



Theme 3

Sense of place: local communities, responsibility and the visitor experience

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Key challenge in Responsible Tourism

**attracting the right visitors,
the ones who will fit in best,
enjoy the place,
return and recommend the place to others**

**attracting the people
who will contribute to making the destination
a better place to live in and a better place to visit,
and of course to enable them
to get from home to destination**

DIFFERENT TYPE OF TOURISTS

**How can you attract only
the most responsible?**

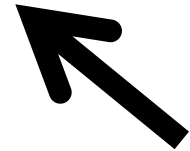
Who are the right people?

What about the high - low spender?

PLACE/DESTINATION



IMMIGRATION / TOURISM



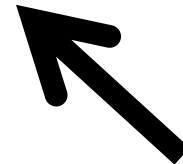
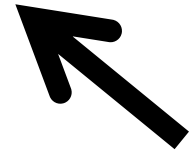
PLACE/DESTINATION



IMMIGRATION / TOURISM



SELLING / MANAGING



PLACE/DESTINATION



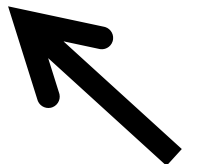
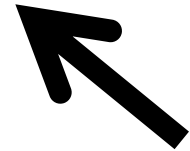
IMMIGRATION / TOURISM



SELLING / MANAGING



COMPETITIVENESS / SUSTAINABILITY



**PLACE / DESTINATION
IMAGE / BRANDING**
How an image is formed?

Internal - External

Awareness - Identity (geography)
Positioning - Branding (marketing)

Crouch and Ritchie
A Model of Destination Competitiveness

**PLACE / DESTINATION
IMAGE / BRANDING**

How an image is formed?

SENSE OF PLACE

Which responsibility?

Tourists... but also citizenens, media

(Travel books, Web-sites, etc.)

Working on the link between

LOCALS, TOURISTS, EXPATS



SAPIENZA
UNIVERSITÀ DI ROMA



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● CASA EDITRICE
POLARIS

Private Tours

Events

Group Tours

Classes

Special Occasions

What do you want to do?



Any day in mind?



Any time in mind?

Search ▶

Languages

Health & Wellbeing

Meet Locals

Trekking

Help Others

Tour of Ancient Gothic Quarter



Host: Joan Despi

80€ Per Person



Find a Service

Register with us now to receive discounts offers, save your favourites and much more!



Offer a Service

Have a great idea for an unforgettable tourist experience? Stop dreaming and get in touch with us today!



Testimonials

Find out what people are saying about this Barcelona success story.



Trust & Safety

Get to know our great hosts and the personal touch that they can offer to your Barcelona experience.

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PARADOX

Barcelona Tourism Destination
Barcelona 27% Unemployment

hereBarcelona

**a way for tourists to experience Barcelona like locals
and for locals to enjoy it as tourists**



Church of Sant Maria del Mar

[Tours](#) [History](#) [Walking](#)

Tour of Ancient Gothic Quarter

See the beautiful Barcelona Gothic Quarter with local native Joan Despi. Walk down ancient streets and revel in the glory of ancient times.

[Book Now!](#)

Quick Facts

80€ Per Person

Rating: ★★★★★

Age Range: 18+

Transport: Metro

#People: Groups of 2-10

Length: 5 hrs

Available: Year round

Language: Catalan, Spanish, English

[Ask A Question](#)[Book Experience](#)

Tour of Ancient Gothic Quarter



Host:

Amount of People

Time

Dates

Special Needs

Include message for host:

Total:

80€

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We accept:

[Book Now!](#)

Everyone can offer and book services

Anything can be offered... even just your time!

Creating services is free!
You can exchange services

Review all new services before posting them

10% is paid at the time of booking, the rest directly to the service provider

micro entrepreneurs.

Tourism is...

**a blessing or an accident,
a trick or a treat, a bomb or a case of fate,
a panacea or a slavery affair,
a miracle or a strategy for the future?**

Lanfant, M. e Graburn, N. (1992).

International tourism reconsidered: the principle of the alternative

**the only service that can not be relocated
a tourism destination is a PLACE!**

Tourism is not...
a separate sector of the society!
Focus on tourists, locals, expats

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