Limits of acceptable change
Experiences of Barcelona

Barcelona Tourism Observatory: city and region

Lajusticia Ramón, Alba

Global INSTO Meeting - November the 22nd, 2023
Barcelona Tourism Observatory: city and region

Statistical, knowledge and tourist intelligence platform of Destination Barcelona
Areas of analysis

Monitoring area

7,694.3 km² of monitoring area
81.32 km² of beaches

5,607,883 Inhabitants (2019)
102,587 ha of nature parks
Territorial levels of data 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
<table>
<thead>
<tr>
<th>Sustainability Indicator</th>
<th>Description</th>
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<tbody>
<tr>
<td>I01: Average tourist distance from the origin to the destination</td>
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<td>I02: Tourist opinion about noise</td>
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<td>I03: Number of annual air pollution episode days</td>
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<td>I04: Percentage of treated wastewater to, at least, a secondary level</td>
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<td>I05: Solid waste generated per capita</td>
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<td>I06: Water consumption per capita</td>
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<td>I07: Energy consumption per capita</td>
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<tr>
<td>I08: Percentage of energy produced from renewable sources</td>
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<td>I09: Percentage of tourists arriving by sustainable collective vehicles</td>
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<td>I10: Percentage of tourists moving actively at the destination</td>
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<td>I11: Percentage of tourists moving by public transport at the destination</td>
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<td>I12: Percentage of tourism companies with sustainability certifications</td>
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<td>I13: Availability of current plans or strategies of sustainable tourism at the destination</td>
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<td>I14: Maximum and minimum monthly overnight stays in accommodation ratio</td>
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<td>I15: Tourist average expenses during the stay (per person and night)</td>
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<td>I16: Tourist tax euros received per inhabitant</td>
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<td>I17: Percentage of tourism employment</td>
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<td>I18: Average salary of tourism activity and average salary of the rest of the activities ratio</td>
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<td>I19: Length of stay</td>
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<td>I20: Percentage of accessible tourist companies</td>
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<td>I21: Tourists per night and resident population ratio</td>
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<td>I22: Percentage of good governance instruments</td>
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<td>I23: Average salary of women and men in the tourism activities ratio (Gender salary gap)</td>
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<td>I24: Percentage of tourism marketing actions that apply sustainability criteria</td>
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<td>I25: Percentage of residents that consider that tourism is rather beneficial for the destination</td>
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<tr>
<td>I26: Percentage of residents that consider that the destination is reaching the limits of its capacity to absorb tourism</td>
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<td>I27: Tourist global evaluation of the municipality</td>
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<td>I28: Tourism opinion about public safety</td>
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<tr>
<td>I29: Percentage of tourists who have been victims of a crime or a crime attempt in their person or vehicle</td>
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<tr>
<td>I30: Security at the destination (Counter-terrorism alert level in Spain)</td>
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</tbody>
</table>
Evolution of the indicator I09

I09: Percentage of tourists arriving by sustainable collective vehicles

Area
Environmental

Issue
Mobility

Linked indicators
I03 - I10 - I11 - I24

Calculation method
Tourists arriving by sustainable collective vehicles / Tourists • 100

Unit
%

Interpretation
The higher the proportion of tourists travelling in sustainable vehicles, the better the sustainable mobility model. Energy expenditure will be more efficient and will contribute to reduce the carbon footprint and the relative air pollution.
Desired trend: 100%

Justification
The use of sustainable collective transport is linked to energy efficiency and the reduction of emissions caused by mobility (air pollution and climate change).

Considering ferries/boats, tramways, subways, trains, buses and coaches as sustainable collective vehicles, in Destination Barcelona, from 2020, the year in which the Covid-19 crisis began, the use of these vehicles practically doubled. This was due to an increase in domestic tourism to the detriment of international tourism, which meant that the plane lost its prominence as the main means of transport to reach both Barcelona city and Barcelona region.

Because of the international tourism recovery in 2022, this indicator registered again similar prepandemic values.
Evolution of the indicator I16

**I16: Euros received from the tax on stays in tourist establishments per inhabitant**

**Calculation method**

Euros from the tax on stays in tourist establishment / Residents

**Unit**

€

**Interpretation**

The higher the indicator, the greater the availability of public money to reinvest in improving the quality of life of residents and/or reversing the negative impacts of tourism.

Desired trend: upward trend over time and higher than the average of the benchmark between territories.

**Justification**

Tax collection indicates the direct economic contribution of tourism to public administration. It is an approach to the redistribution of wealth generated by tourism.

Note: The period of most of this tax does not coincide with calendar years, but from the 1st of April to 31st of March of the following year.

Sources: Tourism General Management (Government of Catalonia) and IDESCAT

In Barcelona city, before the pandemic, approximately €20 per inhabitant were received from the tourist tax, while in Barcelona region, the impact of this tax was significantly more limited, with around €2 per resident.

In 2020-2021, the income of this tax was totally affected by the sharp drop in tourism activity in Destination Barcelona.

With the return to normality, in 2022 the pre-pandemic results were not only recovered, but even surpassed.

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

** The calculation of this indicator does not include the municipal surcharge of Barcelona city.
Evolution of the indicator I26

I26: Percentage of residents that consider that the destination is reaching the limits of its capacity to absorb tourism

Area
Sociocultural

Issue
Local satisfaction with tourism

Linked indicators
I13 - I14 - I21 - I22 - I25

Calculation method
Percentage of residents that consider that the destination is reaching the limits of its capacity to absorb tourism

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.

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 and for 2022, these percentages doubled those of the region.

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

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

***a*** 2020: Barcelona city and Destination Barcelona not available data.
Interaction between indicators

I01: Average distance travelled by tourists from origin to destination

Area: Environmental
Issue: Climate change
Linked indicators: I09 - I24

I15: Tourist average expenses during the stay (per person and night)

Area: Economic
Issue: Destination economic impact
Linked indicators: I14 - I16 - I17
Interaction between indicators

Limits of acceptable change

Source: Ajuntament de Barcelona & Universitat de Girona (2023) *Limit de canvi acceptable (LCA) del turisme de Barcelona*
Interaction between indicators

Physical capacity

Ciutat Vella
Eixample
Sants - Montjuïc
Les Corts
Sarrià Sant Gervasi
Gràcia
Horta Guinardó
Nou Barris
Sant Andreu
Sant Martí

Source: Ajuntament de Barcelona & Universitat de Girona (2023) Limit de canvi acceptable (LCA) del turisme de Barcelona
Interaction between indicators

I06: Water consumption per capita

- Allojament: 10.7 M m³
- Restauració: 3.8 M m³
- Espais de gran afluència: 0.38 M m³

I07: Energy consumption per capita

- Allojament
- Espais de gran afluència
- Desplaçaments interns turistes
- Desplaçaments interns turistes excursionistes
- Desplaçaments interns excursionistes

Source: Ajuntament de Barcelona & Universitat de Girona (2023) Limit de canvi acceptable (LCA) del turisme de Barcelona
Interaction between indicators

Economic capacity

I16: Euros received from the tax on stays in tourist establishments per inhabitant

Area
Economic

Issue
Destination economic impact

Linked indicators
I15

Calculation method
Euros from the tax on stays in tourist establishment / Residents

Unit
€

Interpretation
The higher the indicator, the greater the availability of public money to reinvest in improving the quality of life of residents and/or reversing the negative impacts of tourism. Desired trend: upward trend over time and higher than the average of the benchmark between territories.

Justification
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In Barcelona city, before the pandemic, approximately €20 per inhabitant were received from the tourist tax, while in Barcelona region, the impact of this tax was significantly more limited, with around €2 per resident.

In 2020-2021, the income of this tax was totally affected by the sharp drop in tourism activity in Destination Barcelona.

With the return to normality, in 2022 the pre-pandemic results were not only recovered, but even surpassed.

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I25: Percentage of residents that consider that tourism is rather beneficial for the destination

**Calculation method**

Percentage of residents that consider that tourism is rather beneficial for the destination

**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.

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, even during the pandemic years.

By geographical area, in Barcelona region, those who say that tourism is beneficial are more than in Barcelona city, where in 2022, they have dropped to 2 out of 3 residents.

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