and having violent demeanors (Hughes et al., 2008). Hence, tourism can be contemplated as an activity that promotes and supports non-measured conducts, ultimately leading to some touristic places being considered as areas where social restrictions do not exist, and where people can freely detach from societal norms (Chaney, 1991).

In conclusion, in order to achieve an harmonious cohabitation between local communities and foreigners, it is paramount to respond to both parts’ interests, finding solutions that please the two of them as much as possible. If tourism developers manage to enact legislation related to tourism activity and while taking care for both locals and visitors in the destination, tourists’ experience will ultimately be improved, and positive economic, sociocultural and environmental impacts will be generated (Edwards and Griffin, 2008).

## 2.7. Literature map

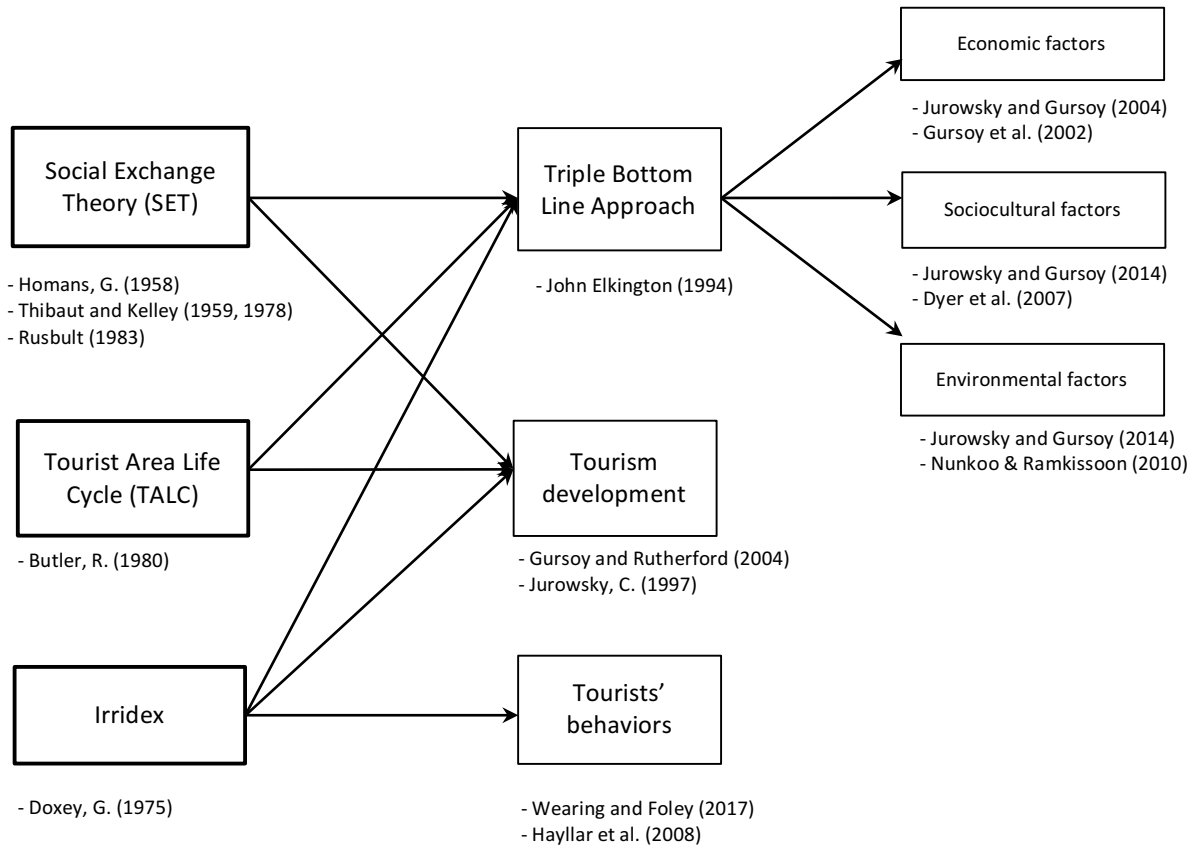


Figure 2.3: Literature map  
Source: own elaboration

2.8. Conceptual framework

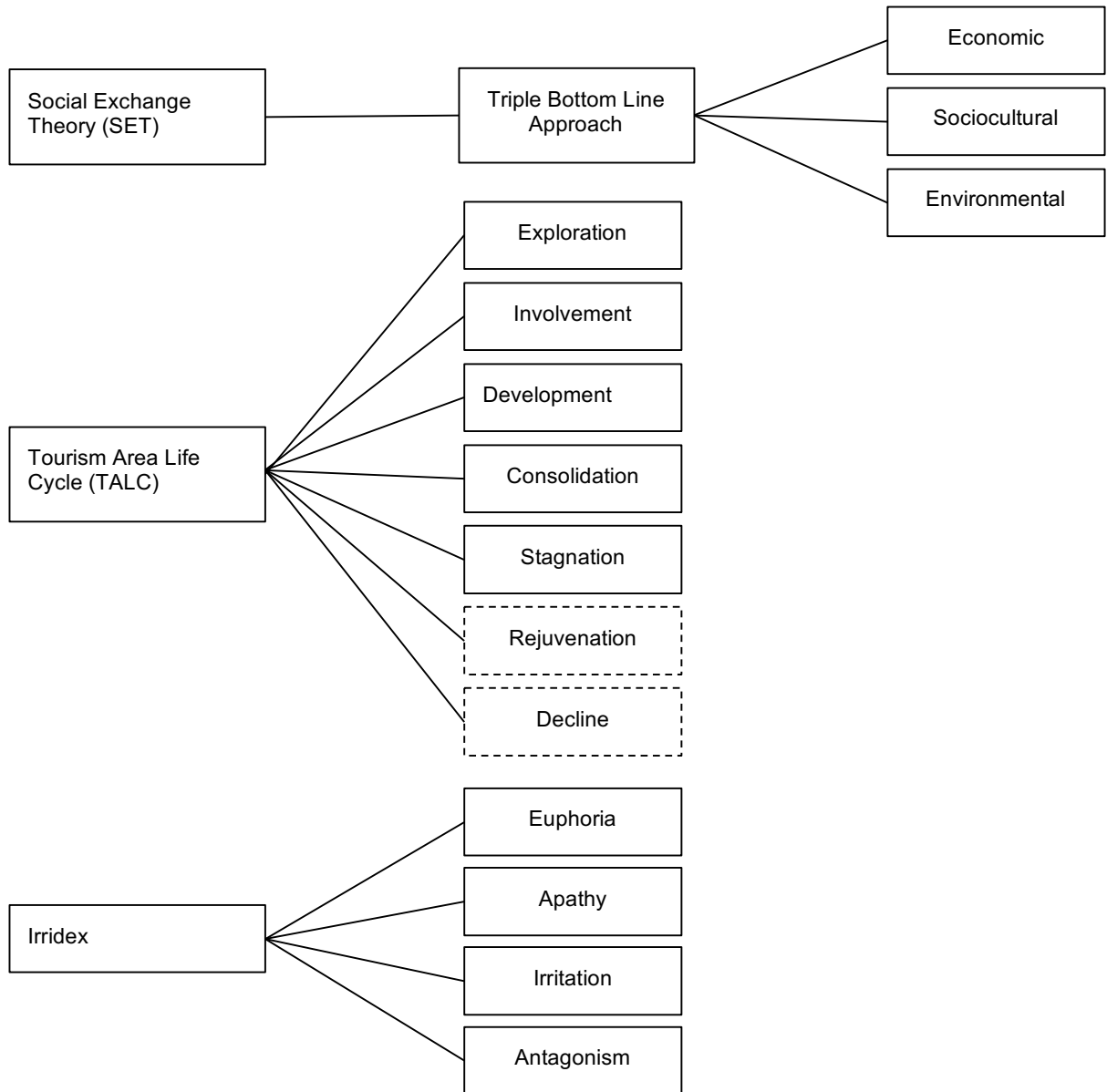


Figure 2.4: Conceptual framework  
 Source: own elaboration

## CHAPTER 3: METHODS

### 3.1. Research model and hypotheses development

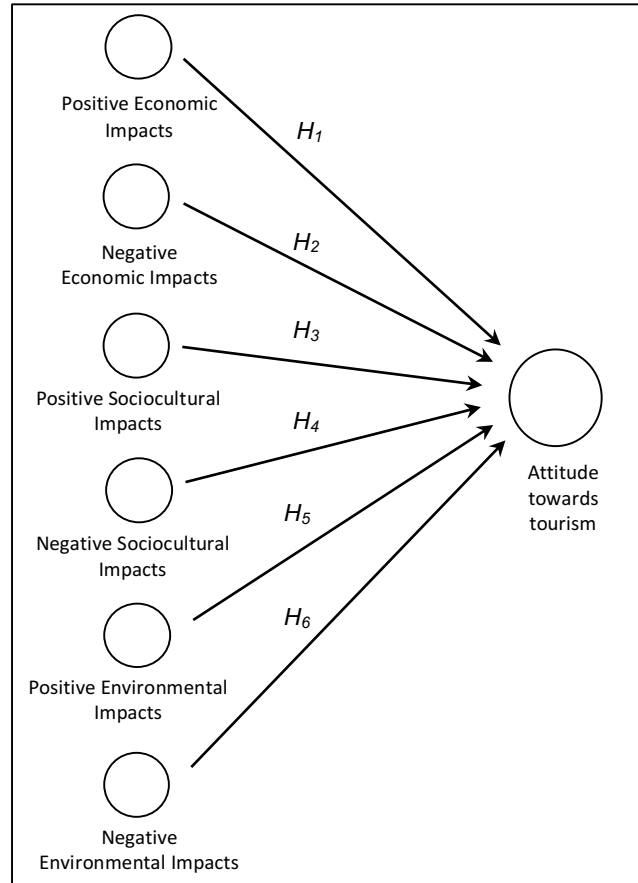


Figure 3.1: Proposed model  
Source: own elaboration

- H<sub>1</sub> Positive economic impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism.*
- H<sub>2</sub> Negative economic impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism.*
- H<sub>3</sub> Positive sociocultural impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism.*
- H<sub>4</sub> Negative sociocultural impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism.*
- H<sub>5</sub> Positive environmental impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism.*
- H<sub>6</sub> Negative environmental impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism.*

### **3.2. Overall research design**

In order to carry out the empirical research of the project, the choice of approach is the collection of primary and quantitative data, instead of secondary and qualitative one.

First of all, the reason why the collection of primary data has been chosen is that it allows the understanding of Barcelona's citizens personal opinions on the topic concerned. By directly surveying the city's inhabitants, a fair and current picture about the situation is obtained, which is critical for the proper research development.

On the contrary, as the topic chosen requires the current analysis of the scene, trying to collect secondary data would be extremely difficult and ineffective. Moreover, the collection of secondary data would not have been as adequate, as previous academic articles do not cover such subjective evidences or do not allow the analysis of the situation based on the Triple Bottom Line approach - which is the approach that has been selected to serve as a base for the empirical research of this project. Second, the reason why quantitative data has been chosen to be collected over qualitative one is because it allows the comparison between responses and respondents, according to the different demographic variables explained below.

### **3.3. Data collection techniques and research instruments**

The chosen instrument of research is a questionnaire that has been forwarded to tens of Barcelona's citizens. This questionnaire has been designed to include demographic variables - which give information about the surveyed person - and statements to be ranked from 1 to 5 according to the Likert Scale. Using both types of data, as previously mentioned, has given the possibility to relate, group and draw conclusions from the opinions expressed by the city's inhabitants based on demographic characteristics. The questionnaire was designed for it to take from 5 to 7 minutes to respond and to fit in a single page, to not come across as very long - which could potentially lessen the amount of people willing to respond.



As far as the questionnaire's structure is concerned, it consists of three main parts; first of all, after a brief introduction about what the respondent is about to answer to, a filter item can be found. This item, "(I.1.) In which district do you live", is used to directly discard people who cannot complete the questionnaire, as if they do not live in Barcelona their opinions are considered to be meaningless for the research. In order to ease the respondents' answers, Barcelona's 10 different districts (Ciutat Vella, Eixample, Sants-Montjuïc, Les Corts, Sarrià-Sant Gervasi, Gràcia, Horta-Guinardó, Nou Barris, Sant Andreu and Sant Martí) are written down.

The second part of the questionnaire is based on the subjective ranking of 28 statements, according to the Likert Scale. Thus, respondents were asked to evaluate from 1 to 5 all the statements provided, number 1 being "strongly disagree" and 5 "completely agree" with the assertion. In this part of the questionnaire, four to five positive and four negative items were chosen for each of the impacts of the already mentioned Triple Bottom Line approach: economic, socio-cultural and environmental. Additionally, another section of impacts was added in relation to attitudes, where four more items were included. By incorporating such large amount of statements, conclusions were easier to be drawn and answers were able to be discarded in case of providing inconsistencies.

In order to know locals' viewpoint on each impact affecting Barcelona - for the better or the worse-, these multiple items were taken from two different academic papers published in some of the most influential journals of the industry, *Tourismos: an International Multidisciplinary Journal of Tourism and Tourism Management*, with the aim of guaranteeing a high quality survey. Therefore, the questionnaire was compiled with items from the studies *Attitudes Towards Tourism Development: Residents' Perceptions in the Islands of Lemnos and Hydra* written by Efstathios Dimiriadis, Dimitrios Papadopoulos and Despoina Kaltsidou (2013) and *Residents' perceptions of tourism development in Benalámdena (Spain) (2015)* written by Fernando Almeida García, María Ángeles Peláez Fernández, Antonia Balbuena Vázquez and Rafael Cortés Macias. After scrutinizing both journals' questionnaires and culling the better fitting items for the development of this project's research, the second part of the questionnaire ended up in the following way.

Construct	Number of items	References
Positive economic impacts	4	Dimiriadis et al. (2013)
Negative economic impacts	4	Dimiriadis et al. (2013); Almeida García et al. (2015)
Positive sociocultural impacts	5	Dimiriadis et al. (2013); Almeida García et al. (2015)
Negative sociocultural impacts	4	Dimiriadis et al. (2013); Almeida García et al. (2015)
Positive environmental impacts	4	Dimiriadis et al. (2013)
Negative environmental impacts	4	Dimiriadis et al. (2013); Almeida García et al. (2015)
Citizens' attitudes	4	Almeida García et al. (2015) and own elaboration

Table 3.1: Questionnaire's items' references  
Source: own elaboration.

In conclusion, the main aim of the items included in I.2, I.3, I.4, I.5, I.6 and I.7 was to know whether the citizens' opinions about tourism tend to be rather positive or negative, considering the Triple Line Bottom Approach. However, I.8.'s objective was to provide a more general and personal idea and about how their attitudes towards tourism and tourists in Barcelona are.

Once the statements to be ranked conclude, the third part of the questionnaire can be found few more demographic. This last block consists of nine moderating variables used for grouping the sample according to demographic characteristics, in order to see how can their opinions and attitudes differ depending on them. These variables are the respondent's gender (I.9.), age (I.10.), marital status (I.11.), whether they have children or not (I.12.), place of birth (I.13.), number of years lived in Barcelona (I.14.), mother tongue (I.15.), education level (I.16.) and whether their job is related to tourism or not (I.17.) - providing closed answers to all of them for a better comparison. As earlier mentioned, these variables were included in the questionnaire with the aim of relating them to the ranked statements of the second part. Some of these moderating variables were also taken from F. Almeida García et al.'s article, and some others were added for the purpose of this research.

### 3.4. Research context and participants

Barcelona's citizens were chosen as the population for this research, as the topic studied is "Barcelona's citizens' attitude towards tourism". In order to distribute the questionnaire, a representative sample of 281 locals was selected, all of them older than 18. The sampling technique used was by convenience - owing to the lack of economic and timing resources that were available - meaning that no specific population was selected according to the real demographics, but rather randomly. Furthermore, the main aim was to have people with different characteristics to compare their responses and draw conclusions on how their attitudes towards tourism differed depending on demographic variables.

As far as the means of data compilation is concerned, a first self administered pilot survey was carried out, followed by a broader online collection of questionnaires. As all of the respondents had to be citizens of Barcelona, the first gathering of responses was carried out in different locations, where a higher diversity of profiles could be found. If the people had been found in places where variety of people was barely present (such as small cafes or malls only frequented by one neighborhood's locals), the results would have been highly altered, as the report would only include the opinion of a very small part of the population, diversity-wise. Therefore, the places chosen to carry out the self-administered questionnaires were Barcelona's airport - El Prat, the central train station Estació de Sants, and in the city center's streets such as Plaça Catalunya and Passeig de Gràcia.

This sample, consisting of 70 respondents, was carried out with the aim of figuring out if the surveyed people were able to fully understand the items presented - and otherwise rephrase or eliminate unclear and bewildering statements. Once these questionnaires were completed, an online version of it was created and sent to tens of persons, trying to reach the highest diversity of respondents profiles as possible. In this case, the number of online questionnaires responses was of 211.

On the other hand, even though the questionnaire's items were taken from English-written articles and compiled in the same language (see appendix B.1), they were later translated to Spanish with the aim of reaching a higher amount of locals and easing the surveying process (see appendix B.2). Once the questionnaires were handed out and filled in by respondents, the results were replicated back into the English form for the extraction of conclusions.

### **3.5. Data analysis**

In order to analyze the raw data obtained from the questionnaires, all of the responses were transferred into a Microsoft Excel sheet (see appendix C). This tool allowed having all of the answers gathered under the same document, enabling and easing the process of drawing conclusions out of them. One of the most employed Microsoft Excel's functions was 'descriptive statistics', which provided the items' mean, standard error, median, mode, standard deviation, sample variance, skewness, range, minimum, maximum and sum, which were certainly useful for the extraction of conclusions.

On the other hand, by means of the software SmartPLS 3.0, the questionnaire was able to be verified in terms of reliability and validity. Concurrently, the reliability was measured through the simple reliability and through the items' outer loadings while, in order to figure out whether the items included were clear or not, the convergent and discriminant validity were scrutinized.

### **3.6. Ethical considerations**

When it comes to the ethical considerations, after carefully scrutinizing the Ethics Form provided (see appendix A), it was found out that the risk of compromising ethics while undertaking the research was extremely low, allowing the handing of questionnaires to be made without peril. Moreover, as it can be found at the beginning of the questionnaire, respondents' anonymity is completely guaranteed, and no intimate and jeopardizing questions are asked to respondents.

## CHAPTER 4: FINDINGS AND DISCUSSION

#### 4.1. Descriptive analysis of the sample

In the following pages, the descriptive analysis can be found, where the demographic variables are individually displayed in order to better visualize the data gathered.

First of all, when talking about Barcelona's districts, analyzing the results, it can be seen that 3.20% of the people comprised in the sample lives in Ciutat Vella, 13.52% in Eixample, 7.83% in Sants - Montjuïc, 9.61% in Les Corts, 21.35% in Sarrià - Sant Gervasi, 11.39% in Gràcia, 11.03% in Horta - Guinardó, 2.49% in Nou Barris, 7.12% in Sant Andreu and 12.46% in Sant Martí.

District	N	%
Ciutat Vella	9	3.20%
Eixample	38	13.52%
Sants - Montjuïc	22	7.83%
Les Corts	27	9.61%
Sarrià - Sant Gervasi	60	21.35%
Gràcia	32	11.39%
Horta - Guinardó	31	11.03%
Nou Barris	7	2.49%
Sant Andreu	20	7.12%
Sant Martí	35	12.46%
TOTAL	281	100.00%

Table 4.1: Sample grouped by districts of residence  
Source: own elaboration

Regarding the respondents' gender, the 37,72% of the collected sample are men, while the remaining 62,28% are women.

	Male	Female	Total
<b>N</b>	106	175	281
<b>%</b>	37.72%	62.28%	100.00%

Table 4.2: Sample grouped by gender  
Source: own elaboration

As far as their age is concerned, 9.96% of the surveyed citizens are less than 20 years old, 37.72% are aged between 20 and 34, 13.17% from 35 to 50 years old, 34.16% between 51 and 65 years old and the 4.98% are older than 65.

	Less than 20	20 to 34	35 to 50	51 to 65	More than 65	Total
<b>N</b>	28	106	37	96	14	281
<b>%</b>	9.96%	37.72%	13.17%	34.16%	4.98%	100.00%

Table 1.3: Sample grouped by age  
Source: own elaboration

Concerning the sample's marital status, 51.96% of them are single, 38.43% are married, 7.12% are divorced and 2.49% are widowed.

	Single	Married	Divorced	Widowed	Total
<b>N</b>	146	108	20	7	281
<b>%</b>	51.96%	38.43%	7.12%	2.49%	100.00%

Table 4.4: Sample grouped by marital status  
Source: own elaboration

Another of the demographic variables selected has been whether the sample has children or not. The compilation of responses concluded with the 43.42% of the surveyed people being parents, while the other 56.58% not having children.

	<b>With children</b>	<b>With no children</b>	<b>Total</b>
<b>N</b>	122	159	281
<b>%</b>	43.42%	56.58%	100.00%

Table 4.5: Sample grouped by paternity  
Source: own elaboration

In relation to Barcelona's citizens' place of birth, 75.44% of the sample chosen were born in Barcelona, 7.47% in the Rest of Catalonia, 10.32% in the Rest of Spain and 6.76% in other countries.

	<b>Barcelona</b>	<b>Rest of Catalonia</b>	<b>Rest of Spain</b>	<b>Other country</b>	<b>Total</b>
<b>N</b>	212	21	29	19	281
<b>%</b>	75.44%	7.47%	10.32%	6.76%	100.00%

Table 4.6: Sample grouped by place of birth  
Source: own elaboration

The sample has also been analyzed according to how long they have lived in Barcelona. The results of these responses show how the 1.07% have lived in the city for less than one year, a 6.41% between 1 and 5 years, another 2.85% from 5 to 10 years and the 89.68% during more than 10 years.

	<b>Less than 1 year</b>	<b>1 to 5 years 1</b>	<b>More than 5 to 10 years</b>	<b>More than 10 years</b>	<b>Total</b>
<b>N</b>	3	18	8	252	281
<b>%</b>	1.07%	6.41%	2.85%	89.68%	100.00%

Table 4.7: Sample grouped by time lived in Barcelona  
Source: own elaboration



With respect to the sample's native language, 56.94% of the respondents consider to have Catalan as their native language, 39.86% Spanish and 3.20% another one.

	<b>Catalan</b>	<b>Spanish</b>	<b>Others</b>	<b>Total</b>
<b>N</b>	160	112	9	281
<b>%</b>	56.94%	39.86%	3.20%	100.00%

Table 4.8: Sample grouped by native Language  
Source: own elaboration

According to their education level, none of the respondents reported not having had any education, 1.07% answered that had reached primary school, 2.14% a secondary level, 19.22% of them had completed high school and the remaining 77.58% had attended university.

	<b>No Studies</b>	<b>Primary</b>	<b>Secondary</b>	<b>High School</b>	<b>University</b>	<b>Total</b>
<b>N</b>	0	3	6	54	218	281
<b>%</b>	0	1.07%	2.14%	19.22%	77.58%	100.00%

Table 4.9: Sample grouped by level of studies  
Source: own elaboration

Finally, the last demographic item disclosed that the 12.46% of the sample have or had jobs related to tourism, while the other 87.54% are or were not related to the industry.

	<b>Job related to tourism</b>	<b>Job not related to tourism</b>	<b>Total</b>
<b>N</b>	35	246	281
<b>%</b>	12.46%	87.54%	100.00%

Table 4.10: Sample grouped by job field  
Source: own elaboration

#### 4.2. Descriptive analysis of the items' results

For every item being part of the Likert scale in the questionnaire, they have been calculated different statistics data, using Excel descriptive statistics, in order to compare the results obtained.

I.2. POSITIVE ECONOMIC IMPACTS				
	I.2.1	I.2.2	I.2.3	I.2.4
<b>Mean</b>	3.81	4.22	3.18	4.20
<b>Standard error</b>	0.06	0.05	0.07	0.05
<b>Median</b>	4.00	4.00	3.00	4.00
<b>Mode</b>	4.00	5.00	3.00	5.00
<b>Standard deviation</b>	1.07	0.87	1.16	0.90
<b>Sample variance</b>	1.13	0.76	1.33	0.80
<b>Skewness</b>	-0.84	-1.02	-0.12	-1.27
<b>Sum</b>	1070.00	1185.00	894.00	1180.00
<b>Total of questionnaires</b>	281	281	281	281

Table 4.11: Positive economic impacts' results  
Source: own elaboration

In the variable I.2. 'Positive economic impacts', it is highlighted that the standard deviation, which determines the data dispersion in relation to the mean, is low in items I.2.2 and I.2.4. Furthermore, it can be observed that the Skewness, which measures the symmetry or asymmetry of an item data, is negative in all the cases. This means that there are more answers which are under the mean than above.

In items I.2.2 'Tourism increases the creation of jobs in Barcelona' and I.2.4 'Tourism causes the attraction of investments in Barcelona' the mode is 5, so most of the sample were absolutely agree with the statement asked.

I.3. NEGATIVE ECONOMIC IMPACTS				
	I.3.1	I.3.2	I.3.3	I.3.4
<b>Mean</b>	4.32	4.53	2.92	4.22
<b>Standard error</b>	0.05	0.04	0.07	0.05
<b>Median</b>	4.00	5.00	3.00	4.00
<b>Mode</b>	5.00	5.00	3.00	5.00
<b>Standard deviation</b>	0.79	0.75	1.18	0.91
<b>Sample variance</b>	0.63	0.56	1.40	0.83
<b>Skewness</b>	-1.12	-1.68	0.13	-1.04
<b>Sum</b>	1215.00	1273.00	821.00	1185.00
<b>Total of questionnaires</b>	281	281	281	281

Table 4.12: Negative economic impacts' results  
Source: own elaboration

First of all, it is significant to state that in the items I.3.1, I.3.2 and I.3.4 have a mode of 5, which represents a really negative opinion of participants. Besides that, the item I.3.2. 'Tourism increases property rents in Barcelona' presents a median of 5 and a sum of just 1273. These high numbers indicate that there is a huge majority who answered 5 to the statement, since they were completely agree with it.

Regarding the sample variance of item I.3.3 'Tourism generates employment instability in Barcelona', it can be noticed that it is a little high, which signifies that the answers are very varied.

I.4. POSITIVE SOCIOCULTURAL IMPACTS				
	<b>I.4.1</b>	<b>I.4.2</b>	<b>I.4.3</b>	<b>I.4.5</b>
<b>Mean</b>	2.81	3.69	2.86	2.66
<b>Standard error</b>	0.06	0.06	0.07	0.07
<b>Median</b>	3.00	4.00	3.00	3.00
<b>Mode</b>	3.00	4.00	3.00	3.00
<b>Standard deviation</b>	1.01	1.08	1.19	1.22
<b>Sample variance</b>	1.02	1.16	1.42	1.48
<b>Skewness</b>	0.11	-0.68	0.05	0.16
<b>Sum</b>	791.00	1037.00	803.00	748.00
<b>Total of questionnaires</b>	281	281	281	281

Table 4.13: Positive sociocultural impacts' results  
Source: own elaboration

Concerning the variable I.4. 'Positive sociocultural impacts', most of the answers obtained in it were not very extreme but rather neutral, which is the reason why the median and the mode are 3 or 4. In addition, the standard deviation and the sample variance are high, so there is a variety of answers as well, and the skewness is neither too positive or negative, which confirms this diversity too, as there are more or less the same answers under and above the mean.

I.5. NEGATIVE SOCIOCULTURAL IMPACTS			
	<b>I.5.2</b>	<b>I.5.3</b>	<b>I.5.4</b>
<b>Mean</b>	3.44	2.85	2.73
<b>Standard error</b>	0.07	0.07	0.07
<b>Median</b>	4.00	3.00	3.00
<b>Mode</b>	4.00	3.00	3.00
<b>Standard deviation</b>	1.09	1.17	1.12
<b>Sample variance</b>	1.20	1.37	1.26
<b>Skewness</b>	-0.45	0.08	0.23
<b>Sum</b>	967.00	801.00	767.00
<b>Total of questionnaires</b>	281	281	281

Table 4.14: Negative sociocultural impacts' results  
Source: own elaboration

The standard deviation and the sample variance are a bit high in this variable I.5. 'Negative sociocultural impacts'. Hence, the answers obtained have been mixed and, for that reason, the mean values are really close to 3, which is the central value, so the most neutral one. As a consequence of this, the skewness is neither too positive or negative.

I.6. POSITIVE ENVIRONMENTAL IMPACTS				
	<b>I.6.1</b>	<b>I.6.2</b>	<b>I.6.3</b>	<b>I.6.4</b>
<b>Mean</b>	2.53	3.42	3.74	2.16
<b>Standard error</b>	0.06	0.07	0.06	0.06
<b>Median</b>	3.00	4.00	4.00	2.00
<b>Mode</b>	3.00	4.00	4.00	2.00
<b>Standard deviation</b>	1.05	1.09	1.01	1.01
<b>Sample variance</b>	1.11	1.19	1.03	1.02
<b>Skewness</b>	0.21	-0.50	-0.87	0.57
<b>Sum</b>	710.00	961.00	1051.00	608.00
<b>Total of questionnaires</b>	281	281	281	281

Table 4.15: Variable Positive environmental impacts' results  
Source: own elaboration

The sample variance of the variable I.6. 'Positive environmental impacts' indicates that the answers obtained in these items were different, which would explain the neutral values of the mean.

I.7. NEGATIVE ENVIRONMENTAL IMPACTS				
	<b>I.7.1</b>	<b>I.7.2</b>	<b>I.7.3</b>	<b>I.7.4</b>
<b>Mean</b>	3.22	3.83	3.43	2.62
<b>Standard error</b>	0.07	0.06	0.07	0.06
<b>Median</b>	3.00	4.00	3.00	3.00
<b>Mode</b>	3.00	5.00	3.00	3.00
<b>Standard deviation</b>	1.18	1.06	1.12	1.08
<b>Sample variance</b>	1.38	1.13	1.26	1.16
<b>Skewness</b>	-0.06	-0.58	-0.26	0.33
<b>Sum</b>	906.00	1077.00	963.00	735.00
<b>Total of questionnaires</b>	281	281	281	281

Table 4.16: Variable Negative Environmental Impacts' results  
 Source: own elaboration

The mode of item I.7.2. 'Tourism increases pollution (noise, garbage, etc.) of Barcelona' is 5. Hence, a big part of the sample absolutely agreed with the statement. The sample variance of this variable also indicates that the most of the answers obtained in these items differed a lot from one another, especially in item I.7.1.

I.8. ATTITUDE TOWARDS TOURISM			
	I.8.2	I.8.3	I.8.3
<b>Mean</b>	3.30	3.66	3.67
<b>Standard error</b>	0.06	0.06	0.06
<b>Median</b>	3.00	4.00	4.00
<b>Mode</b>	4.00	4.00	4.00
<b>Standard deviation</b>	1.06	1.04	0.98
<b>Sample variance</b>	1,13	1,09	0,96
<b>Skewness</b>	-0.40	-0.79	-0.51
<b>Minimum</b>	1.00	1.00	1.00
<b>Maximum</b>	5.00	5.00	5.00
<b>Sum</b>	926.00	1029.00	1030.00
<b>Total of questionnaires</b>	281	281	281

Table 4.17: Variable Attitude towards tourism's results  
 Source: own elaboration

In this last variable I.8 'Attitudes towards tourism', the results were very varied, as it can be observed in the standard deviation and the sample variance. Furthermore, the means of the three items are values close to 3. Thus, in conclusion, the results were neutral with a tendency to positive opinions, as it can be deduced because of the values of the mode (4).

Once every descriptive analysis has been interpreted, it should be emphasized that the standard error, which measures the standard deviation of the sampling, is really low in all the items, which determines, considering that there is a big sample of 281 people. Additionally, the minimum and the maximum has been always 1 and 5, respectively, which demonstrates that there are always positive and negative opinions, so the sample was very diverse.



### 4.3 Measurement model analysis

Once the descriptive analyses have been displayed, the first thing that must be done is to examine the measurement model of the proposed model. Therefore, it is going to be tested whether the questionnaire is good or not, regarding reliability and validity, using the SmartPLS 3.0 software.

First of all, the questionnaire's reliability is tested in two different ways: measuring each item through outer loadings and analyzing the variables' simple reliability using Cronbach's Alpha. Starting off with the calculation of the items that compose the six variables through outer loadings, the theory states that those outer loadings which are inferior to 7 are not reliable - and therefore those items resulting with a lesser amount ought to be discarded from the questionnaire. In the case of this research, after scanning the results obtained from the questionnaires through SmartPLS 3.0, the items 4.4 'Tourism reduces xenophobia of locals of Barcelona' and 5.1 'Tourism causes an increase of criminality in Barcelona' were discarded, as they presented numbers below 7, and therefore were not reliable. When it comes to the item 5.2 'Tourism increases the consumption of drugs and alcohol in Barcelona', even though it resulted with a 0.665, it was decided to be maintained due to the fact that it is very close below 7 and, if it had been discarded, only two items would comprise the negative sociocultural impacts. Hence, after removing the two above mentioned items, the proposed model looks like the following - where it can be seen how only those items above 0.7 have been maintained.

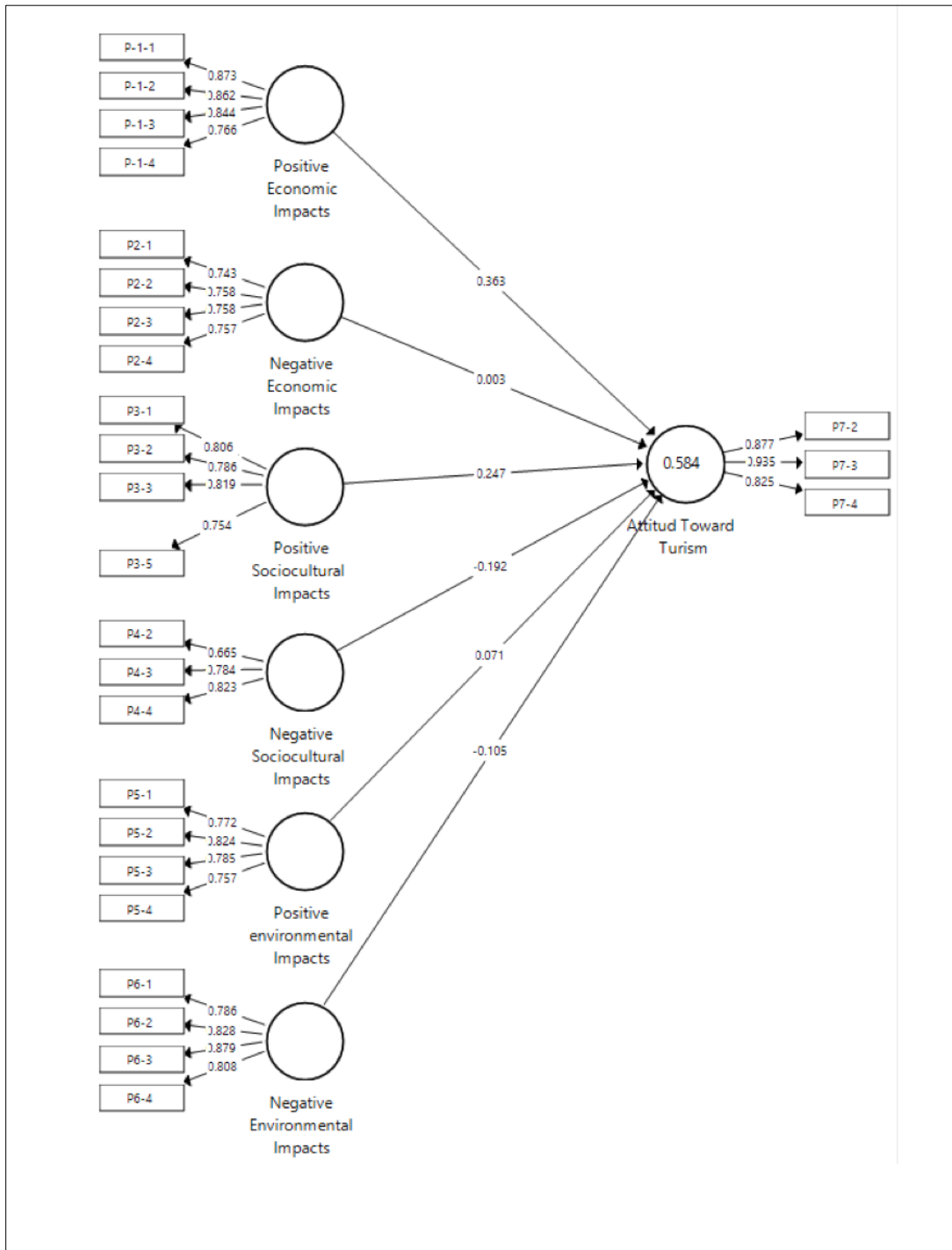


Figure 4.1: Proposed model's results  
 Source: own elaboration

After calculating each item's reliability, the next step was analyzing the variable's simple reliability using Cronbach's alpha (table ). In this case, theory states that the calculations' results should be over 0.6 or 0.7 for the variables to be reliable. Applying Cronbach's alpha to the responses obtained from the questionnaire, it can be observed how none of them resulted with a number below the already mentioned threshold, meaning that all of the variables are reliable.

	Cronbach's Alpha
Positive Economic Impacts	0.858
Attitud Toward Turism	0.854
Negative Environmental Impacts	0.847
Positive Sociocultural Impacts	0.803
Positive Environmental Impacts	0.792
Negative Economic Impacts	0.764
Negative Sociocultural Impacts	0.637

Table 4.18: Variables' Cronbach's Alpha  
Source: own elaboration

Once the questionnaire's reliability has been confirmed, its validity - which gives information about whether the items included really ask what they are intended to, and whether people understand them correctly - must be analyzed. In order to do that, literature states that the convergent and discriminant validity have to be employed, comparing each item's correlation with all of the variables. The first one, the items' convergent validity, showcases how the items comprised within the variable selected are the ones with highest numbers, compared to all of the other items of the questionnaire. This means that, taking the four items of the first variable 'positive economic impacts' as an example, none of the items from the other five variables show such high numbers. In other words, if all the correlations between one variable's items are similar and have a high number, it can be confirmed that the questionnaire's convergent validity exists - as portrayed in the table below.

	Positive Economic Impacts	Negative Economic Impacts	Positive Sociocultural Impacts	Negative Sociocultural Impacts	Positive Environmental Impacts	Negative Environmental Impacts	Attitudes Toward Tourism
I.2.1	<b>0.873</b>	-0.360	0.546	-0.421	0.394	-0.338	0.597
I.2.2	<b>0.862</b>	-0.295	0.520	-0.339	0.475	-0.283	0.601
I.2.3	<b>0.844</b>	-0.360	0.583	-0.346	0.438	-0.313	0.583
I.2.4	<b>0.766</b>	-0.251	0.470	-0.236	0.434	-0.236	0.441

Table 4.19: Example of convergent validity. Positive economic impacts' items' correlations with the variables.  
Source: own elaboration

Regarding the discriminant validity, in the case of a well constructed questionnaire, the items comprised in one specific variable should present higher numbers than the items within the other variables, as it has happened in this project's research. Taking positive economic impacts as an example once again, it can be seen how none of the other items included in the questionnaire present such high numbers, meaning that the items selected to be asked in this section to respondents were placed in the correct variable.

	I.2.1	I.2.2	I.2.3	I.2.4	I.3.1	I.3.2	I.3.3	I.3.4	I.4.1
Positive Economic Impacts	<b>0.873</b>	<b>0.862</b>	<b>0.844</b>	<b>0.766</b>	-0.207	-0.262	-0.390	-0.216	0.587

Table 4.20: Example of discriminant validity. Variable positive economic impacts' correlations with other items.  
Source: own elaboration

#### 4.4. Discussion

By using SmartPLS 3.0, the relationship intensities between the dependent variable 'Tourism Attitudes' and the six variables were found to be the following, sorted from highest to lowest:

1. Positive economic impacts (0.363)
2. Positive sociocultural impacts (0.247)
3. Negative sociocultural impacts (-0.192)
4. Negative environmental impacts (-0.105)
5. Positive environmental impacts (0.071)
6. Negative economic impacts (0.003)

Therefore, after analyzing the results obtained, it can be identified how the dependent variable with the highest relationship intensity related to the dependent variable is I.2 'Positive economic impacts'. Paradoxically, the negative economic impacts have resulted to be the least related ones, despite the fact that respondents were very strongly opinionated in most of the items comprised within this block. Taking I.3.1 'Tourism increases the cost of living in Barcelona (goods and services)', I.3.2 'Tourism increases property rents in Barcelona' and I.3.4 'Tourism increases the cost of real estates in Barcelona' as an example, it can be seen in the descriptive analysis of the results that all of their modes were 5, the maximum score available. However, the fact that the relationship's intensity resulted with such low number implies that the surveyed sample is not especially concerned about the negative economic impacts the tourism industry brings to their city, as long as they can get positive economic impacts in return. This confirms the Social Exchange Theory mentioned in the literature review, which stated that citizens were going to support tourism development provided that they felt positive economic impacts outweigh the negative ones. This result could potentially be justified by the fact that, as asserted in the literature review, residents are usually prone to having a more positive attitude towards tourism development in periods of recession. During these times, people mainly focus on the benefits produced by the industry's activity, regardless of their knowledge on potential future adverse impacts.

Moreover, the theory within the Triple Bottom Line approach that states that those impacts that residents feel the most concerned about and consequently have a biggest influence on their

attitudes towards tourism are the economic ones, followed by the sociocultural and, lastly, the environmental one can be confirmed. By taking a look at the results obtained, it is noticeable how the questionnaire's responses follow the same relationship intensities order.

As far as sociocultural impacts are concerned, results have shown how respondents perceive them to be the second most important ones within the three variables. Looking back at the theory included in the literature review, it can also be confirmed the destination's locals tendency to perceive tourism as a source of sociocultural gains, as when foreigners' interest for the local culture of the region increases, new changes and opportunities are engendered, and leisure activities in the destination are prone to being developed.

Lastly, the impacts that appear to have the lesser relevance when it comes to shaping locals' attitudes towards tourism are the environmental ones – which once again is in line with previous researchers' investigations mentioned in the literature review. However, this is the only case where negative impacts outweigh the positive ones, meaning that respondents seem to be more concerned about the tourism activity damaging the environment rather than having their city physically ameliorated and embellished.

Therefore, it has also been possible to confirm through the analysis carried out with the software SmartPLS 3.0, that both economic and sociocultural impacts tend to be perceived as rather positive by local communities, meaning that residents believe these impacts are bound to bring more benefits than costs. Conversely, as also stated in the Triple Bottom Line approach, the environmental impacts prompted by the tourism industry are generally viewed as negative, as it has happened in the case of this research.

Once the relationships' intensities between the dependent variable and the independent ones have been scrutinized, the hypotheses suggested hypotheses based on the proposed model must be confirmed or refuted. In order to do so, the T value provided by SmartPLS 3.0 will help identify whether the independent variables are statistically significant or not. The results obtained can be found in the following table.

Relationships	T Values
Positive Economic Impacts → Attitude Towards Turism (H <sub>1</sub> )	5.946
Negative Economic Impacts → Attitude Towards Turism (H <sub>2</sub> )	0.065
Positive Sociocultural Impacts → Attitude Towards Turism (H <sub>3</sub> )	3.839
Negative Sociocultural Impacts → Attitude Towards Turism (H <sub>4</sub> )	2.785
Positive Environmental Impacts → Attitude Towards Turism (H <sub>5</sub> )	1.239
Negative Environmental Impacts → Attitude Towards Turism (H <sub>6</sub> )	1.947

Table 4.21: Hypotheses' T values.  
Source: own elaboration

In this case, theory says that those hypotheses with values over 1.96 can be confirmed to be true with a 95% confidence level. Therefore, in the case of this research, positive economic impacts and positive sociocultural impacts are confirmed to affect positively, directly and significantly on Barcelona's citizens' attitudes towards tourism, while negative sociocultural impacts affect negatively, directly and significantly on them - with just a 5% error. When it comes to the other hypotheses, H<sub>6</sub> '*Negative environmental impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism*' resulted with a very close below 1.96 number, implying that the possibility of this hypothesis of being confirmed is very high.

However, H<sub>5</sub> '*Positive environmental impacts affect positively and directly on Barcelona's citizens' attitudes towards tourism*' cannot be confirmed to be true, which is the same that happens with H<sub>2</sub> '*Negative economic impacts affect negatively and directly on Barcelona's citizens' attitudes towards tourism*'. Nevertheless, in the case of H<sub>2</sub>, it is especially remarkable how low the T value is - indicating that Barcelona's citizens do not really mind tourism bringing negative economic impacts to the city.

## CHAPTER 5: CONCLUSIONS



## 5.1. Conclusions

In conclusion, the aim of this project was to find out the attitudes of Barcelona's citizens towards tourism in their city. The literature review focused mainly on three theories, Butler's Tourism Area Life Cycle (TALC) (1980), Doxey's Irridex (1975) and Homan's Social Exchange Theory (SET) (1958). These provided a greater understanding of locals and visitors' interactions in a destination, and both's attitudes derived from them. However, writing the literature review enabled the realization that a vast amount of papers written by some of the most influential researchers on the topic were based on the Triple Bottom Line Approach (John Elkington, 1994). This approach states that tourism activity tends to impact destinations at three main levels: the economic, sociocultural and environmental ones. Therefore, the empirical research was settled to be based on this approach - and six hypotheses were formulated.

To confirm or disprove these hypotheses, a sample of 281 inhabitants was chosen to fill in a questionnaire which contained a list of items directly related to their subjective perceptions on tourism impacts in their city. After having distributed all the questionnaires and scanned their results through Smart PLS 3.0, it was possible to conclude that Barcelona's citizens tend to condone the negative impacts provoked by tourism activity in their city, as long as they perceive positive impacts to be greater. This can be seen on the previous chapter, where the empirical research evidenced how the positive impacts had a much greater effect than the negative ones, which were found out to not be as influential when shaping locals' attitudes towards tourism. Therefore, through the calculation of the T Value of each variable, it was possible to corroborate or refute the hypotheses suggested at the beginning of the project. Hence, out of the six hypotheses formulated, three of them were able to be confirmed and, consequently, the remaining three were refuted.

Regarding the first ones, H<sub>1</sub> '*Positive economic impacts affect positive, direct and significantly on Barcelona's citizens' attitude towards tourism*', H<sub>3</sub> '*Positive sociocultural impacts affect positive, direct and significantly on Barcelona's citizens' attitude towards tourism*', and H<sub>4</sub> '*Negative sociocultural impacts affect negative, direct and significantly on Barcelona's citizens' attitude towards tourism*' were proven to be right. However, regarding the ones that were been refuted, H<sub>2</sub> '*Negative economic impacts affect negative, direct and significantly on Barcelona's citizens' attitude*

towards tourism', H<sub>5</sub> 'Positive environmental impacts affect positive, direct and significantly on Barcelona's citizens' attitude towards tourism' and H<sub>6</sub> 'Negative environmental impacts affect negative, direct and significantly Barcelona's citizens' attitude towards tourism' could not be proven to be true. These findings were deemed to be surprising and unexpected, as even though respondents were very strongly opinionated on some of the negative impacts, they has been proven to not affect the overall viewpoint on the Travel and Tourism Industry in the city.

## **5.2. Limitations and further research**

Nevertheless, it must be stated that this results cannot certainly be interpreted and generalised as a representative image of the whole city as, due to some time and resources limitations explained below, the sample was selected by convenience - meaning that the surveyed population does not fairly portray the city's demographics.

The lack of time available did not allow to reach a greater amount of respondents, who could have potentially contributed to having more fair and diverse results. Furthermore, owing to the survey method used, Google Forms, the segments obtained were not equal, as it was not possible to fully control who was answering it. As a consequence, there were not enough significant groups of each demographic variable to analyze how their attitudes differed depending on them. Hence, it would be interesting to investigate about how locals' attitudes vary based on demographics in future researches.

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## APPENDICES

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

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


**IF APPLICABLE:**

<p><b>List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:</b></p> <p>.....</p>
-----------------------------------------------------------------------------------------------------------------------------------

**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:.....Marta Marinel-lo..... Signed: .......... Date: .....22/03/18.....

Name:.....Arantxa Plana..... Signed: .......... Date: .....22/03/18.....

Agreement from the supervisor of the student:

Name:.....Emilio Robres..... Signed: .......... Date: .....22/03/18.....

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

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

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

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

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

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

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

## **Appendix B: Questionnaires**

B.1. Spanish version

B.2. Original english version

Interviewer's name:

Questionnaire number:

Date:

Place:

Good Morning / Good Afternoon. We would really appreciate your collaboration by responding the following questionnaire, the aim of which is to carry out an investigation about Barcelona's citizens' attitudes towards tourism. This is a non-profit questionnaire, only used in as a tool for scientific investigation with academic purposes for the Tourism and Hospitality Faculty of Ramon Llull University, and we guarantee the utmost confidentiality and anonymity of the gathered information.

**I.1 In which district do you live?**

- ① Ciutat Vella ② Eixample ③ Sants – Montjuic ④ Les Corts ⑤ Sarrià – Sant Gervasi ⑥ Gràcia ⑦ Horta – Guinardó ⑧ Nou Barris ⑨ Sant Andreu ⑩ Sant Martí

Please evaluate from 1 to 5 the following statements (being 1 "strongly disagree" and 5 "completely agree" with the statement).

**I.2 Positive economic impacts**

1	Tourism improves the economic status of the Barcelona's residents.	1	2	3	4	5
2	Tourism increases the creation of jobs in Barcelona.	1	2	3	4	5
3	Tourism improves the purchasing power of Barcelona's inhabitants.	1	2	3	4	5
4	Tourism causes the attraction of investments in Barcelona.	1	2	3	4	5

**I.3 Negative economic impacts**

1	Tourism increases the cost of living in Barcelona (goods and services).	1	2	3	4	5
2	Tourism increases property rents in Barcelona.	1	2	3	4	5
3	Tourism generates employment instability in Barcelona.	1	2	3	4	5
4	Tourism increases the cost of real estates in Barcelona.	1	2	3	4	5

**I.4 Positive sociocultural impacts**

1	Tourism improves the quality of life in Barcelona.	1	2	3	4	5
2	Tourism increases the occasions of amusement (theatres, exhibitons, museums...) in Barcelona.	1	2	3	4	5
3	Tourism allows the maintenance of cultural identity of Barcelona's residents.	1	2	3	4	5
4	Tourism reduces Barcelona's citizens xenophobia.	1	2	3	4	5
5	Tourism stimulates Barcelona's festivities and traditions (Sant Jordi, the Three Kings parade, etc.).	1	2	3	4	5

**I.5 Negative sociocultural impacts**

1	Tourism causes an increase of criminality in Barcelona.	1	2	3	4	5
2	Tourism increases the consumption of drugs and alcohol in Barcelona.	1	2	3	4	5
3	Tourism reduces the number of small businesses in Barcelona.	1	2	3	4	5
4	Tourism has a negative influence in the lifestyle of Barcelona's locals.	1	2	3	4	5

**I.6 Positive environmental impacts**

1	Tourism causes the creation of protected spaces of natural beauty in Barcelona.	1	2	3	4	5
2	Tourism improves public infrastructures of Barcelona.	1	2	3	4	5
3	Tourism improves the conservation and restoration of historical places and monuments of Barcelona.	1	2	3	4	5
4	Tourism protects the environment of Barcelona.	1	2	3	4	5

**I.7 Negative environmental impacts**

1	Tourism produces more congestion, accidents and parking problems in Barcelona.	1	2	3	4	5
2	Tourism increases pollution (noise, garbage, etc.) of Barcelona.	1	2	3	4	5
3	Tourism deteriorates the natural environment of Barcelona.	1	2	3	4	5
4	Tourism has negative effects in the cultural heritage of Barcelona.	1	2	3	4	5

**I.8 Attitudes**

1	There are too many people in Barcelona.	1	2	3	4	5
2	Overall, I am satisfied with tourism development in Barcelona.	1	2	3	4	5
3	I have a positive attitude towards tourism in Barcelona.	1	2	3	4	5
4	I have a positive attitude towards tourists in Barcelona.	1	2	3	4	5

**DEMOGRAPHIC VARIABLES**

**I.9 Gender:**

- ① Male ② Female

**I.10 Age:**

- ① Less tan 20 years ② 20 to 34 years ③ 35 to 50 years  
④ 51 to 65 years ⑤ more than 65 years

**I.11 Status:**

- ① Single ② Married ③ Divorced ④ Widowed

**I.12 Do you have children?**

- ① Yes ② No

**I.13 Place of birth**

- ① Barcelona ② Rest of Catalonia ③ Rest of Spain  
④ Other Country

**I.14 Indicate for how long have you lived in Barcelona:**

- ① Less than a year ② From 1 to 5 years ③ From more than 5 years to 10 years ④ More than 10 years

**I.15 Which is your native language?**

- ① Spanish ② Catalan ③ Other

**I.16 Level of education**

- ① No studies ② Primary ③ Secondary ④ High School  
⑤ College/University

**I.17 Is your job related to tourism?**

- ① Yes ② No

**THANK YOU FOR YOUR COLLABORATION**

Nombre del entrevistador:

Número de cuestionario:

Fecha:

Lugar:

Buenos días / buenas tardes. Le agradeceríamos mucho su colaboración respondiendo a las siguientes preguntas. El propósito es llevar a cabo una investigación sobre su opinión respecto a la ACTITUD DE LOS BARCELONESES EN RELACIÓN AL TURISMO. Esta encuesta no tiene ánimo de lucro y su único objetivo es una investigación científica con fines académicos para la Universitat Ramon Llull. Por último, le garantizamos la completa confidencialidad y anonimato de la información recogida.

### I.1 ¿En qué distrito vive?

- ① Ciutat Vella ② Eixample ③ Sants – Montjuic ④ Les Corts ⑤ Sarrià – Sant Gervasi ⑥ Gràcia ⑦ Horta – Guinardó  
⑧ Nou Barris ⑨ Sant Andreu ⑩ Sant Martí

Por favor evalúe de 1 a 5 los siguientes enunciados (siendo 1 muy en desacuerdo y 5 muy de acuerdo con el enunciado).

El turismo mejora la situación económica de los habitantes de Barcelona.	1	2	3	4	5
El turismo aumenta la creación de empleo en Barcelona.	1	2	3	4	5
El turismo mejora el poder adquisitivo de los barceloneses.	1	2	3	4	5
El turismo atrae inversiones a Barcelona.	1	2	3	4	5
El turismo aumenta el coste de la vida en Barcelona (productos y servicios).	1	2	3	4	5
El turismo aumenta el precio de los alquileres en Barcelona.	1	2	3	4	5
El turismo genera inestabilidad en el empleo en Barcelona.	1	2	3	4	5
El turismo aumenta el coste de los inmuebles en Barcelona.	1	2	3	4	5
El turismo mejora la calidad de vida de los barceloneses.	1	2	3	4	5
El turismo aumenta las oportunidades de entretenimiento (teatros, exhibiciones, museos...) en Barcelona.	1	2	3	4	5
El turismo permite la conservación de la identidad cultural de los barceloneses.	1	2	3	4	5
El turismo reduce la xenofobia de los barceloneses.	1	2	3	4	5
El turismo estimula las fiestas y tradiciones de Barcelona (Sant Jordi, cabalgata de reyes...).	1	2	3	4	5
El turismo causa un incremento de la criminalidad en Barcelona.	1	2	3	4	5
El turismo aumenta el consumo de drogas y alcohol en Barcelona.	1	2	3	4	5
El turismo reduce el número de pequeñas empresas en Barcelona.	1	2	3	4	5
El turismo tiene una influencia negativa en el estilo de vida de los barceloneses.	1	2	3	4	5
El turismo fomenta la creación de espacios naturales protegidos en Barcelona.	1	2	3	4	5
El turismo mejora las infraestructuras públicas de Barcelona.	1	2	3	4	5
El turismo mejora la conservación y restauración de lugares y monumentos históricos de Barcelona.	1	2	3	4	5
El turismo protege el medio ambiente de Barcelona.	1	2	3	4	5
El turismo produce más congestión, accidentes de tráfico y problemas de aparcamiento en Barcelona.	1	2	3	4	5

El turismo aumenta la contaminación (ruido, desperdicios, etc.) en Barcelona.	1	2	3	4	5
El turismo deteriora el medio ambiente de Barcelona.	1	2	3	4	5
El turismo tiene efectos negativos en el patrimonio cultural de Barcelona.	1	2	3	4	5
Hay demasiadas personas en Barcelona.	1	2	3	4	5
En general, estoy satisfecho/a con el desarrollo del turismo en Barcelona.	1	2	3	4	5
Tengo una actitud positiva respecto al turismo en Barcelona.	1	2	3	4	5
Tengo una actitud positiva respecto a los turistas en Barcelona.	1	2	3	4	5

### VARIABLES MODERADORAS

#### I.8 Género:

- ① Masculino ② Femenino

#### I.9 Edad:

- ① Menor de 20 años ② 20 a 34 años ③ 35 a 50 años  
④ 50 a 64 años ⑤ más de 65 años

#### I.10 Estado civil:

- ① Soltero/a ② Casado/a ③ Divorciado/a ④ Viudo/a

#### I.11 ¿Tiene hijos?

- ① Sí ② No

#### I.12 Lugar de nacimiento:

- ① Barcelona ② Resto de Cataluña ③ Resto de España ④ Otro

#### I.13 ¿Durante cuánto tiempo ha vivido en Barcelona?

- ① Menos de un año ② De 1 a 5 años ③ Más de 5 a 10 años ④ Más de 10 años

#### I.15 ¿Cuál es su idioma materno?

- ① Castellano ② Catalán ③ Otro

#### I.16 Nivel de educación:

- ① Sin estudios ② Primaria ③ Secundaria  
④ Bachillerato ⑤ Universitaria

#### I.17 ¿Tiene su trabajo relación con el turismo?

- ① Sí ② No

**MUCHAS GRACIAS POR SU COLABORACIÓN**

**Appendix C: Fragment of raw excel data**



I.2.1	I.2.2	I.2.3	I.2.4	I.3.1	I.3.2	I.3.3	I.3.4	I.4.1	I.4.2	I.4.3	I.4.4	I.4.5	I.5.1	I.5.2	I.5.3	I.5.4	I.6.1	I.6.2	I.6.3	I.6.4	I.7.1	I.7.2	I.7.3	I.7.4	I.8.1	I.8.2	I.8.3	P.8.4
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<b>I.1</b>	<b>I.9</b>	<b>I.10</b>	<b>I.11</b>	<b>I.12</b>	<b>I.13</b>	<b>I.14</b>	<b>I.15</b>	<b>I.16</b>	<b>I.17</b>
Eixample	Femenino	20 a 34 años	Soltero/a	No	Resto de Cataluña	De 1 a 5 años	Catalán	Universitaria	No
Gràcia	Femenino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Sarrià - Sant Gervasi	Femenino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Gràcia	Femenino	35 a 50 años	Casado/a	Sí	Barcelona	Más de 10 años	Catalán	Bachillerato	No
Gràcia	Masculino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	Sí
Gràcia	Femenino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Bachillerato	No
Les Corts	Femenino	50 a 64 años	Soltero/a	No	Barcelona	Más de 10 años	Castellano	Universitaria	No
Eixample	Femenino	50 a 64 años	Soltero/a	No	Resto de Cataluña	Más de 10 años	Castellano	Universitaria	No
Sant Martí	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Castellano	Universitaria	No
Ciutat Vella	Masculino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Les Corts	Femenino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Les Corts	Femenino	Menor de 20 años	Casado/a	No	Barcelona	Más de 10 años	Castellano	Universitaria	No
Les Corts	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Bachillerato	No
Sant Martí	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Castellano	Universitaria	No
Les Corts	Masculino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Otro	Universitaria	No
Les Corts	Femenino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Les Corts	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Eixample	Femenino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	Sí
Horta - Guinardó	Femenino	50 a 64 años	Casado/a	Sí	Barcelona	Más de 10 años	Castellano	Bachillerato	No
Sant Andreu	Masculino	20 a 34 años	Casado/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Sarrià - Sant Gervasi	Femenino	50 a 64 años	Casado/a	Sí	Barcelona	Más de 10 años	Catalán	Universitaria	No
Les Corts	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Castellano	Bachillerato	No
Horta - Guinardó	Masculino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	Sí
Sarrià - Sant Gervasi	Masculino	50 a 64 años	Casado/a	Sí	Barcelona	Más de 10 años	Castellano	Universitaria	No
Eixample	Masculino	Menor de 20 años	Soltero/a	No	Barcelona	Más de 10 años	Catalán	Universitaria	No
Eixample	Femenino	más de 65 años	Casado/a	Sí	Otro país	Más de 10 años	Otro	Bachillerato	No
Eixample	Femenino	20 a 34 años	Soltero/a	No	Barcelona	Más de 10 años	Castellano	Universitaria	No

