BIOSPHERE CRITERIA

11.1. Develop a strategic territorial planning in favour of the sustainability of the tourism model, its territorial, urban, social and environmental integration. It must also include the protection of natural and cultural heritage of the destination, paying special attention to intangible heritage, for it is extremely vulnerable.

16.1. Have a governance system that includes all stakeholders, especially at a local level, which promotes public-private partnerships, and where the role and responsibilities of each one of those stakeholders is clearly defined, including a citizen participation system.
BARCELONA
A well-known destination with challenges related to overtourism

HTTP://AJUNTAMENT.BARCELONA.CAT/TURISME/EN/STRATEGIC-PLAN
ILLEGAL ACCOMMODATION

Campaign & online information
Specific web

#fairtourismBCN

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TOURISM COUNCIL

Tourism involves all the city
IOT & BIGDATA IN ACTION, USE CASE: SAGRADA FAMILIA

OVERCROWDED SPACES

FLOW MANAGEMENT