

УДК 379.85

V. Chyrva, student

(Instituto Mediterraneo de Cataluña)

## THE DEVELOPMENT OF TOURISM IN BARCELONA

This article is devoted to the problems of development of tourism in Barcelona, as major tourist center of Spain. The special attention authors spare перспективам development of tourism in the future.

*Keywords: tourism, Barcelona, tourist destination, perspective development*

В статье рассматриваются проблемы развития туризма в Барселоне, как важнейшем туристическом центре Испании. Особое внимание авторы уделяют перспективам развития туризма в будущем.

*Ключевые слова: туризм, Барселона, туристические дестинации, перспективы развития.*

У статті розглядаються проблеми розвитку туризму в Барселоні, як найважливішому туристичному центрі Іспанії. Особливу увагу автори приділяють перспективам розвитку туризму в майбутньому.

*Ключові слова: туризм, Барселона, туристичні дестинації, перспективи розвитку*

**Raising of problem.** Tourism, in its different guises, has become one of the fastest - growing social and economic phenomena which had major repercussions in Barcelona during the last few decades of the 20th century. On the one hand, tourism has become one of the main channels for raising the profile of the city and the region throughout the world, and on the other, visitor and tourist levels have increased sharply in Barcelona over the past 15 years, a fact that certainly proves the city's importance and vitality.

Since Barcelona hosted the Olympic Games in 1992, the city has experienced steady growth in tourist numbers, while continuing to specialize and diversify its supply and demand. The Olympic context certainly helped Barcelona to raise its profile worldwide as a renewed city with new values and proposals adapted to emerging markets. The “Turisme de Barcelona Consortium” which was created in this context in 1993 by Barcelona Municipal Council, the Barcelona Official Chamber of Commerce, Industry and Shipping and the Barcelona Promotion Foundation as the result of an agreement between the cities’s public and private sectors. The Consortium works to promote the city as a tourist destination, making Barcelona the European city that has experienced the greatest proportional growth in terms of the tourism sector. Today, Barcelona is among the world’s main urban tourism destinations [1].

**Main part of investigation.** The different lines or programs feature a range of products geared to the travel trade and individual tourists. Since that time it has worked to lend continuity to the impetus given by the Olympic Games, asking it possible for the city’s wide range of hotels, services and new infrastructures to become more cost-effective and to improve over time.

It is important to take on board the fact that tourism has become an element that can make a clear contribution to structuring the city, as its activity has a cross-cutting impact on society as a whole and affects the many facets of its economic, social, cultural and territorial life.

Indeed, it would be hard to imagine Barcelona without tourism, and the same is true of the large or medium-sized urban centers around the world which are inextricably linked to tourist activity, whose flows are combined with the arrival of all kinds of visitors who use and experience the city and its environs for increasingly disparate reasons. Tourism is enjoying an upturn around the world and urban tourism is one of the areas that are experiencing the strongest growth, while being an undeniable part of the tertiarisation processes currently experienced by most cities and countries around the world. This means that tourism is one of the most important economic

cornerstones of these territories, together with other forms of economy, such as business services and the knowledge economy [2].

The high profile and recognition of the image of the city around the world, its dynamism as a financial and business centre, the creation of employment opportunities, the growth and diversification of jobs, the revitalization of cultural, recreational and leisure sectors and the expansion of infrastructures regarding receptive, transport, hotel and service infrastructures, are among the key foundations and effects resulting from tourism in Barcelona.

Nowadays, Barcelona is an internationally established and recognized tourist destination, which receives large numbers of visitors who come to the city for a variety of reasons (recreation, business, training, medical matters, sporting events, etc.). Its status as a tourist city has led to a series of functional and social adaptations, which have meant that, over a relatively short space of time, its inhabitants have had to learn to live with the new "temporary citizens" who choose Barcelona to do business, experience culture, undergo training and enjoy themselves [1].

These aspects are part of a process in which institutions, sectors, the community and visitors have had to learn to reconcile their mutual coexistence, in order to gain a better quality of life, better experiences and better performance.

Today, Barcelona is setting itself new challenges and initiatives that require a deep reflection process, which involves adopting a new approach to some key questions, such as, for instance, the type of growth and tourism management model, the territorial boundaries of the destination, the extent and consequences of the impact and effect of tourism and the modes of coexistence between local residents and visitors.

As it was mentioned early Barcelona and Catalonia are the largest tourist centers of Spain. In table 1.1 there is shown the average price for the hotel per night/month. The average price in 2013 was 90€/person per night. Normally the high season in Barcelona and other cities is from June to the middle of October. The hotels are overbooked [3].

Table 1.1[3]

**Hotel Price Index, indexes and annual variation  
by region Catalonia in 2013**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Price,€	81,04	81,74	83,19	86,7	89,65	96,08	97,57	100,57	98,36	92,48	84,91	88,16

It can be compared with the prices of the hotels in 2012 which are mentions in the table below.

Table 1.2[3]

**Hotel Price Index, indexes and annual variation  
by region Catalonia in 2012**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Price,€	83,05	82,28	85,1	92,0	91,9	94,8	96,9	100,63	98,86	91,78	87,33	89,24

As it can be seen from the table the average price for the hotel from 1 to 5 \* category in 2012 was 91€ per person per night. The peak price was in August, which is cost by high season. The main visitors who came to enjoy the most developing region of Spain, to explore the history and traditions were from United Kingdom, France, and Germany. The last 5 years this region is very popular among Russian and Ukrainian tourists. The number of tourists according to the countries represented in the table 1.3

Table 1.3[3]

## Tourist arrivals by country of residence for 2011-2013 years

The year of visiting / The Country	2011	2012	2013
Germany	8 975 236	9 318 737	9 854 760
France	8 375 035	8 913 399	9 525.432
Ireland	1 284 168	1 189 278	1 270 038
Italy	3 764 818	3 537 932	3 251 019
Netherlands	2 771 903	2 559 989	2 617 460
United Kingdom	13 615 385	13 624 050	14 327 277
Russia	862 841	1 202 073	1 581 785
USA	1 137 298	1 239 199	1 194 948

The conclusions made of the fact that every year the number of tourists who come to Catalonia is growing according to the National Statistics Institute of Spain. The main aims of the tourists were leisure and vacations. The second objective was on work, business, trade shows and conferences; the last ones were on study, personal.

**Conclusions.** Speaking about the future tourism in Barcelona and Catalonia the tourism will be developed. «Barcelona World» is a large macro project which consists of six resorts around the Port Aventura, situated in a few km from Salou, an important Russian resort, and will require an investment of 4,700 million euro. There will be hotels, restaurants, clubs, casinos and large shopping areas.

«Barcelona World» is considered to become operational in 2016, and every hotel complex will be of 12 000 rooms; 2,000 in each hotel – restaurants, shops, theater, convention center, casino, offices and services. According to forecasts for the future 10 million tourists expected to visit this center annually with the main aim like leisure and vacation. Most of visitors will be families with children, who are expected to come. Barcelona World will occupy 600 hectares and will add 1.5 million square meters. It is composed of five Smart Cities drawn into the culture of China, Russia, Middle East, Brazil and India. It will provide visitors from countries cited a family environment, with all the commercial, cultural and gastronomic offers of their hometowns [4].

From the information mentioned earlier it can be concluded that tourism is being developed every year, bringing a lot of tourists and a good income to the country, increasing people's standard of living, improving the country's economic indicators and social status.

During latest years, Catalonia has been consolidated as one of the main tourist destinations in the world because of its attractive; security conditions and economic development which can make us to take into consideration some parameters for the nearest future as:

To take responsibility for the environmental impacts of tourism, the promotion of tourism should include and prioritize a kind of “marketing of sustainability” including local products, preserving the natural and cultural heritage, cooperation and integration of the host societies and contributing to improving the quality of life and local economic development.

The role of governments in planning and destination management, we have to assume that governance goes beyond the public administration, and therefore must involve all “stakeholders” in a collaborative work, transparent and with a spirit of shared responsibility to create better places to live and visit.

Among some recommended actions include giving the opportunity for local people to participate in how the destination is marketed. Another is to maximize the potential of tourism opportunities that go beyond short-term visitors such as foreign investment in other economic activities.

The extension of social participation in tourism (access for everybody), promote inclusive tourism as improving accessibility for groups with disabilities (physical, sensory or intellectual) and open groups with economic constraints or geographical difficulties social tourism.

The development for medical tourism, This type of tourism enjoys significant perspective of growth, and yet to be developed a range of services that surely will continue developing the sector, medical services combined with reception, accommodation and catering standards, to find specialization and differentiation in certain services, develop a complementary selection of medical tourism in the tourism segment health and wellness, and strengthen the link between health and nutrition. In all these areas, our destiny can enjoy wide international recognition.

Looking at the census of hotel guide in Barcelona we have 365 registered hotels into it. For future we could take as a reference the advances (in process of development by the technology) which are proposed by Hotel Universe (Hostelco fair) where they look at the hotels in 30/40 years ahead as society is developing and the hotels have to go according with its changes.

### **Literature**

1. <http://www.barcelonaturisme.com>
2. <http://www.turismebcn2015.cat>
3. <http://www.ine.es>
4. <http://www.bcnworld.com>
5. <http://www.compromisorse.com/acciones-rse/2013/11/15/expertos-analizan-el-turismo-responsable-en-la-cataluna-del-2020/>

© V. Chyryva

*Надійшла до редакції 12.03.2014 з.*