

# MOBILITIES TRANSFORMING DESTINATIONS

Urban and regional policies, digital regulatory mechanisms, and place prosperity and sustainability



Universitat Rovira i Virgili, Catalonia

26<sup>th</sup>-27<sup>th</sup> November 2020

In collaboration with:



## POLITUR International Workshop Webinar

<http://www.fundacio.urv.cat/congressos/mobility-transforming-destinations>

Programa Estatal de Investigación, Desarrollo e Innovación Orientada a los Retos de la Sociedad. Plan Estatal de Investigación Científica y Técnica y de Innovación 2018-2020. PROJECT CSO2017-82156-R. MINISTERIO DE CIENCIA, INNOVACIÓN Y UNIVERSIDADES and AEI/FEDER, UE.

With the collaboration and dissemination of the Doctoral Days of the Tourism and Leisure PhD Program - Rovira i Virgili University (URV).

## International Workshop Webinar

This international webinar aims to discuss the ways in which tourism destinations can face transformations created by the multiple mobilities inherent in contemporary societies, as well as understanding how urban and regional policies and digital regulatory mechanisms can facilitate a path towards place prosperity and sustainability.

The webinar is organised by [GRATET](#) (Research Group on Spatial Analysis and Tourism Studies) of the Faculty of Tourism and Geography of the Rovira i Virgili University, Catalonia and is partially supported by the [POLITUR project](#) (funded by the Spanish Ministry of Science and Innovation). The NOUTUR Research Group of the Universitat Oberta de Catalunya (UOC), the Department of Tourism Innovation at Eurecat, the Regional Studies Association and the Barcelona City Council Tourism Department are also collaborators in the organisation and dissemination of the webinar. The webinar is open to academic researchers and practitioners at any career stage with an interest in tourism, planning, regulatory systems and mobilities and the participation of early career scholars is particularly welcome.

The webinar's theme – **Mobilities Transforming Destinations** – has emerged from the POLITUR project. This project analyses the diversification, intensification and transformation of population mobility dynamics and, in particular, of tourism mobility and its impact on destinations. It focuses on how such mobilities are leading to the gradual incorporation of spatial planning elements into destination planning, management and governance instruments. This new spatial dimension arguably brings tourism management and governance into a new domain beyond traditional measures

based on the attraction of visitors, promotion and valorisation of resources, products and experiences.

The webinar programme and content are structured within four thematic areas:

- \* **Analysis and representation of the complex relationships between multiple typologies of mobilities** produced within and between destinations in relation to **planning, urban design and social equity**.
- \* Potential use of **digital fingerprints and other technological tools associated with tourism mobility** to guide the implementation of regulatory mechanisms related to the tourist use of places.
- \* Analysis **tourism policies** as a necessary factor for improving place prosperity and sustainability (environmental, economic, social and cultural).
- \* Identification and discussion of **systems for evaluating the social impact of research on mobilities**.

**Official website:**

<http://wwwa.fundacio.urv.cat/congressos/mobility-transforming-destinations>

## Programme

### DAY ONE

Thursday 26<sup>th</sup> November 2020

10:00 Opening session and Welcome

**Session 1: Mobilities, planning, urban design and social equity**  
Chair: Dr. Antonio P. Russo (Rovira i Virgili University)

#### Keynote Presentation:

Dr. Monica Degen (Brunel University London, England)

10:10 "A Dramatic Urban Aesthetic: How digital mediatization is reconfiguring urban experience"

#### Webinar presentations

10:40 **Altamirano, M.E.**  
(Rovira i Virgili University)  
"Overcoming urban frontiers: the case of tourist favela Santa Marta"

11:00 **den Hoed, W.**  
(University of Strathclyde)  
"Where everyday mobility meets tourism: is proximity tourism already among us?"

11:20 **Bassols, N., Domènech, A., & Paulino, I.**  
(Rovira i Virgili University; Girona University)  
"Mobilities inside a destination: How determining is the local tourist industry?"

11:40 **Pedret, A., Arias-Sans, A., & Suñol, X.**  
(Barcelona City Council; Rovira i Virgili University)  
"Tourist Mobility Strategy in Barcelona"

12:00 **Beier, L.; Anton Clavé, S. & Vigier, H.P.**  
(Provincial Southwestern University, Rovira i Virgili University)  
"Attraction dynamics of creative workers by types of tourist destinations and classes of workers in the province of Buenos Aires, Argentina"

12:20 Closing session

15:00 Opening session

**Session 2: Digital fingerprints, technological tools and tourism mobility**  
Chair: Dr. Salvador Anton (Rovira i Virgili University)

#### Keynote Presentation:

Dr. Yang Yang (Temple University, United States)

15:10 "Monitoring and analyzing the impact of COVID-19 on global tourism: a COVID19tourism index"

#### Webinar presentations

15:40 **Borràs, J. & Anton Clavé, S.**  
(Eurecat, Centre Tecnològic de Catalunya, Departament d'Innovació Turística; Rovira i Virgili University)  
"Using Big Data for managing tourism flows"

16:00 **Gutiérrez, A.; Domènech, A.; Zaragozaí, B.; Miravet, D. & Saladié, O.** (Rovira i Virgili University)  
"A review of implications and oportunities of the multiple data sources for studying the mobility of residents and visitors in tourist regions"

16:20 **Adamiak, C.**  
(Nicolaus Copernicus University in Toruń)  
"Measuring the impact of COVID-19 on destinations based on large-scale data on Airbnb rentals"

16:40 **Domènech, A.; Gutiérrez, A.; Anton Clavé, S. & Miravet, D.** (Rovira i Virgili University)  
"Walking the tourist city: family tourists' activity spaces in coastal destination"

17:00 **Albalat, A., Trapero, L., Pons, M., Travesset, O., & De Celis, N.** (CENMA Centre d'Estudis de la Neu i de la Muntanya - Institut d'Estudis Andorrans; OBSA - Observatori de la Sostenibilitat d'Andorra; ACTUATECH - Actua Innovació)  
"Indicators and monitoring of the thickness of the snow cover: tools for the management and purpose of ski resorts"

17:20 Closing session

**DAY TWO**Friday 27<sup>th</sup> November 2020

10:00 Opening session

**Session 3: Tourism policies, mobilities, place prosperity and sustainability**

Chair: Dr. Julie Wilson (Open University of Catalonia)

**Keynote Presentation:**

10:10 Dr. Joseph Cheer (Wakayama University; Monash University)  
"Social Licence and Tourism Spatialities: Heuristics, Praxis and Policy"

## Webinar presentations

- 10:40 **Milano, C. & Koens, K.**  
(Ostelea Tourism Management School; Inholland University)  
"The politics of overtourism in troubled times"
- 11:00 **Amrhein, S.**  
(Radboud University Nijmegen)  
"The effects of overtourism on residents' political and social attitudes in light of the COVID-19 crisis: the cases of Palma de Mallorca and Berlin"
- 11:20 **Russo, A.P., Soro, E. & Scarnato, A.**  
(Rovira i Virgili University; OSTELEA- School of Tourism & Hospitality; Technical University of Catalonia (UPC))  
"Another tourism is possible? Shifting discourses in Barcelona's tourism politics"
- 11:40 **Panayiotopoulos, A.**  
(Liverpool John Moores University)  
"Overtourism Dystopias and utopias: Towards a new urban agenda"
- 12:00 **Téllez, A.; Chmielewska, M.; Duran, L. & Santos-Lacueva, R.**  
(Ostelea Tourism Management School; Santo&santos Tourism Care)  
"Policy instruments for the management of sustainable tourism in national parks: a comparison between Colombia, Costa Rica and Spain"
- 12:20 Closing session

15:00 Opening session

**Session 4: Mobilities, research and social impact**

Chair: Dr. Marta Nel-lo (Rovira i Virgili University)

**Keynote Presentation:**

15:10 Dr. Dejan Križaj (University of Primorska, Slovenia)  
"Tourism 4.0: how research support industry green transitions"

## Webinar presentations

- 15:40 **Olano, J., González, F., & Anton Clavé, S.**  
(Rovira i Virgili University; Open University of Catalonia)  
"Tourism places as opportunity spaces"
- 16:00 **Brandajs, F. & Russo A.P.**  
(Rovira i Virgili University)  
"Smarter cities, less just destinations? Examining the relational agency of enabled tourism"
- 16:20 **Viana, A. & Nel-lo, M.**  
(Rovira i Virgili University)  
"Evaluation of the social impact of tourism research"
- 16:40 **Wilson, J.**  
(Open University of Catalonia)  
"Participatory methodologies and sustainable tourism governance: from stakeholder mapping to digital consensus building in the Mediterranean region"
- 17:00 **Santos-Lacueva, R.; Saladié Borraz, O. & Bombana, B.**  
(Ostelea Tourism Management School; Santo&santos Tourism Care; Rovira i Virgili University; Autonomous University of Barcelona)  
"Will climate change affect the Attractiveness of catalan beaches?"
- 17:20 Closing session

## Keynotes

### **Professor Monica Degen,**

*Brunel University London, England*



*Dr Monica Degen* is a Reader in Cultural Sociology in the Political and Social Sciences Department at Brunel University London. Her research focuses on the politics of space with a particular interest in the ways sensory, temporal and emotional dimensions underpin urban culture and politics. Over the years she has been working on several international research projects with architects, local councils, museum curators and the general public to research the role of the senses in framing architectural practices, everyday life and culture in cities from Doha (Qatar) to Cologne, Barcelona and London. In 2016 she was awarded a British Academy Fellowship to research 'Timescapes of Urban Change'. More recently she has been working on developing digital tools to capture the sense of place of cities and the ways in which urban environments are stratified by power relations, see: [www.sensorysmithfield.com](http://www.sensorysmithfield.com) & [www.sensorycities.com](http://www.sensorycities.com). She has published her work extensively and is now working on a new book with Prof G.Rose (Oxford University) on digital cultures and urban experiences commissioned by Bloomsbury. Homepage: <http://www.brunel.ac.uk/people/monica-degen>

*Presentation title:*

### **"A Dramatic Urban Aesthetic: How digital mediatization is reconfiguring urban experience"**

*Abstract*

In this presentation I offer an analysis of the aesthetic politics of contemporary urban life. I explore how Instagram is reconfiguring urban space, branding and experiences. The sharing of images of urban environments on social media has become pervasive: "rapidly changing how people experience cities, and even how cities work" (Rosenblatt 2018 quoted in Leszczynski 2020:190). But, as I argue in this talk, social media does more than this and has additionally become a crucial feature for anticipatory urbanism and reshaping the sense of place. Focusing on the redevelopment of the Smithfield Market Area into the 'Culture Mile' in the Square Mile of London and analysing how placemaking in the age of social media operates as a distributed practice where destination marketing organisations have to work with users posting on platforms like Instagram, I identify the emergence of a new 'dramatic urban aesthetic'. I suggest that mediations of digital technologies are deeply reshaping the aesthetic organisation of cities, redrawing power relations, with important implications for how they are built, represented and lived.

See: Degen, M. & G. Rose (2021) *New Urban Aesthetic: How Digital Culture Mediates our Experience of the City*, Bloomsbury, forthcoming.

**Professor Yang Yang,**

Temple University, United States



Dr Yang Yang is currently a tenured associate professor in the Department of Tourism and Hospitality Management at Temple University (EEUU). He's a Ph.D. in Geography, Master of Statistics, and M.A in Economics from University of Florida.

His research interests lie in tourism demand analysis, regional tourism growth, as well as hotel financial and real estate analysis. With a solid multi-disciplinary education background, he is able to thoroughly investigate research questions in the tourism and hospitality industry and offer unique insights and perspectives. He has published academic papers in top-tier tourism and hospitality journals. At the same time, he has accumulated abundant industrial experience from various consulting projects. He recently created a Covid19tourism index: [www.covid19tourism.com](http://www.covid19tourism.com)

*Presentation title:*

**"Monitoring and analyzing the impact of COVID-19 on global tourism: a COVID19tourism index"**

*Abstract*

The COVID-19 pandemic has drastically altered the global outlook on health and economics. This presentation describes the development and calibration of an analytical tool named the "COVID19tourism index" to monitor the pandemic's tourism effects. As a powerful numerical and visual tool, the index provides important information related to potential travel and tourism recovery at the global, regional, and country levels. Compared to a benchmark of "normal" levels, the index offers insight into the tourism industry's recovery process along with the pandemic's impacts on numerous aspects of tourism. It covers a variety of countries, and daily data provide a granular perspective on the curve of tourism recovery. This curve can help tourism stakeholders better prepare for and address the consequences of pandemics. Based on a web-GIS dashboard developed, several parties (e.g., travel and tourism practitioners, researchers, travelers, and government entities) can search for and visualize up-to-date and retrospective data.

## **Professor Joseph M. Cheer**

*Wakayama University, Japan, and Monash University, Australia*



Dr. Joseph is Professor at Center for Tourism Research, Wakayama University, Japan and Adjunct Research Fellow, Faculty of Arts, Monash University, Australia. He is Co Editor-in-Chief of *Tourism Geographies* and editorial board member of numerous journals and has guest edited special issues in *Journal of Sustainable Tourism*, *Tourism Management Perspectives*, *Tourism Planning & Development*, *SHIMA and Sustainability*, among others. He holds honorary positions on boards/committees including; International Geographical Union (IGU), Commission on Tourism; Critical Tourism Studies Asia-Pacific (CTSAP); Association of American Geographers Recreation, Tourism & Sport (AAG-RTS) Group; and Council for Australasian Tourism & Hospitality Education (CAUTHE) (Tourism Geographies & Tourism Economics Track). His recent books include: (1) *Overtourism: Excesses, Discontents and Measures in Travel and Tourism*; *Modern Day Slavery & Orphanage Tourism*; *Tourism Resilience & Sustainability: Adapting to social, political and economic change* and *Tourism Resilience and Environmental Change: Definitions and Frameworks*.

*Presentation title:*

### **Social Licence and Tourism Spatialities: Heuristics, Praxis and Policy**

*Abstract:*

Amidst enduring discourses, a noticeable absence in the myriad of conversation threads concerning tourism is the notion of social licence - more specifically, 'social licence to operate'. The concept has been applied extensively to enquiries into extractive industries including mining, forestry, fisheries and agriculture. Owen and Kemp (2013) describe social licence as premised on the idea of informal or 'tacit' licensing that signals the presence or absence of a critical mass of public consent, which may range from reluctant acceptance to a relationship based on high levels of trust. Apropos, I apply the term to tourism destination spatialities and enquire into how social licence might be employed as a heuristic to guide praxis and policy development. My express intentions are to propose and advocate for the integration of social licence thinking into the tourism spatialities discourse. Allied to social licence is the praxis oriented social licence to operate (SLO) – a compact that underlines rules of engagement negotiated between instigators of development, usually public and/or private institutions, and relevant stakeholders with an interest in the resultant outcomes. The twin issues of social and ecological resilience and the protection of the commons and communities from irreversible and adverse outcomes is as important in tourism as it is in extractive endeavours. Yet, for all of the discussion about the impacts of tourism and measures to address adverse outcomes, the employment of social licence in policy and planning frameworks is largely muted. I argue that elevating social licence to operate (SLO) as a necessary tourism policy and planning heuristic can help underline the prosperity and sustainability of people and place.

**Professor Dejan Križaj,**

*University of Primorska, Slovenia*



Dejan Križaj's research and publications focus on R&D in tourism and the promotion and measurement of tourism innovation. He is the co-founder of **AIRTH** – Alliance for Innovators and Researchers in Tourism and Hospitality. Since 2006, he is the chairman of the Slovenian National Tourism Innovation Awards Commission on behalf of Slovenian Tourist Board, and Ministry of Economic Development and Technology. His projects and innovation efforts have been internationally recognized by the UNWTO, OECD and EU. Teaching e-tourism and tourism innovation courses at undergraduate and graduate levels. He is co-editor of UP FTS's *AcademicaTuristica – Tourism and Innovation Journal*.

*Presentation title:*

**"Tourism 4.0: how research support industry green transitions"**

*Abstract*

Tourism innovation follows and dictates global trends, including the ongoing and pervasive debate on sustainability. The reality of Covid 19 has weakened the tourism sector and has re-questioned and sharpened its sustainable "talk and walk". Several initiatives focus on (smart) technological aspects of sustainable innovation, including the first national and later transnational initiative Tourism 4.0, which started in Slovenia in 2018. The initiative focuses on the stakeholders of smart tourism ecosystems based on the principles of Industry 4.0, with special emphasis on local communities. Like everything else, the initiative has been confronted with the new pandemic reality, which it has been able to overcome by reorienting existing projects and by new innovative approaches, again with a special focus on local stakeholders. By analysing these projects and their dynamics, the presentation focuses on the social impact of research in the field of tourism & mobilities and on the sustainable transitions triggered by crisis and innovation.



Dr Salvador Anton Clavé (co-chair)

Dr Antonio Paolo Russo (co-chair)

Dr Julie Wilson (co-chair/Open University of Catalonia (UOC))

Dr Marta Nel·lo Andreu (co-chair)

Dr Òscar Saladié Borraz

Dr Aaron Gutiérrez Palomero

Dr Trinitat Rovira Soto

Dr Cinta Sanz Ibáñez

Dr Fiammetta Brandajs

Dr Jon Olano Pozo

Mr Jordi Andreu

Mr Antoni Domènech Montaña (PhD Candidate)

Ms M. Eugenia Altamirano (PhD Candidate)

Ms Alba Viana Lora (PhD Candidate)

Ms Alba Font Barnet (PhD Candidate)

The research group on Socio-spatial analysis and tourism studies ([Grup de Recerca d'Anàlisi Territorial i Estudis Turístics – GRATET](#)) at the Department of Geography in the [Faculty of Tourism and Geography](#) at the Rovira i Virgili University is a consolidated research group supported by the Generalitat de Catalunya (the Catalan Government) under contract number 2017SGR22. The group's research activities are centred on the spatial analysis of social and economic development processes and impacts of tourism. It is led by Dr. Salvador Anton Clavé.

**Registration:**

Click [here](#) to register for free as ATTENDEE.

After your registration, the link to the live event on ZOOM will be sent by email.