



SP19.01 Urban tourism, neighbourhood change and social conflicts

SMARTER CITIES, LESS JUST DESTINATIONS? Examining the relational power of enabled tourists

ANTONIO PAOLO RUSSO & FIAMMETTA BRANDAJI

University Rovira i Virgili

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UNIVERSITAT ROVIRA I VIRGILI
Departament de Geografia



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1. Background

- **SMART CITIES – different conceptualizations**
 - **Urban strategy** to enhance the quality of life/place/economy in a framework of eco-efficiency and social justice
 - **Discursive device** – Vanolo, Hollands, Kitchin, etc.: ‘smart’ as neoliberal corporate strategy to create a ‘technological lock-in’ and appropriate of citizen data
- **SMART DESTINATIONS – an articulation of ‘smart cities’ that are mobility hubs? Or, a ‘smartening up’ of tourism operations to enhance the competitiveness of places?**
 - **Criteria to assess achievement / Rankings**
 - **Fields of implementation**
- **OVERTOURISM and SOCIAL EXCLUSION – a rising issue in EU cities**

1. Background

- **MOBILITIES as the lens to study how ‘smart tourism’ may (re)produce social exclusion** following a relational approach
 - **‘Fast’ mobilities negotiate (moorings / space / representation) with ‘slower’ ones**
 - **Manderscheid 2009:** “mobilities (...) constitute a significant stratifying force through which unequal life chances are being continuously reproduced”
 - **Bauman 2000:** “people who move and act faster, who come nearest to the momentariness of movement, are now the people who rule”
 - **Urry 2007:** “how these multiple mobilities do in fact make a difference to the contemporary nature of social stratification, to entering the gates of heaven or hell, further empirical investigation is needed”
 - **Assumption: ‘Smartened up’ places increase even further the power of negotiation of fast mobilities over urban resources**

2. Objectives

- **WHAT ARE ‘SMARTENED UP’ TOURISM MOBILITIES? HOW DO THEY RELATIONALLY RE-SITUATE INCUMBENT (RESIDENT) POPULATIONS?**
 - A more competitive / ecoefficient tourist city may create **more ‘good’ jobs and a stronger brand** but at a deeper level....
 - **Empowered mobile populations** (tourist & non-tourist) **may imply weakened ‘slower’, stickier populations**
 - abating cognitive barriers (‘flattening’ tacit knowledge gap)
 - increasing power of negotiation vs. ‘stickier’ populations
 - enhancing the rent value of moorings (housing, public space)

DOMAINS OF 'SMART DESTINATION'	AGENTS	SYSTEMS (EXAMPLE)	EFFECTS ON VISITORS' EXPERIENCE AND SATISFACTION	POTENTIAL EFFECTS FOR CITIZENS INCLUSION / DESTINATION COHESION	
				Positive	Negative
SMART MOBILITY	Public and PP transit providers, Transport companies, Parking managers	Flexible routing of public transport according to user demand	Facilitated use of public transport for visitors	Diminished use of public cars by visitors, reduced queues, better internal accessibility	Increased visitor pressure on public transport system in core 'tourist areas'
		Road and access pricing schemes for non-resident vehicles	De-crowding of access roads, easiest circulation	Controlled traffic, revenue to be reinvested in infrastructure and service improvement	Non-tourist commuters affected, especially workers to central tourist facilities
		Public bike rental systems	Availability of cheap bikes to visitors, better mobility experience	Increased use of non-contaminating transport	Heavy tourist occupation of bike lanes and infrastructure used by workers
		Parking space locator services	Easier and faster parking	More ordered traffic, revenue from parking use	Increased substitution of private resident parking with visitor parking
TOURIST INFORMATION AND MANAGEMENT SYSTEMS	DMOs, attraction managers, planning authorities	User-activated personalised recommendations	Increased accessibility of visitor attractions, more time-efficient and tailored visits	More dispersed visitor pressure, promotion of a wider set of attractions	Increased visitor pressure in residential neighbourhoods, everyday spaces
		Immersive experiences at heritage sites	Increased comprehensibility of heritage, events, etc.	Better capacity of promotion of intangibles, more time/money spent at sites	Capacity of representation out of the hands of citizens
		Crowd control and re-direction systems	Diminished risks from overcrowding, increased safety against robbery or terrorist attacks	Reduced risks, abatement of incidents and related costs, more efficient surveillance	Privacy infringements to vulnerable collectives
SHARING PLATFORMS	Corporate p2p platforms, private providers	'Collaborative' transport (Über, etc.)	Increased accessibility and security of private transport, cheaper taxis	Increased capacity of taxi system	More and unregulated cabs on the streets, aggravation of precarious labour
		Hospitality platforms (Airbnb, etc.)	Increased stock of accommodation, better adaptation to demand, better services to families	Flexible expansion of accommodation stock, promotion of 'community identity', revenue to citizens at risk of exclusion	Airbnb effects' on labour and real estate market
		Free tours and visitor experiences	Opportunities for personalised visits	Promotion and valorisation of personal knowledge	Casualization of labour, de-professionalisation of guides

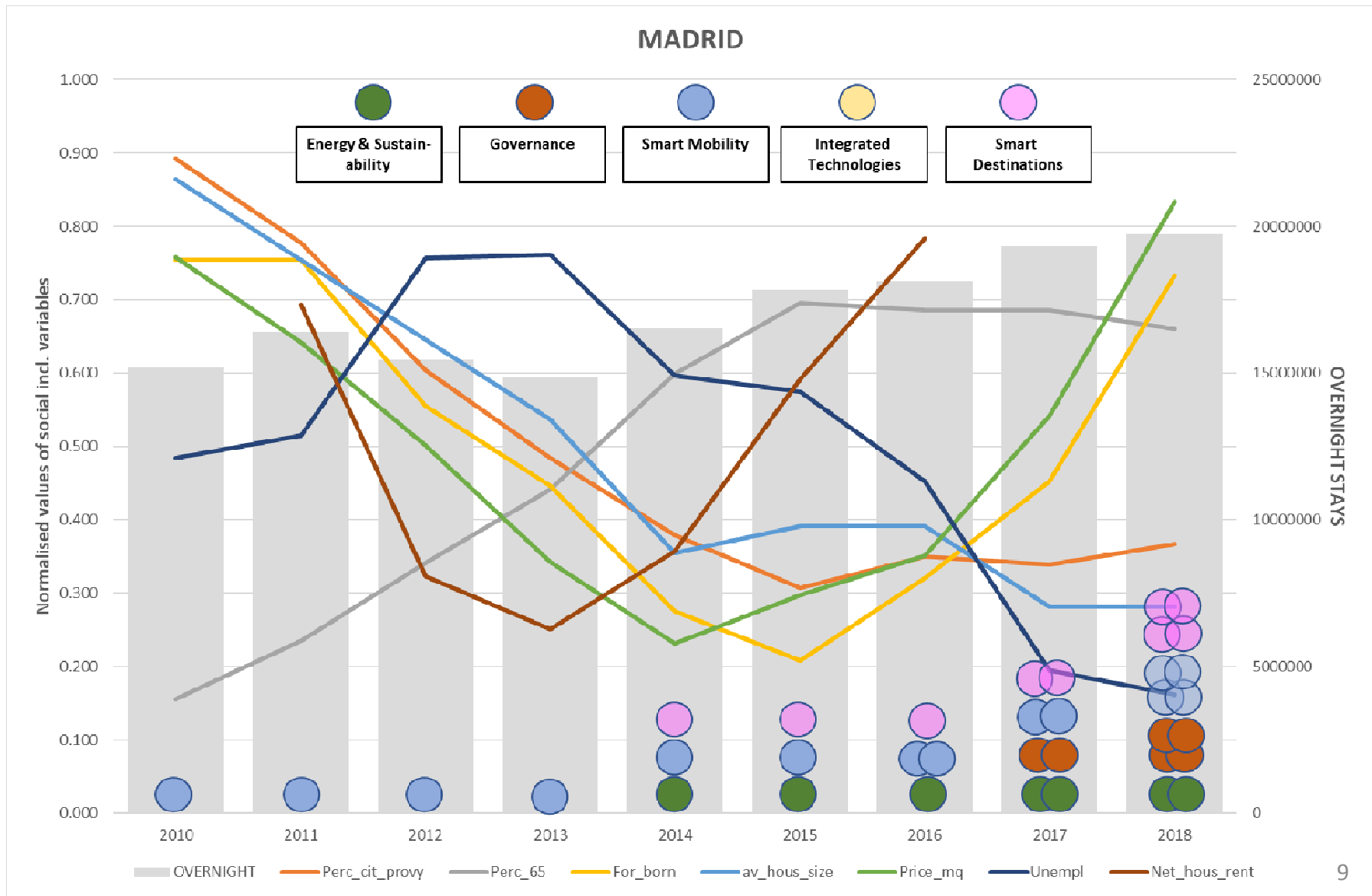
3. Methodology

- **5 Spanish cities ranking highly as ‘smart cities’ and strong to moderately strong tourist destinations**
- **Scrutiny of ‘smart destination’ projects / systems within their wider smart city ecosystem**
- **Analysis of social exclusion trends that can be directly related to these project and systems**
- **Zoom in to specific ‘smart systems’ and processes of marginalisation: Barcelona’s neighbourhoods**
- **Derive insights and develop a broader reflection on ‘smart destinations’ – for whom and to what effect?**

4. Study areas

	Pop. City	Overnight stays (reg.)	Tourist pressure (x 1,000 inh.)	Av. household rent (€, 2016)	Unempl. rate	Sust. city 'economy' index (norm. 0-1)	Sust. city 'social' index (norm. 0-1)	High-rank 'smart city' because of
MADRID	3,223,334	19,713,361	16.76	39,613	11.8	1.00	0.50	Urban mobility (...), smart destination
MÁLAGA	571,026	2,651,568	12.72	26,673	18.7	0.53	0.43	Energy, Urban mobility, smart destination
BARCELONA	1,620,343	20,212,331	34.18	37,371	9.6	0.89	0.67	Smart governance, Urban mobility, smart destination
S. SEBASTIAN	186,665	1,354,865	19.89	41,167	7.2	0.69	0.53	Energy, integrated technologies, Urban mobility
SANTANDER	172,044	887,183	14.13	31,593	11.5	0.62	0.36	Urban Mobility, Integrated Technologies, Smart Destination

4. Study areas



5. Results – focus on Barcelona

According to the IDC's Smart Cities Index, Barcelona benefitted from high adoption of ICT and mobile solutions (Barcelona excels in 'smart mobility').

Main initiatives and projects

Parking Spaces - sensor system for drivers that guide them to open parking spots.

Barcelona's LIVE project- a public-private platform which aims to support and promote the development of E-mobility in the city and metro area

Bus Transit System - integrated network of diagonal, vertical, and horizontal bus lines, making it more frequent, easier to use

City Bike System 'Bicing' - aimed at reducing the number of cars circulating in the city (over 120,000 users).

POTENTIAL EFFECTS FOR CITIZENS INCLUSION/DESTINATION COHESION

Digital exclusion

Involves the unequal access and capacity to use ICTs that are essential for participation and use to smart services

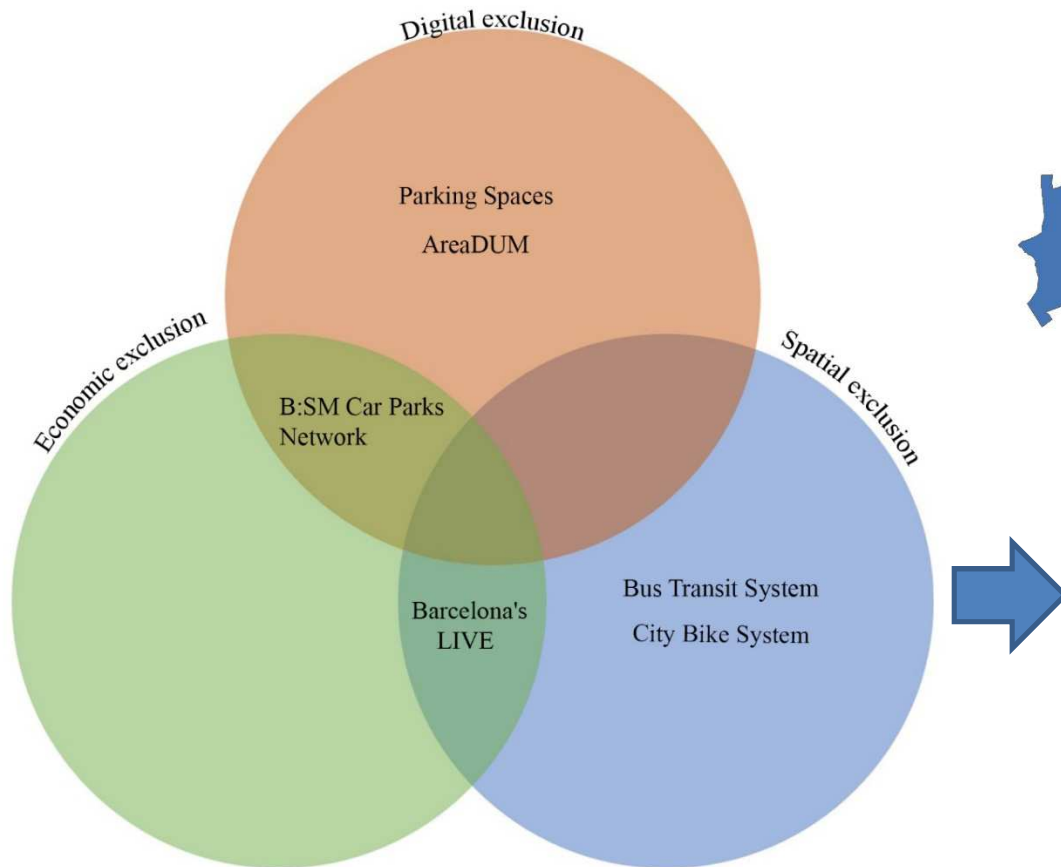
Spatial exclusion

Involves the social geographies of access to services and processes of 'removal'

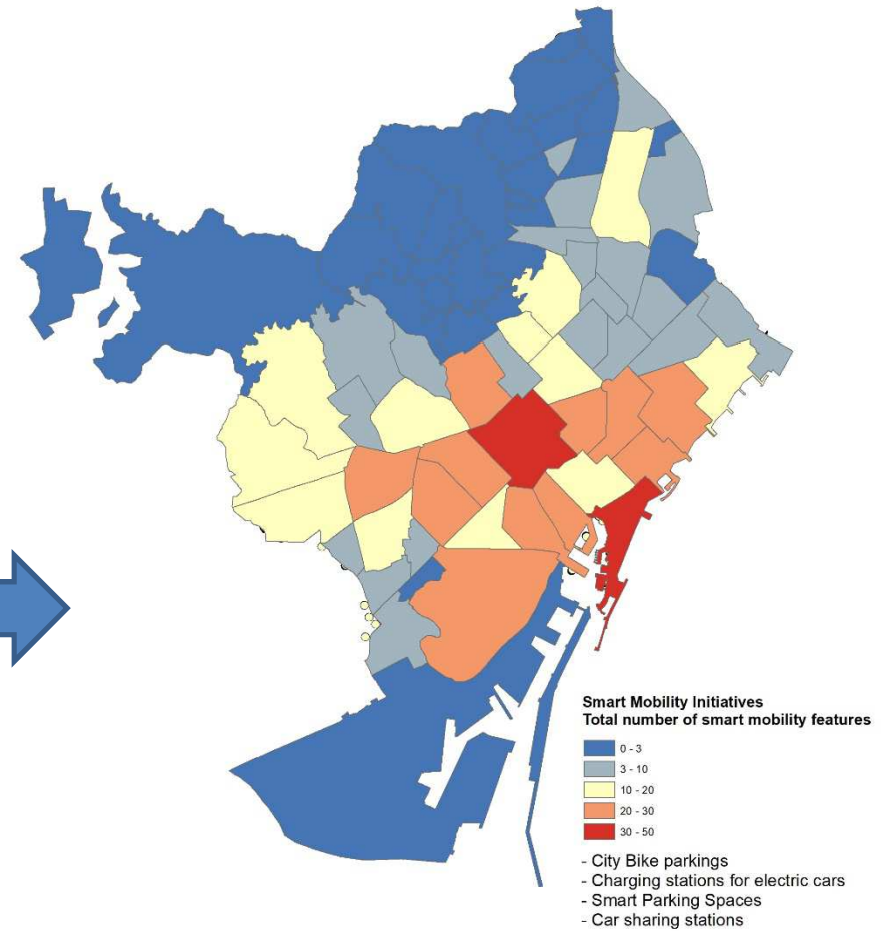
Economic exclusion

Multidimensional process in which particular groups are prevented from participating fully and equally in the economic life of their city

5. Results



Access to smart mobility services



5. Results

- **We relate the penetration of ‘smart initiatives’ with specific exclusionary processes of the resident population (and most vulnerable collectives therein):**
 - Higher mobility costs
 - Casualization of employment
 - Commercial gentrification
 - Outmigration / substitution of resident population with ‘faster’ global mobilities, changing property regimes
- **We scrutinise these processes and effects through in-deep, fine-scale analytics of socio-spatial transformations and direct observation / ethnographic work**

6. Concluding remarks

- **‘Smart’ is not an objective reality but strongly framed by ideology, regime, and multi-scalar agency**
- **Mobilities offer a proper lens to**
 - Unravel how ‘smarter’ mobilities play out in space
 - Re-define social inclusion/exclusion in relational terms
 - Levy a critique to mainstream / corporate-led approaches to ‘smart city’
 - Revamp the debate on ‘right to the city’, urban cohesion and social justice as a *mobilities* issue, to be challenged in the realm of *mobilities politics* (low-carbon transitions?)
- **More research like this is needed to challenge hegemonic discourses of the ‘smart’ (but exclusionary) tourist city**



Thanks for your attention!

Antonio Paolo Russo
antonio.russo@urv.cat

Fiammetta Brandajs
fiammetta.brandajs@gmail.com

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