Insights into Barcelona’s Annual Survey on Citizens’ Perception of Tourism Activity

7th December 2022, Technical INSTO Webinar

Alba Lajusticia Ramón
Barcelona Tourism Observatory: city and region

Destination Barcelona statistical, knowledge and tourist intelligence platform

Territorial levels of data analysis
Barcelona Tourism Observatory: Areas of analysis

- Accommodation
- Tourism demand
- Infrastructures
- Tourist profile
- Tourist expenditure
- Tourist evaluation
- Citizens’ opinion
- International positioning
- Meetings tourism
- Culture and leisure
- Economic activity and job market
- Sustainability
Citizens’ Opinion: Territorial levels of analysis

Barcelona Tourism perception and future expectation

- Barcelona city
- Since 2007

Citizens’ opinion on Barcelona Region Tourism

- Barcelona Region
  (Barcelona Metropolitan Area ≈ 50%)
- Since 2017
Citizens’ Opinion: Barcelona’s Methodology

2022

Universe
• ≥18 years old and over 6 months living in Barcelona

Sample
• 1,205 interviews

Methodology
• Computer-assisted telephone interviewing – CATI

Sampling method
• Random stratified sample. The stratus are the merge of territorial (2 units: touristic neighbourhood and non touristic neighbourhood) with sex and age. Quotes are for each territorial, nationality and occupation.

Allocation
• Fixed for each territory as a result of the official citizens registers.

Weighting
• It has been weighted so that the sample is representative of the city as a whole, meeting the internal weighting of territory, sex and age.

Sampling error
• For a confidence level of 95% and P=Q. The error was 3.1% in the overall sample
### Citizens’ Opinion: Barcelona’s Methodology

**2022: spring + autumn**

| **Universe** | • +16 years old |
| **Sample** | • 891 interviews |
| **Methodology** | • Computer-assisted telephone interviewing – CATI |
| **Sampling method** | • Random stratified sample. The stratus are municipality size, sex and age. |
| **Allocation** | • Fixed for each territory 403 in the Barcelona Metropolitan Area, 403 in the Metropolitan region and 85 in the reset of the province. |
| **Weighting** | • It has been weighted for each territory. |
| **Sampling error** | • For a confidence level of 95% and P=Q. The error was 3.4% in the overall sample |
Results and applications

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Citizens’ Opinion: tourism is rather beneficial for the city

Do you think that tourism is rather beneficial for Barcelona or rather harmful? (%)
Citizens’ Opinion: tourism is rather beneficial for the region

Do you think that tourism is rather beneficial or rather harmful for your region?

Source: Tourism Perception in Barcelona Region. Barcelona Regional Council
I25: Percentage of residents that consider that tourism is rather beneficial for the destination

**Area**

Sociocultural

**Issue**

Local satisfaction with tourism

**Linked indicators**

I13 - I14 - I21 - I22 - I26

**Calculation method**

Residents that consider that tourism is rather beneficial for the destination / Residents * 100

**Unit**

% 

**Interpretation**

The higher the percentage, the greater the acceptance of tourism by residents.

Desired trend: 100%

**Justification**

The perception of the benefit generated by tourism conditions the tolerance towards the activity.

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The percentage of residents who consider tourism is rather beneficial for their municipality has followed a downward trend over the last few years in both Barcelona city and Barcelona region. However, it should be noted that in the latter geographical area, the values have been above 85%. On the other hand, in Barcelona city it has been lower, and even after the start of the pandemic, has fallen to almost 70%.

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* The monitoring of this issue is mandatory by the UNWTO's INSTO network.

** Destination Barcelona: weighted average according to the number of residents in Barcelona city and Barcelona region.

*** 2020: Barcelona city and Destination Barcelona not available data.
I26: Percentage of residents that consider that the destination is reaching the limits of its capacity to absorb tourism

**Calculation method**

Residents that consider that the destination is reaching the limits of its capacity to absorb tourism / Residents - 100

**Unit**

%  

**Interpretation**

The higher the percentage, the greater the residents’ rejection of tourism. Desired trend: 0%

**Justification**

The perception of reaching an acceptable limit conditions the tolerance towards the activity.

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Sources: Citizens’ Perception Survey (Barcelona City Council) and Barcelona Region Residents Perception Survey (Barcelona Regional Council).

The percentage of residents in Barcelona region who consider that the destination is reaching their municipality capacity to absorb tourism has been around 25-30% in recent years. In contrast, in Barcelona city, with available data only before the pandemic, these percentages doubled those of the region.

* The monitoring of this issue is mandatory by the UNWTO’s INSTO network.

** Destination Barcelona: weighted average according to the number of residents in Barcelona city and Barcelona region.

**** 2020: Barcelona city and Destination Barcelona not available data.
Citizens’ Opinion: tourism is rather beneficial for the city

In which aspect do you think tourism is **beneficial** for the city? (%) 

<table>
<thead>
<tr>
<th>Activity</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activitat econòmica</td>
<td>51,9</td>
<td>42,1</td>
</tr>
<tr>
<td>Aporta riqueza / diners</td>
<td>35,1</td>
<td>24,4</td>
</tr>
<tr>
<td>Llocs de feina</td>
<td>9,6</td>
<td>8,2</td>
</tr>
<tr>
<td>Hostaleria i restauració</td>
<td>8,0</td>
<td>6,5</td>
</tr>
<tr>
<td>Publicitat de la ciutat</td>
<td>11,9</td>
<td>5,5</td>
</tr>
<tr>
<td>Comerços</td>
<td>7,7</td>
<td>5,0</td>
</tr>
<tr>
<td>Altres</td>
<td>22,8</td>
<td>6,9</td>
</tr>
<tr>
<td>No sap, no contesta</td>
<td>3,5</td>
<td>1,4</td>
</tr>
</tbody>
</table>

2019: Multiresposta / Multiresposta / Multiple response 
2020: No disponible / No disponible / Not available 
2021: Només respostes amb una representació >5% / Solo respuestas con una representación >5% / Only answers with a representation >5%

In which aspect do you think tourism is **harmful** for the city? (%) 

<table>
<thead>
<tr>
<th>Aspect</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incònvol del turisme</td>
<td>20,1</td>
<td>16,1</td>
</tr>
<tr>
<td>Turisme Low Cost / de baixa qualitat</td>
<td>12,0</td>
<td>14,7</td>
</tr>
<tr>
<td>Massificació</td>
<td>33,8</td>
<td>13,9</td>
</tr>
<tr>
<td>Pujada del preu del lloguer</td>
<td>20,8</td>
<td>10,2</td>
</tr>
<tr>
<td>Noia</td>
<td>8,2</td>
<td>6,9</td>
</tr>
<tr>
<td>Brutícia</td>
<td>13,5</td>
<td>6,1</td>
</tr>
<tr>
<td>Pujada general dels preus</td>
<td>15,1</td>
<td>5,6</td>
</tr>
<tr>
<td>Pèrdua essència vida als barris</td>
<td>10,5</td>
<td>5,5</td>
</tr>
<tr>
<td>Altres</td>
<td>38,1</td>
<td>20,3</td>
</tr>
<tr>
<td>No sap, no contesta</td>
<td>1,3</td>
<td>0,7</td>
</tr>
</tbody>
</table>

Source: Tourism Perception Survey. Barcelona City Council
## Citizens’ Opinion: positives and negatives of tourism

### What do you think is the most **positive** of tourism? (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
<th>Var. 21/20 (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aportació econòmica</td>
<td>68.9</td>
<td>61.3</td>
<td>-7.6</td>
</tr>
<tr>
<td>Intercanvi cultural</td>
<td>9.7</td>
<td>10.4</td>
<td>0.7</td>
</tr>
<tr>
<td>Creació de llocs de treball</td>
<td>8.0</td>
<td>7.9</td>
<td>-0.1</td>
</tr>
<tr>
<td>Que coneguin el territori</td>
<td>3.5</td>
<td>7.1</td>
<td>3.6</td>
</tr>
<tr>
<td>No sap, no contesta</td>
<td>3.4</td>
<td>4.5</td>
<td>1.1</td>
</tr>
</tbody>
</table>

### What do you think is the most **negative** of tourism? (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
<th>Var. 21/20 (pp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aglomeració, superpoblació</td>
<td>23.5</td>
<td>19.8</td>
<td>-3.7</td>
</tr>
<tr>
<td>Turisme de borraxera / de festa</td>
<td>16.1</td>
<td>18.5</td>
<td>2.4</td>
</tr>
<tr>
<td>Incivisme, mala educació</td>
<td>15.0</td>
<td>15.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Vandalisme</td>
<td>7.1</td>
<td>9.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Turisme de mala qualitat</td>
<td>6.2</td>
<td>8.9</td>
<td>2.7</td>
</tr>
<tr>
<td>Turisme de mala calidad</td>
<td>5.9</td>
<td>5.2</td>
<td>-0.7</td>
</tr>
<tr>
<td>No sap, no contesta</td>
<td>2.2</td>
<td>6.3</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Source: Tourism Perception in Barcelona Region. Barcelona Regional Council

*2021: Només respostes amb una representació >5% / Solo respuestas con una representación >5% / Only answers with a representation >5%*
Government measure on tourism

Creation of new awareness measures and content to improve mobility and tourist sustainability

It compiles a series of actions on the mobility and the creation of new tourist imaginaries, in order to better manage the flow of visitors that receives the city, diversify its socio-economic contribution, reduce the negative impacts on high-affluence spaces and contribute to expanding the knowledge that the people of Barcelona have about their city.

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