

SMALL PORT BIG TOURISM

Urban Strategies for Managing Cruise Tourism in Tarragona

P5 Presentation - 24/06







TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY



WHY CALL IT TOURIST
SEASON IF WE CAN'T
SHOOT THEM?



https://www.reddit.com/r/corecorecanada/comments/17ahdco/antitourism_graffiti_in_barcelona_spain/?rdt=52391

MASS TOURISM
=
HUMAN POLLUTION

Mark de Jong via <https://unsplash.com/photos/a-sign-on-a-wall-that-says-mass-tourism-is-human-pollution-Z8ZEel0t8g>

PROHIBIT FIXAR CARTELLS
PROHIBIDO FIJAR CARTELES

Responsable l'empresa anunciant

TOURISTS GO HOME



www.turismotarragona.com

PROHIBIT FIXAR CARTELLS
PROHIBIDO FIJAR CARTELES



Author (2024)

Amsterdam is banning cruise ships in a bid to combat overtourism

By Niamh Kennedy and Mick Krever, CNN
⌚ 2 minute read · Published 7:46 AM EDT, Fri July 21, 2023

Cruises not welcome here: Insisting giant ships to curb



THE IRISH TIMES



Ireland

Dublin Port defends decision to restrict cruise ships

Bloomberg

Subscribe



CityLab | Economy

Barcelona Targets Cruise Ships in Its Latest Fight With Tourists

STAY In a long struggle with overcrowding, Catalonia's regional government is looking at how to reduce the number of liners docking in the city's harbor.

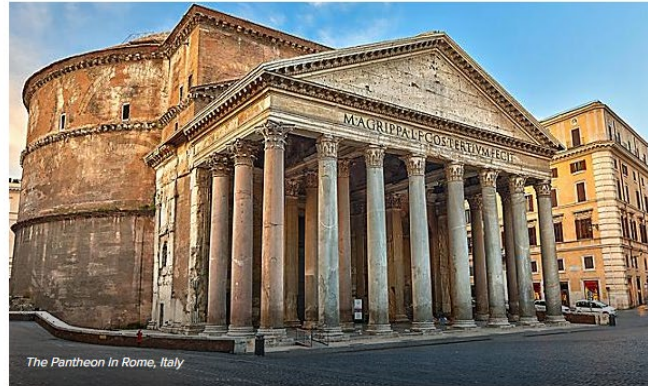


USA TODAY TRAVEL

Italy cruises: Country bans large cruise ships from sailing into Venice as of Aug. 1

Frances D'Emilio | Associated Press

THINGS TO DO IN ROME (CIVITAVECCHIA)



ANCIENT AND AMAZING

Walk through the heart of Ancient Rome. Start at the Colosseum, an enormous arena where gladiators once battled. Then meander around the Roman Forum's timeworn ruins, past crumbling temples and basilicas. See where emperors lived on Palatine Hill— and enjoy an up-close view of the 2,000-year-old, well-preserved Pantheon church.

THINGS TO DO IN TARRAGONA

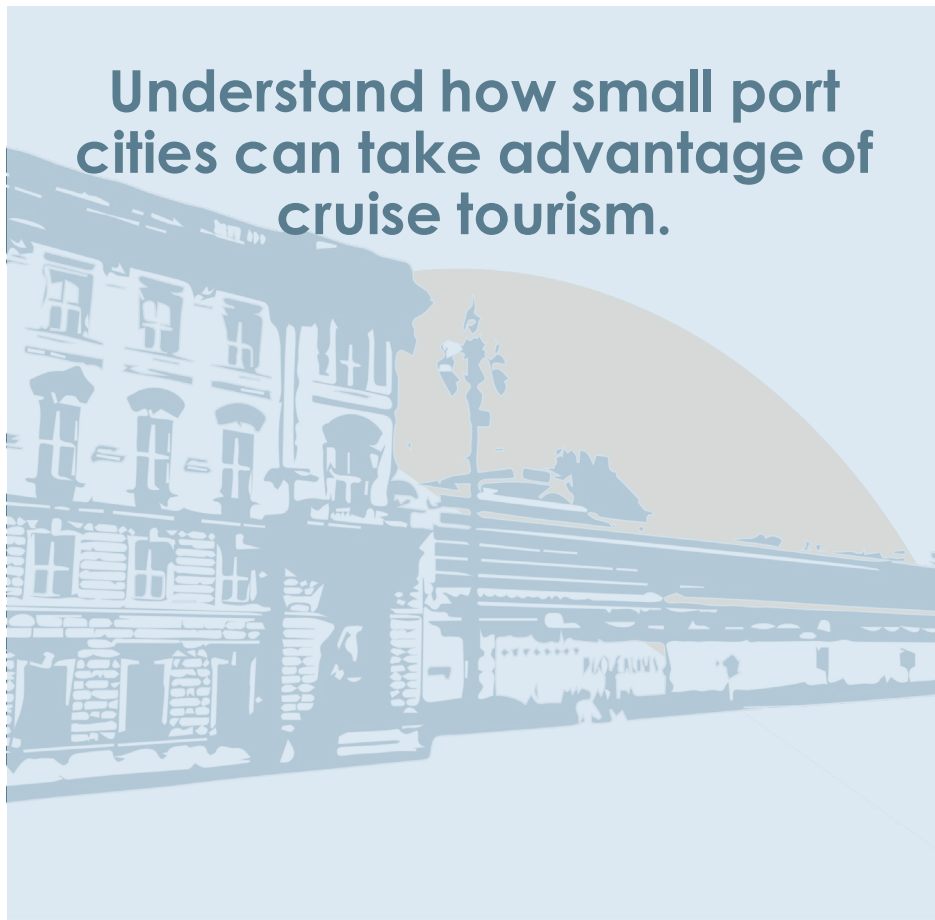


CHASE CULTURE ALONG THE COAST

Catch a train from Tarragona to beautiful Barcelona, one of Spain's most famous cities. The ride itself is just over an hour and often costs around 10 euros, leaving you plenty of time to explore the best things to do in Barcelona before returning to port. Some of the most iconic sights include La Sagrada Família, bustling La Rambla, and the city's historic Gothic Quarter.

Royal Caribbean Rome and Tarragona destinations via <https://www.royalcaribbean.com/>

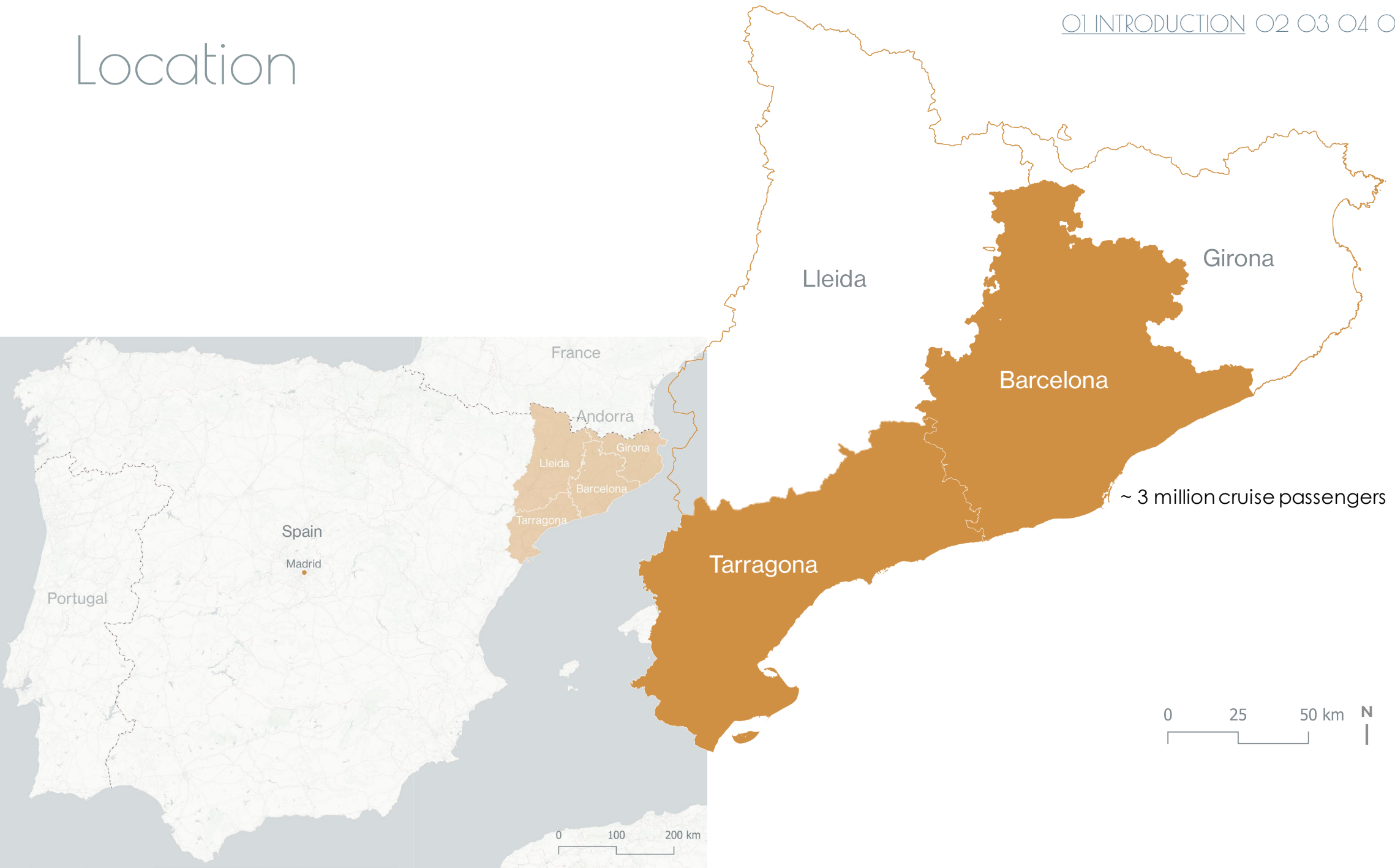
Understand how small port cities can take advantage of cruise tourism.



Create regional plan and strategies to improve cooperation between port cities.



Location



~ 3 million cruise passengers

Research Question

In what ways can sustainable cruise tourism inspire regional and urban strategies that increase benefits for secondary port cities?

SQ1

What are the present and future impacts caused by the transformation in the cruise tourism industry in secondary port cities?

SQ2

What policies and governance dynamics guide cruise tourism in Barcelona-Tarragona?

SQ3

Which regional development strategy can improve the tourism distribution for Barcelona-Tarragona?

SQ4

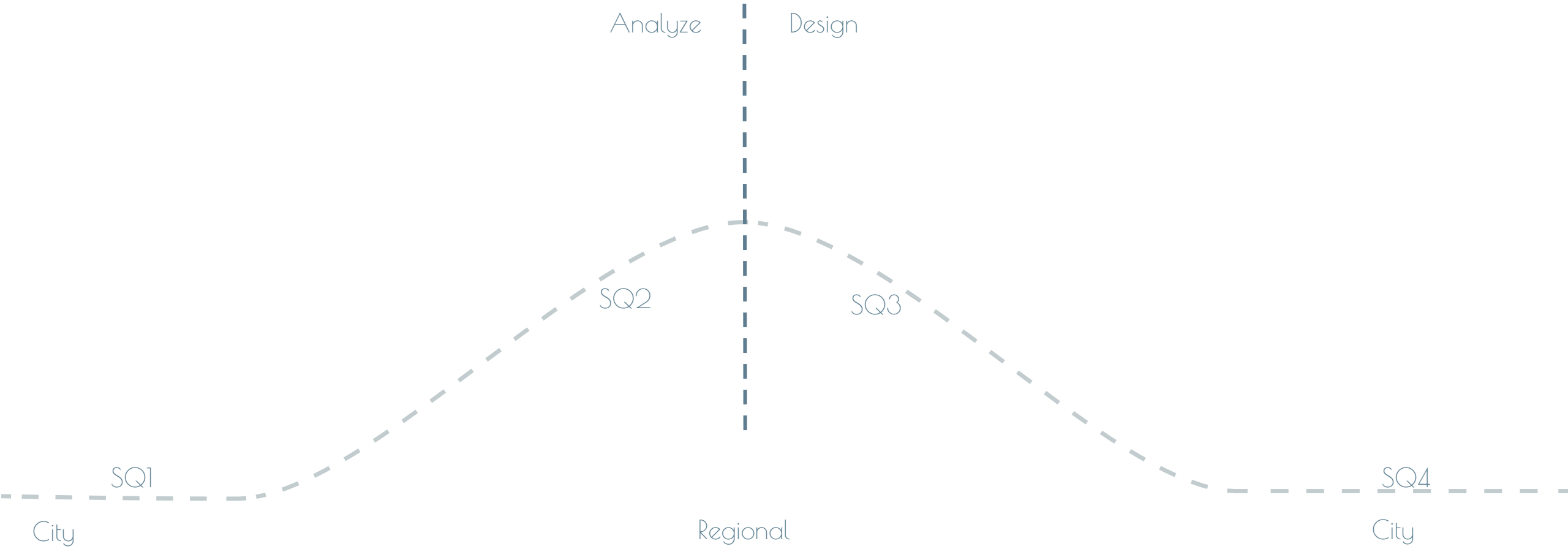
What type of urban-scale intervention can be beneficial for the tourism distribution on the region?

O2 METHODOLOGY

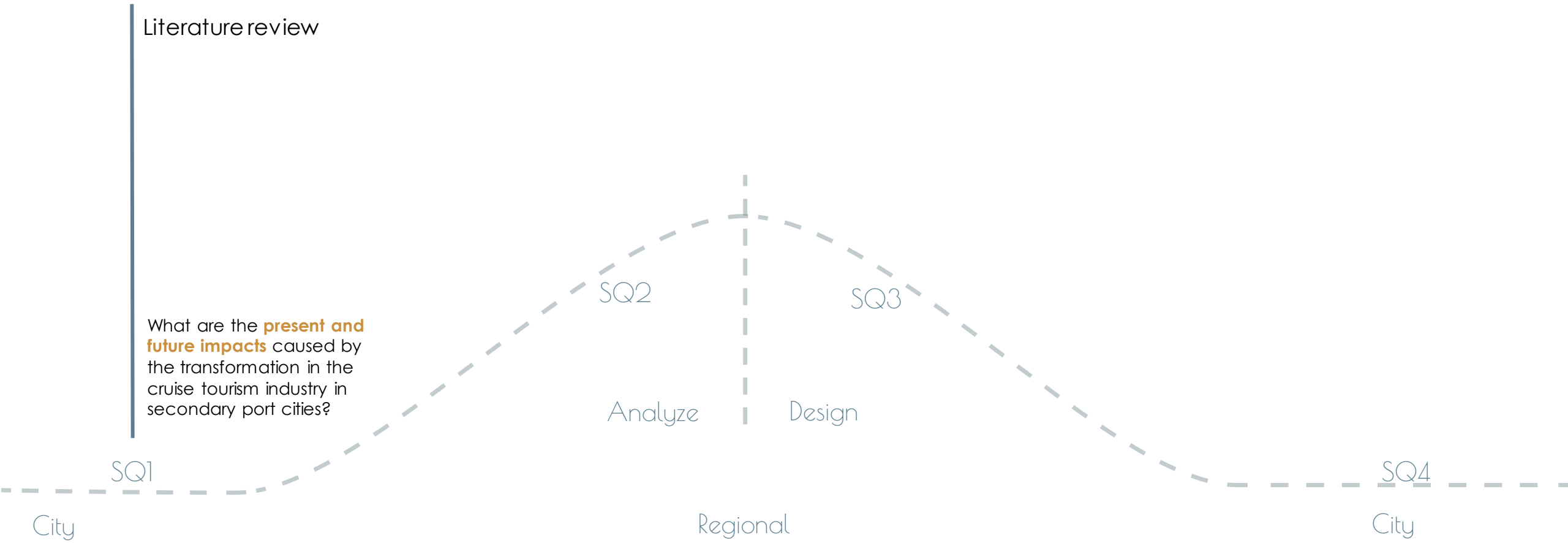
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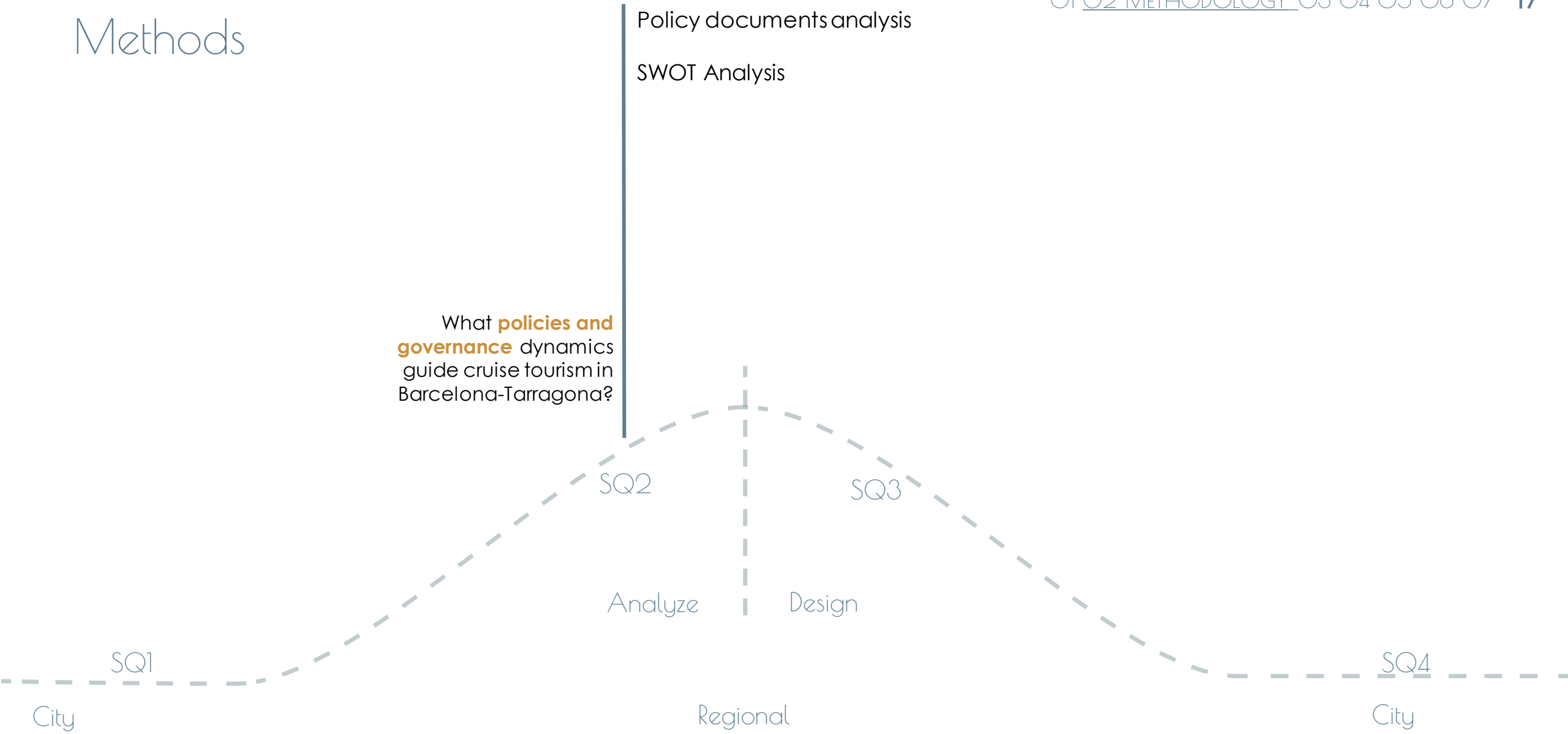


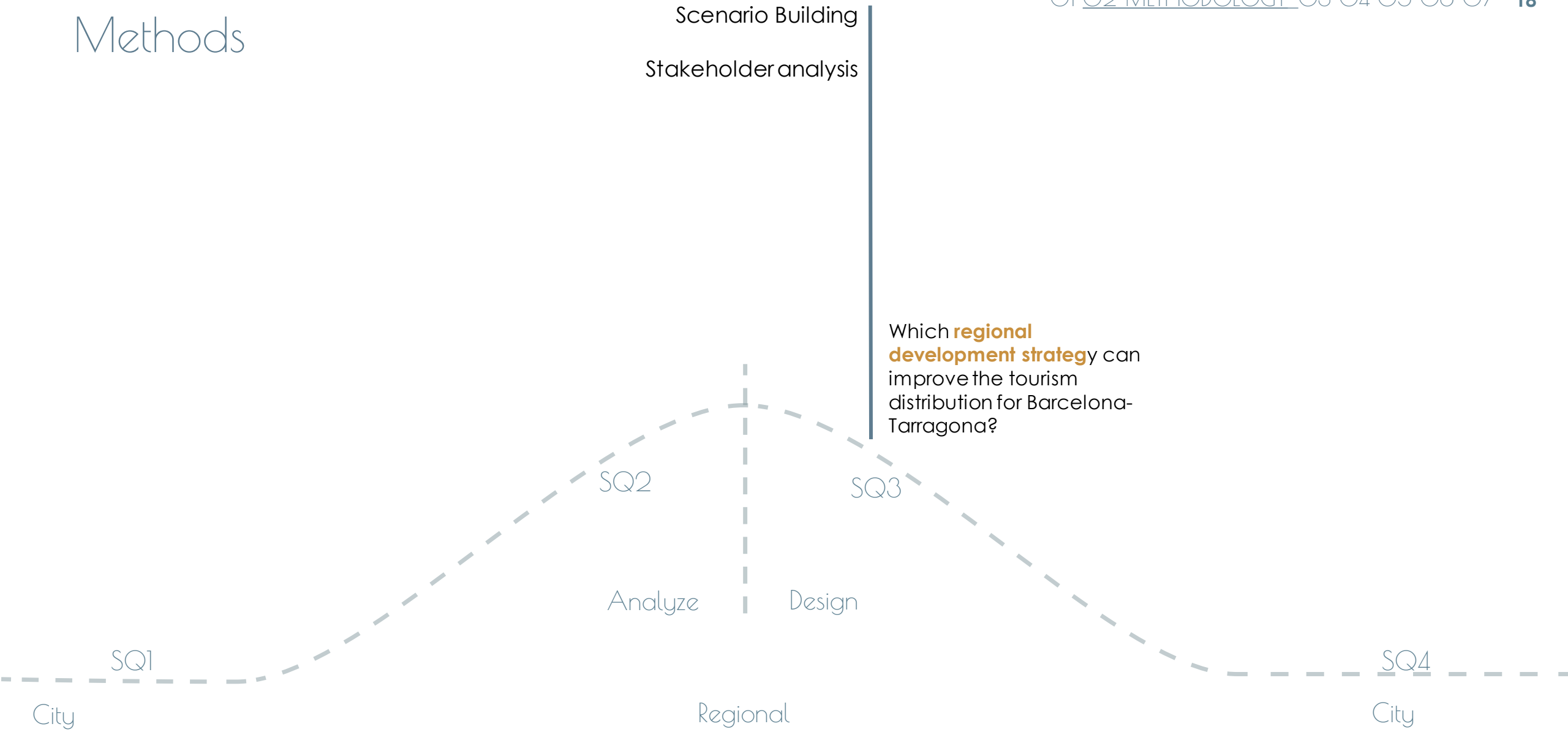
Scale



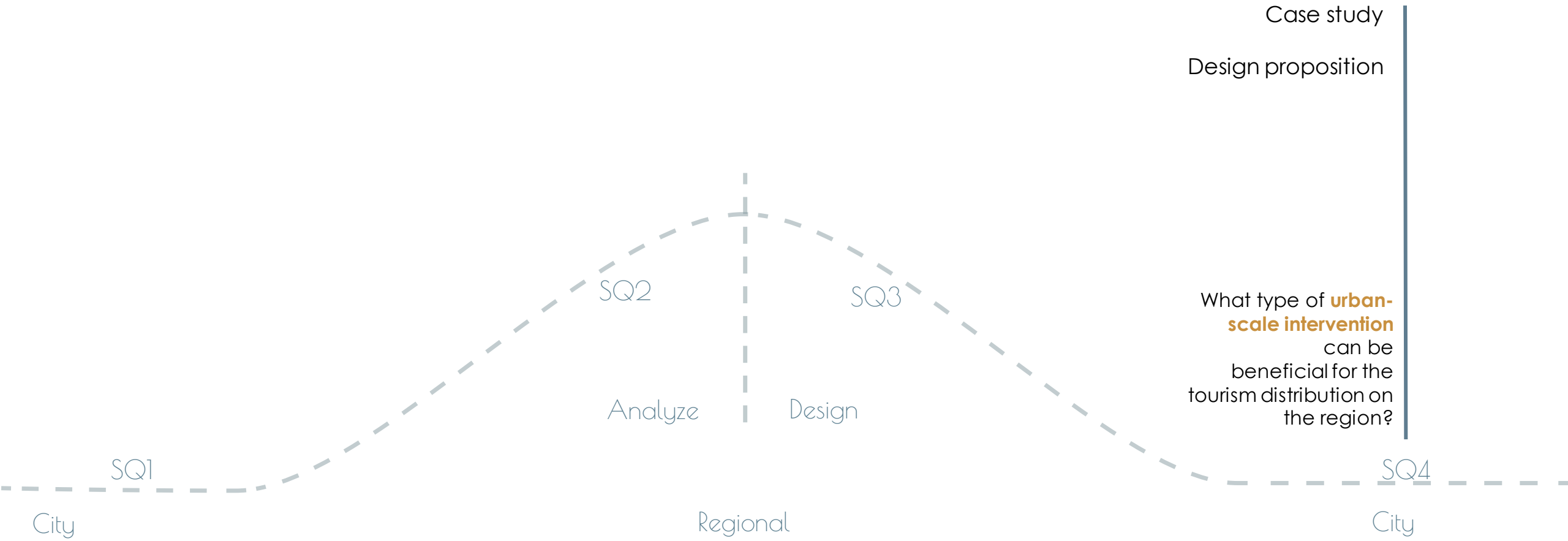
Methods





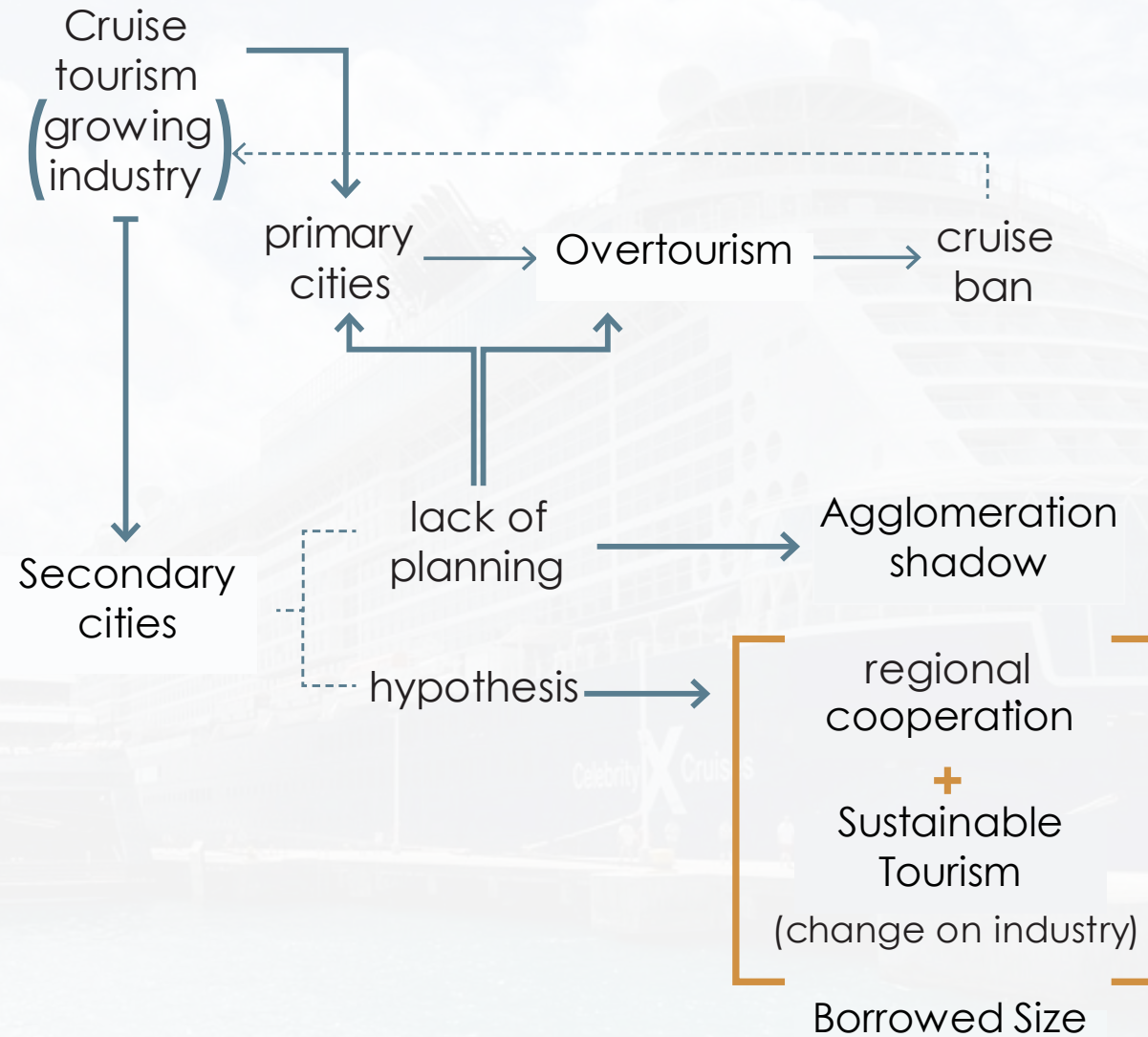


Methods



O3 THEORIES

Roadmap



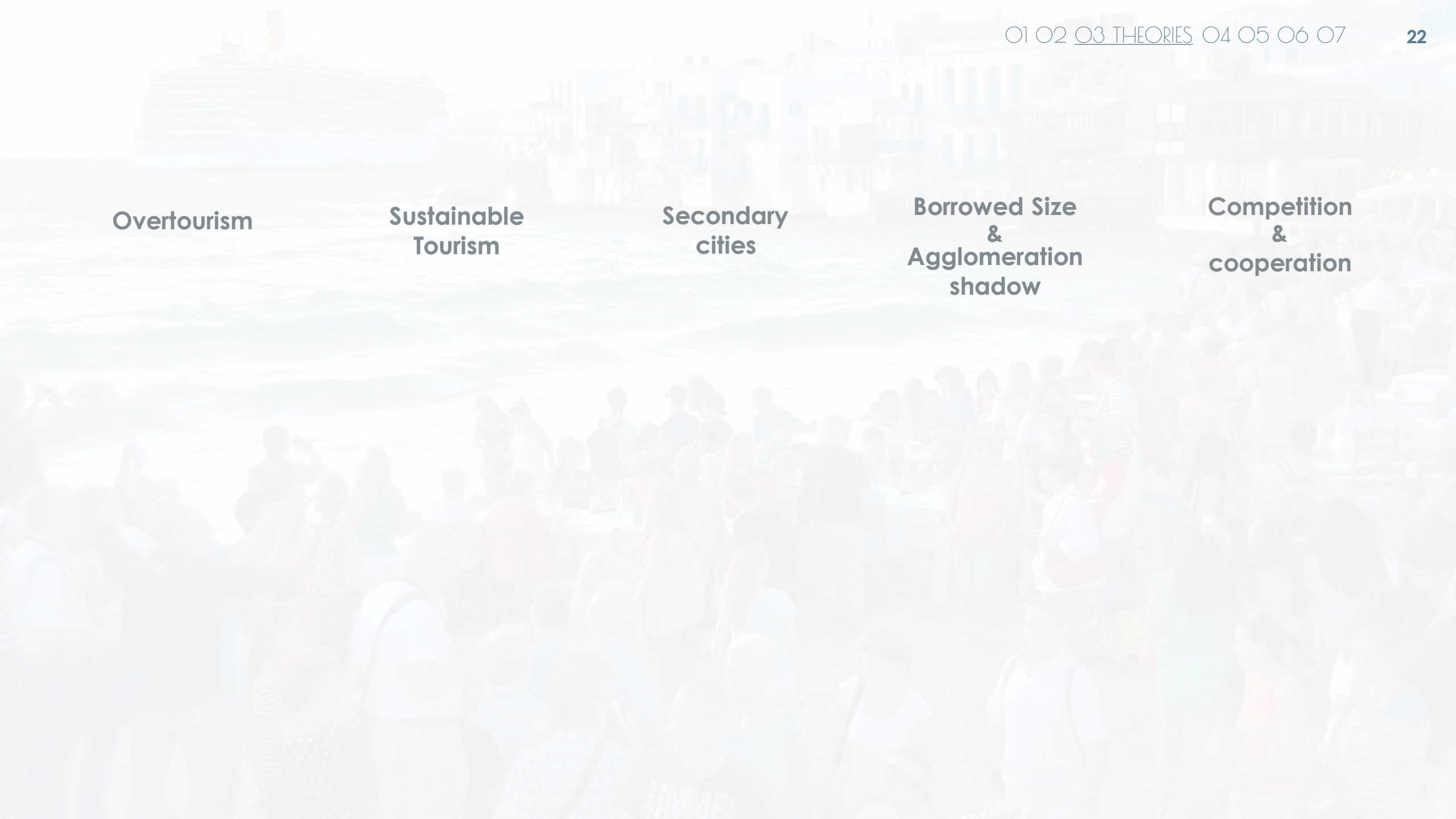
Overtourism

**Sustainable
Tourism**

**Secondary
cities**

**Borrowed Size
&
Agglomeration
shadow**

**Competition
&
cooperation**



Overtourism

"The impact of tourism on a destination, (...) that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way"

(UNTWO, 2018 p. 04).

Sustainable Tourism

Secondary cities

Borrowed Size & Agglomeration shadow

Competition & cooperation

Overtourism

**Sustainable
Tourism**

**Secondary
cities**

**Borrowed Size
&
Agglomeration
shadow**

**Competition
&
cooperation**

“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

(UNEP & WTO, 2005, p.12)

Overtourism

**Sustainable
Tourism**

**Secondary
cities**

**Borrowed Size
&
Agglomeration
shadow**

**Competition
&
cooperation**

“cities that fuel, compete with and are otherwise relationally connected to a larger and putatively more ‘successful’ neighbouring cities, but which simultaneously maintain a degree of independent history and identity that mitigates against uncritically collapsing them into the mass of the ‘city-region’.”

(Pendras & Williams, 2021, p.02)

Overtourism

**Sustainable
Tourism**

**Secondary
cities**

**Borrowed Size
&
Agglomeration
shadow**

**Competition
&
cooperation**

“A small city or metropolitan area exhibits some of the characteristics of a larger one if it is near other population concentrations”

(Alonso, 1973: 200)

“The concept implies that growth near concentrations of firms will be limited by competition effects.”

(Krugman, 1993 in Meijers&Burger, 2015)

Overtourism

**Sustainable
Tourism**

**Secondary
cities**

**Borrowed Size
&
Agglomeration
shadow**

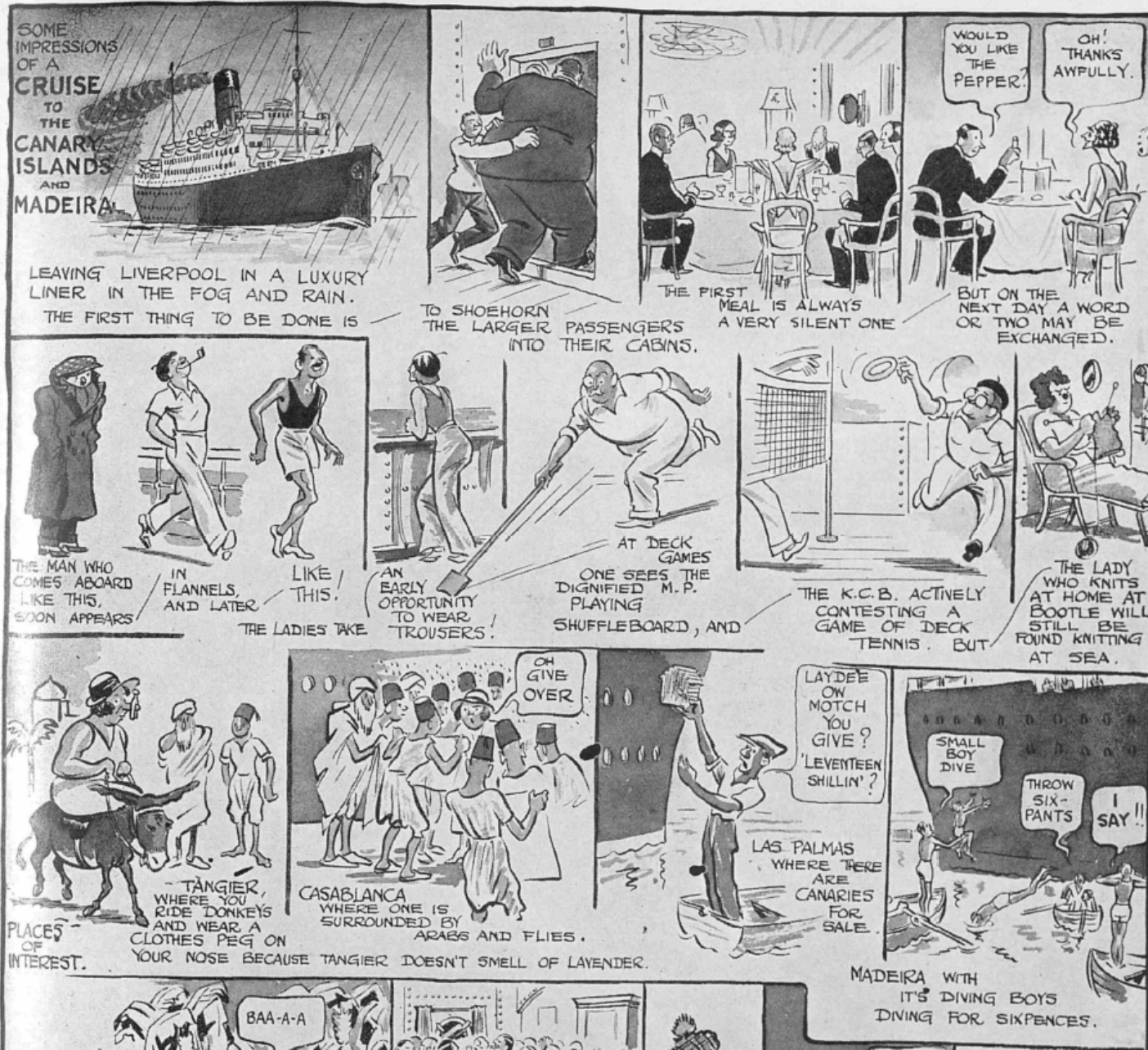
**Competition
&
cooperation**

“(...) specific examples of successful interaction (...) have demonstrated that collaborations with a specific purpose may work better than vague notions of cooperating.”

(Gordon, 2007, p. 73)

The history

LEARN TO CRUISE



The history

LEARN TO CRUISE



Titanic via
<https://medium.com/@enobong.etim/the-titanic-and-the-icon-of-the-seas-2dcaef2ea3fa>



Icon of the Seas via
https://www.reddit.com/r/royalcaribbean/comments/1939s4g/icon_of_the_seas_miami_arrival/





The impact

Public Space



Getty images via <https://www.ft.com/content/35516ee4-fc45-11e7-a492-2c9be7f3120a>

Economy



<https://havetosight.com/en/category/europe/spain/>

Mobility



<https://www.irishtimes.com/opinion/2023/05/14/jennifer-oconnell-irish-public-transport-is-a-lesson-in-how-to-make-easy-things-hard/>

The impact

Terminal Location



Knapp, A. (2023) – Authorized used by the author



<https://www1.folha.uol.com.br/turismo/847506-com-6-navios-santos-tem-maior-fluxo-da-temporada-em-um-dia.shtm>

The impact



REUTERS/Manuel Silvestri via <https://gcaptain.com/big-ship-protesters-cruise-ship/>

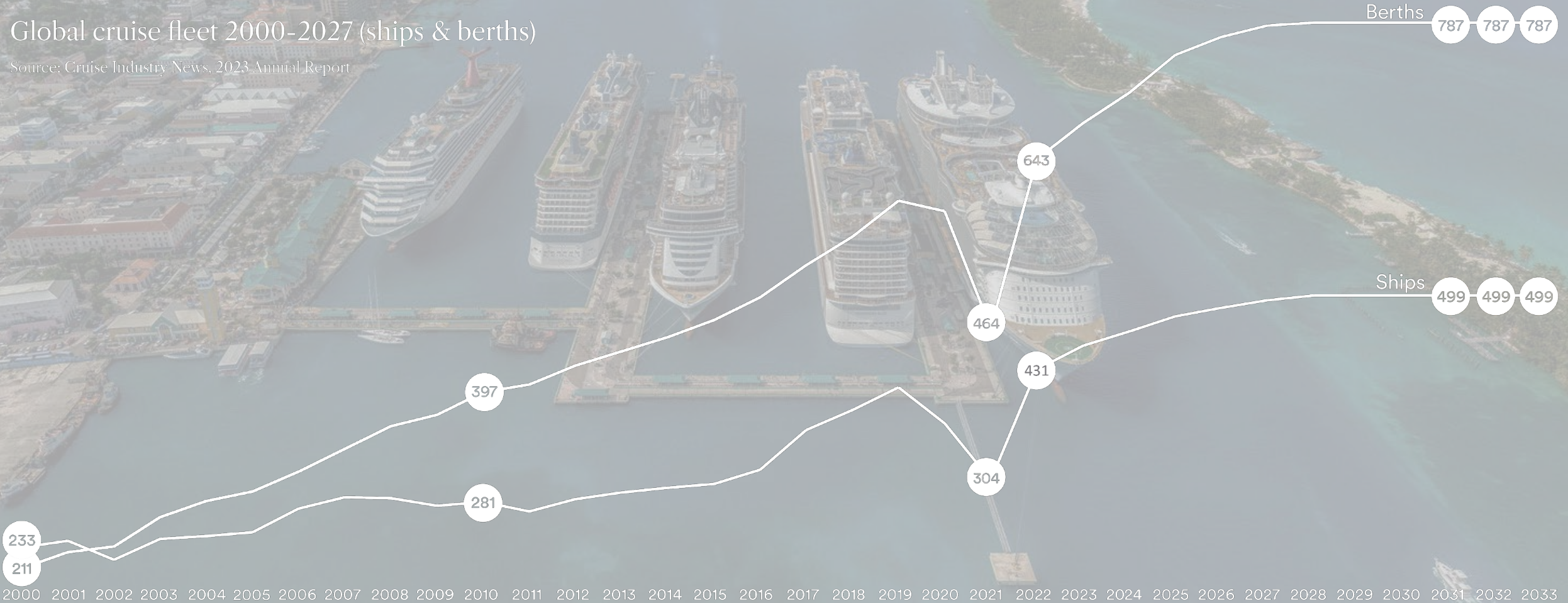


Carola López i Aina Martí / ACN via <https://www.publico.es/public/stop-creuers-exigeix-reduccio-radical-turisme-creueristic-protesta-barcelona.html>

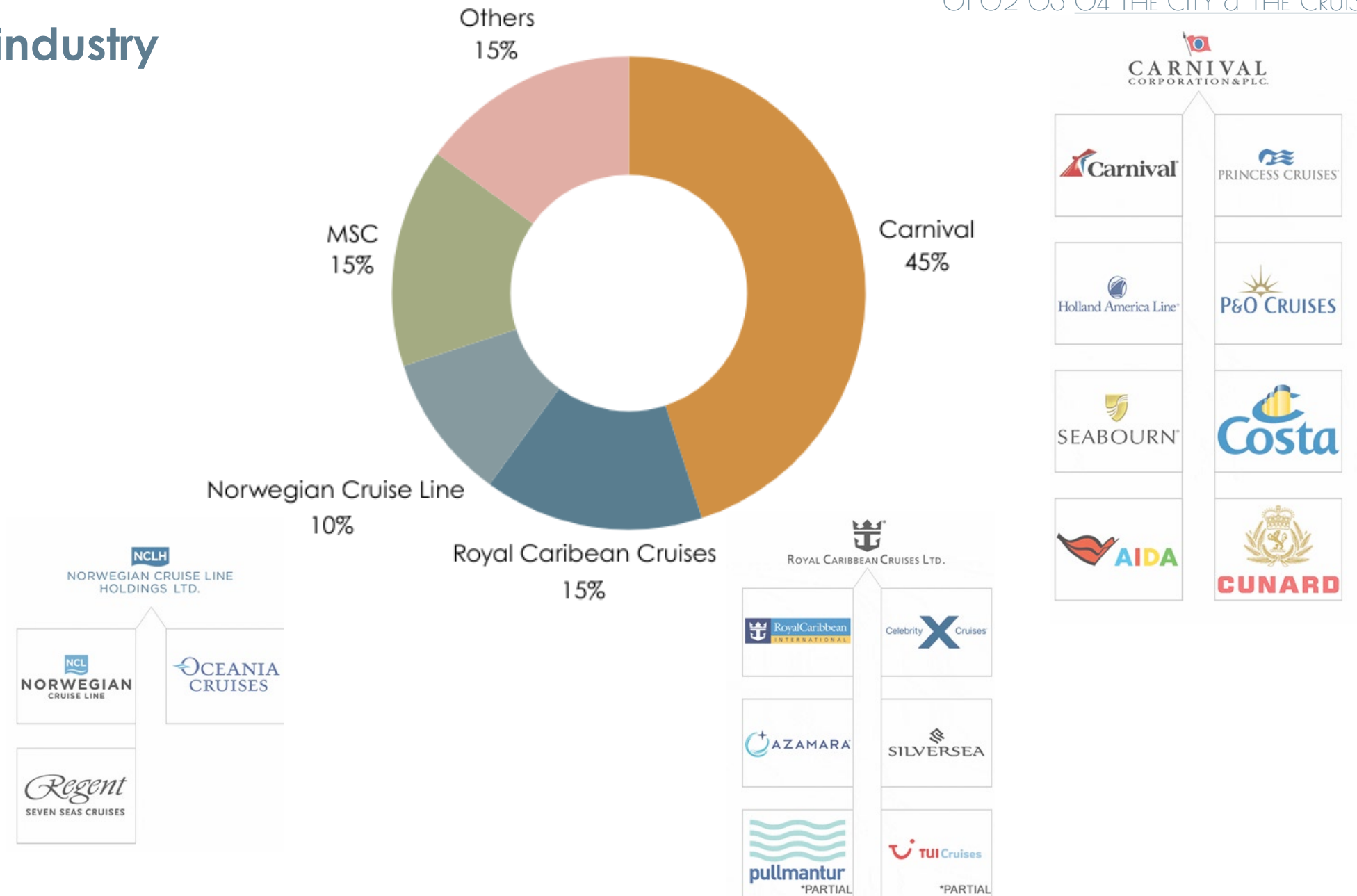
The industry

Global cruise fleet 2000-2027 (ships & berths)

Source: Cruise Industry News, 2023 Annual Report



The industry



The industry

Cruise
companies

POWER

Port
cities

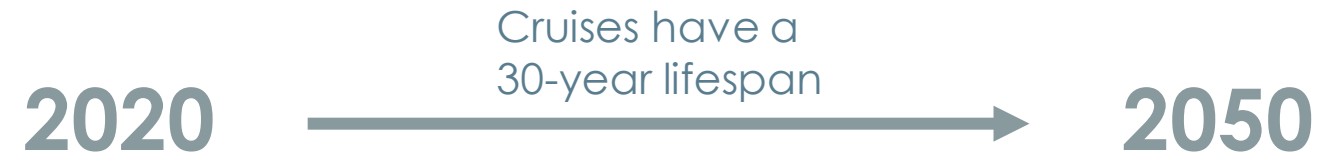


Sub-question 1

What are the present and future impacts caused by the transformation in the cruise tourism industry in secondary port cities?



Sub-question 1



Elements

Public Space

Mobility

Economy

Terminal Location

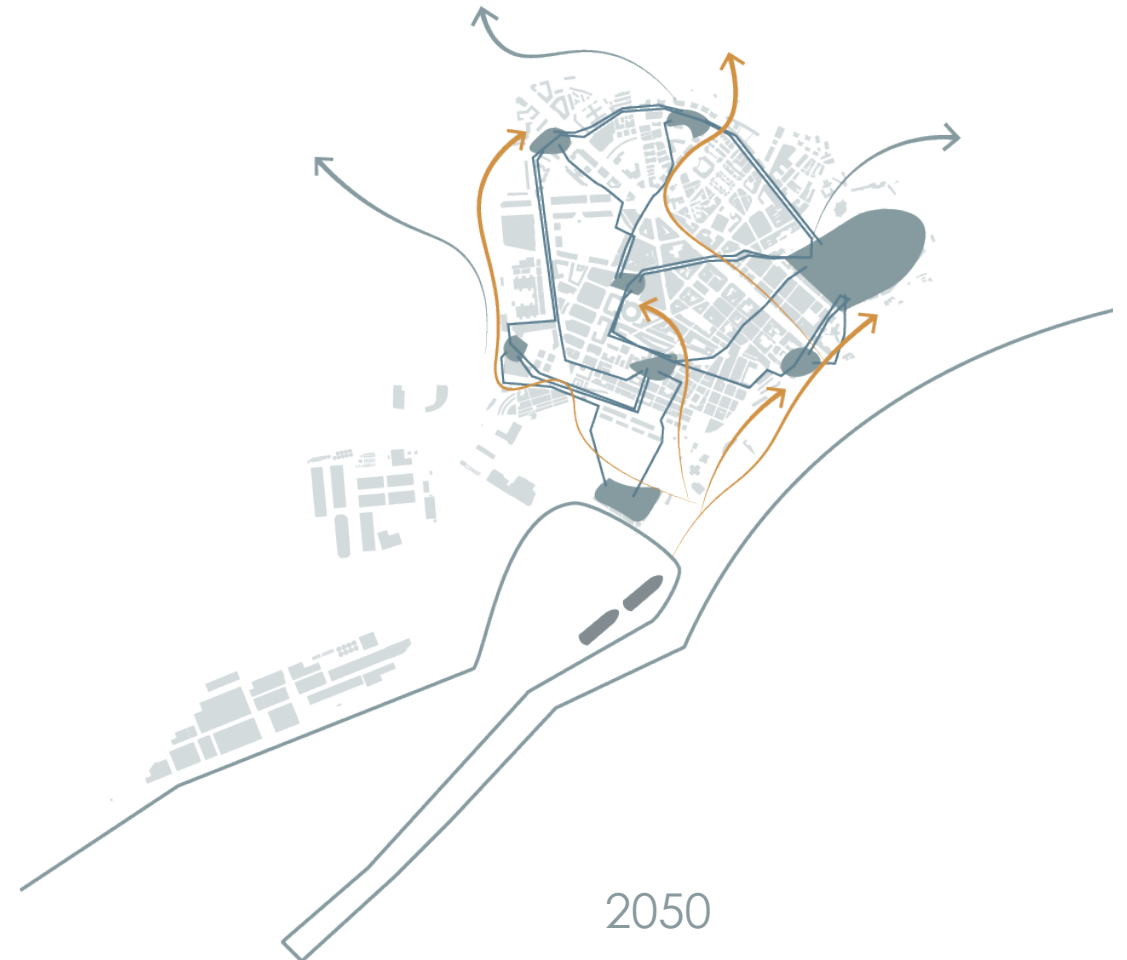
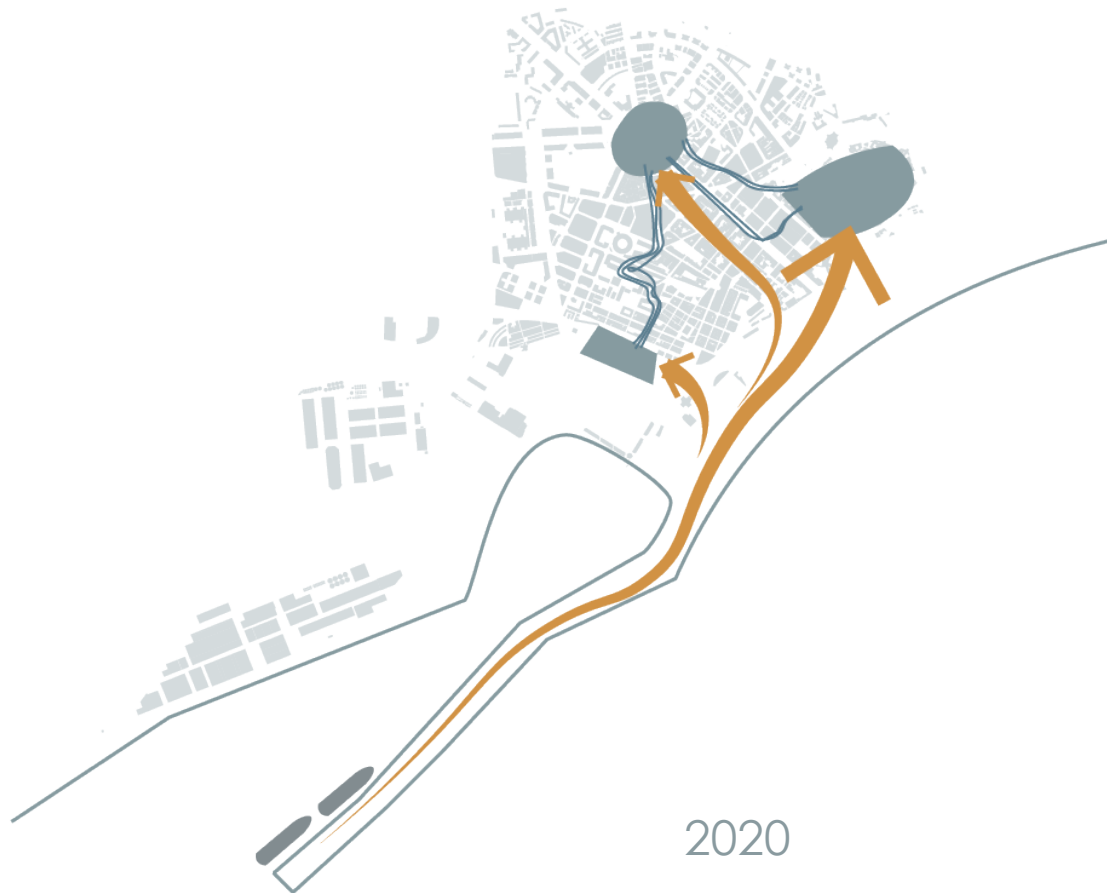
Elements

Public Space

Mobility

Economy

Terminal Location



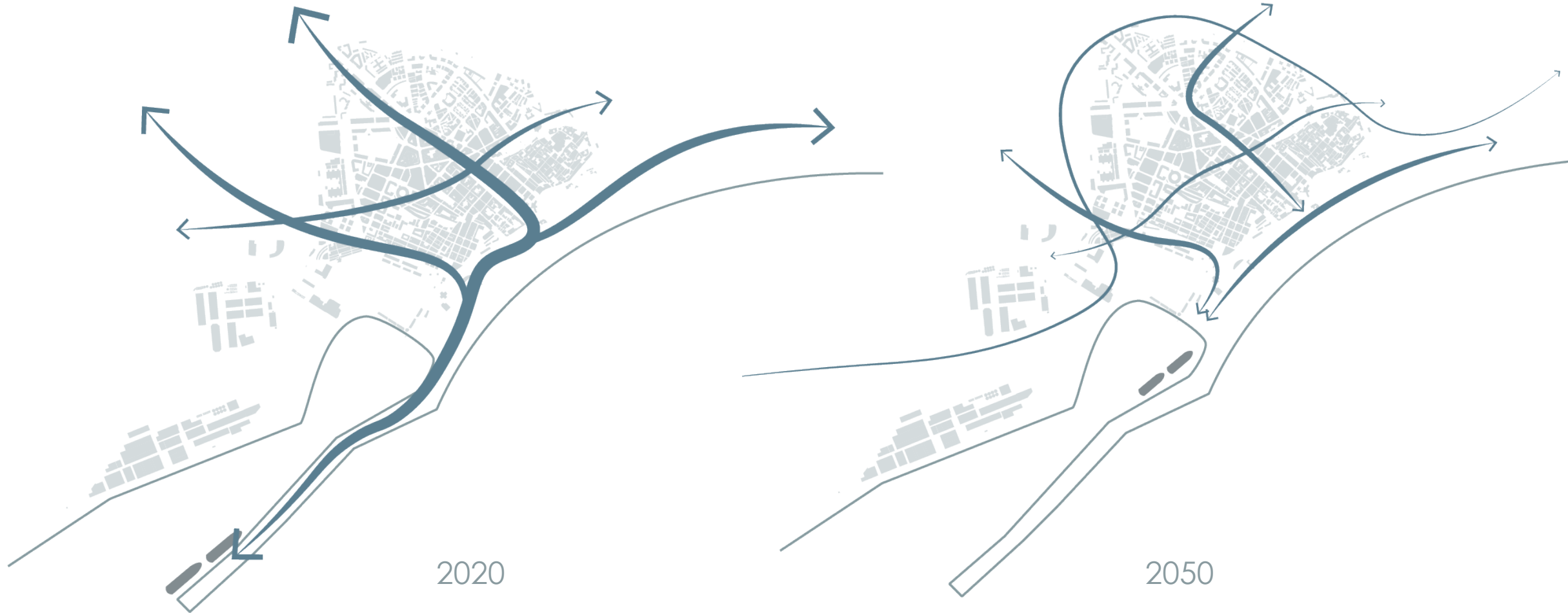
Elements

Public Space

Mobility

Economy

Terminal Location



Elements

Public Space

Mobility

Economy

Terminal Location



Elements

Public Space

Mobility

Economy

Terminal Location



Context



Barcelona Cruise Port via <https://www.bcnncruiseport.com/about-us/1000>

**3 million cruise
tourists**



**Closing
terminal**

Context

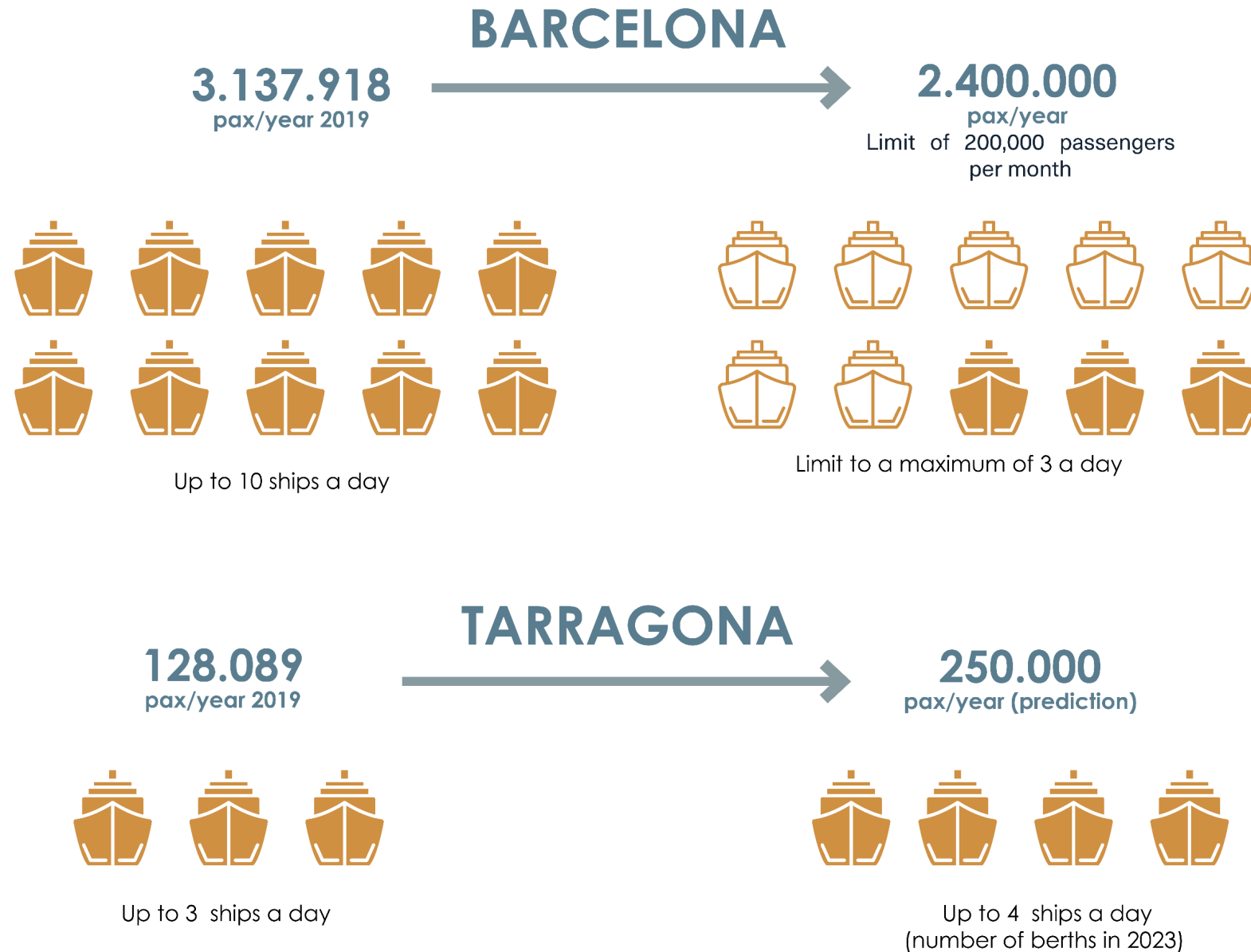


<https://www.contestedports.com/tarragona-spain/>



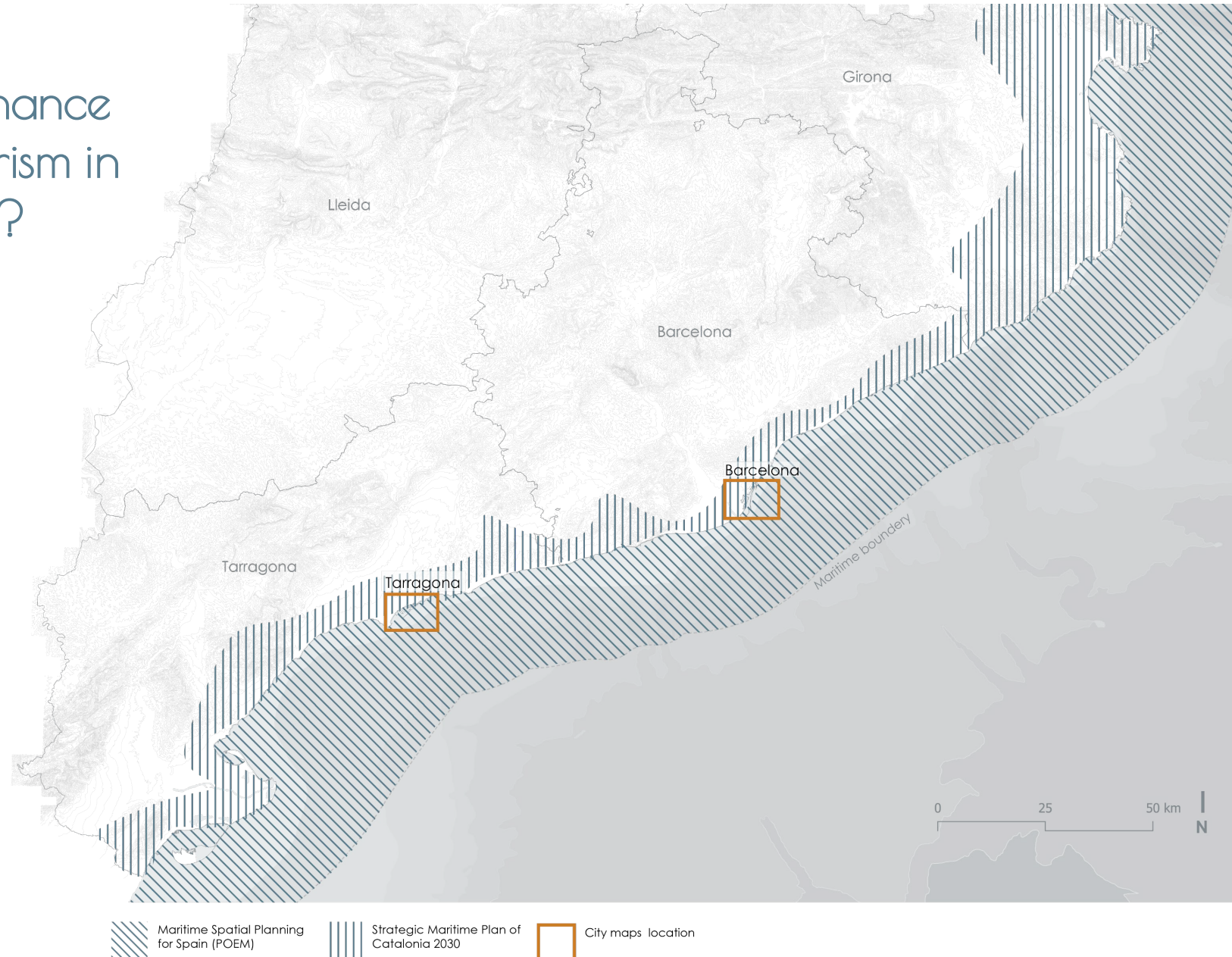
<https://globalportsholding.co.uk/whats-new/the-tarragona-cruise-port-project-launched-at-seatrade-cruise-global/>

Context



Sub-question 2

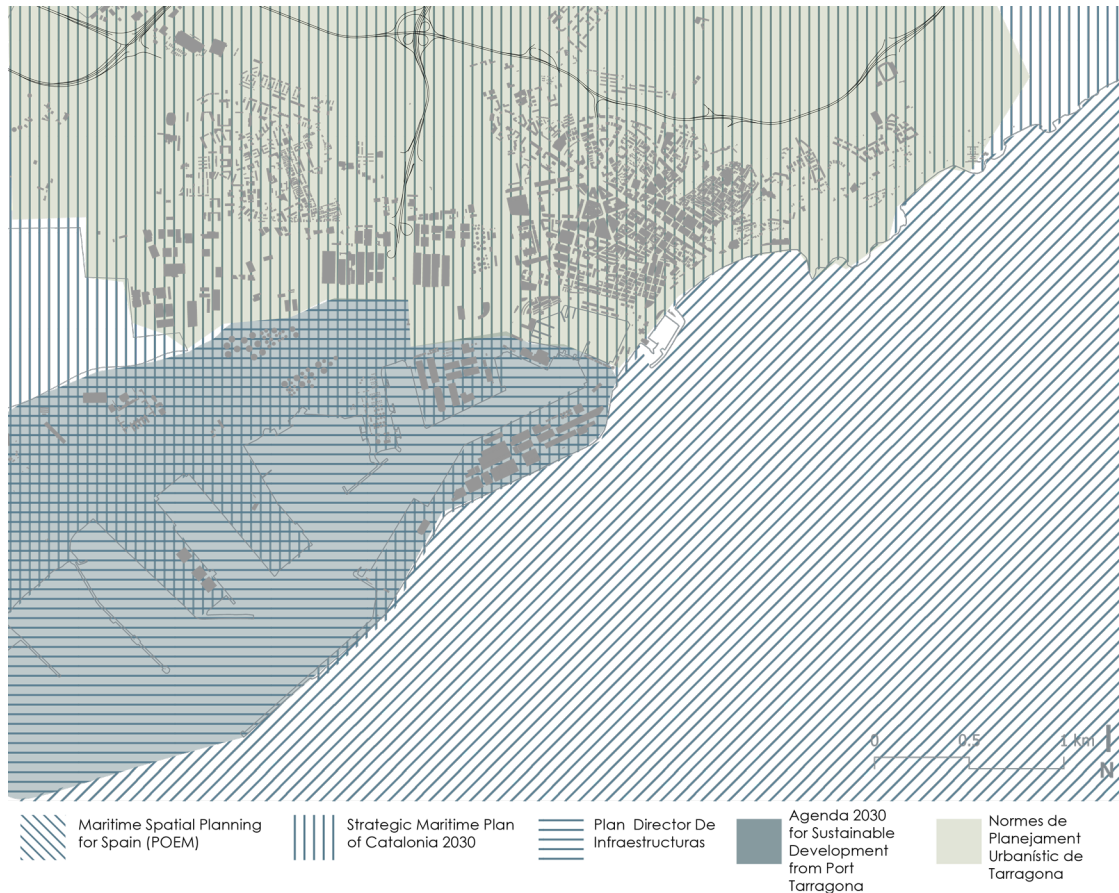
What policies and governance dynamics guide cruise tourism in Barcelona-Tarragona?



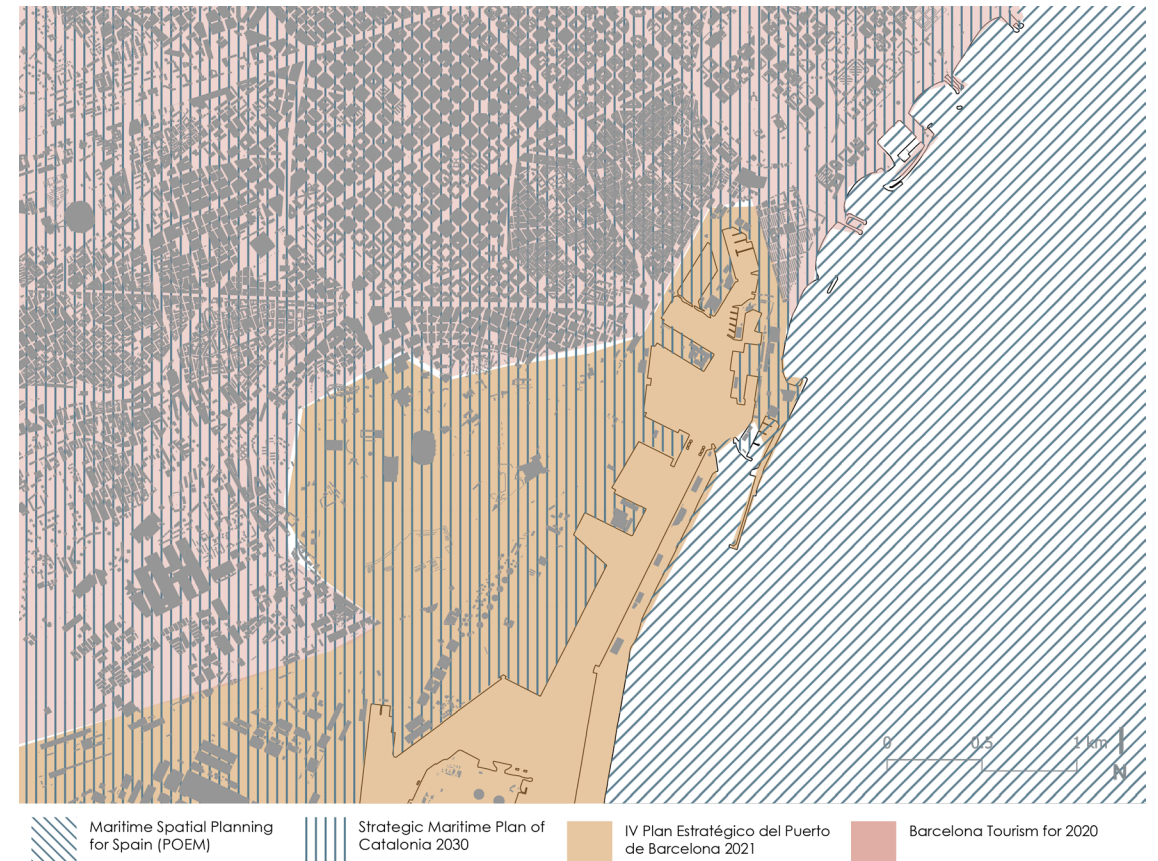
Sub-question 2

What policies and governance dynamics guide cruise tourism in Barcelona-Tarragona?

Tarragona



Barcelona



SWOT



1. Introduction & Context

2. Methodology

3. Vision

4. Applications

- 4.1. Areas
- 4.2. Stakeholders

5. Objectives

- 5.1. A maritime tourism modern and sustainable
 - 5.1.1. New cruise tourism models
 - 5.1.1.1. Cruise dimensions
 - 5.1.1.2. Cruise activities
 - 5.1.2. Zones of priority use for maritime tourism activities
- 5.2. A city close to its maritime activities
 - 5.2.1. Zones dedicated to maritime activities
 - 5.2.2. Programs to enhance culture
 - 5.2.3. promotion of training and jobs in the maritime area
- 5.3. A sustainable and variable economy
 - 5.3.1. Zones of mix use
 - 5.3.2. Zones of potential new mixed-use
- 5.4. Connection sea-land
 - 5.4.1. Mobility activation
 - 5.4.1.1. On-demand bus
 - 5.4.1.2. Train lines
 - 5.4.2. Coastal cities
 - 5.4.2.1. Programs and incentives
 - 5.4.2.2. Activities
 - 5.4.2.3. Tangible and intangible heritage
 - 5.4.3. Inner land areas
 - 5.4.3.1. Rural Activities
 - 5.4.3.2. Tangible and Intangible Heritage

**“Strategic Maritime Plan
of Catalonia 2030”**



Magic of the Caribbean via <https://www.facebook.com/JAandBZ/posts/5556073027846779/>



6. Evaluation

- 6.1. Evaluation tool
- 6.2. Time Framework

O6 PROPOSAL

Scenario Building



Börjeson et al. (2006)

“What can happen?”

+

**incorporates policies
to analyse its consequences**

Scenario Building tool

**Cruise
Size**



Mega
X
Small

**Travel
Scale**



Logistics
Fuel
Ports

**Regional
connection**



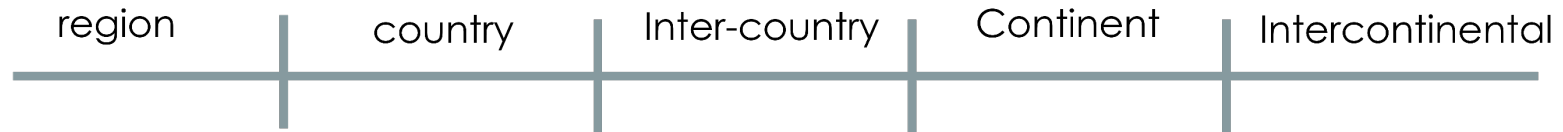
Plans
Policies

Scenario Building tool

Cruise Size



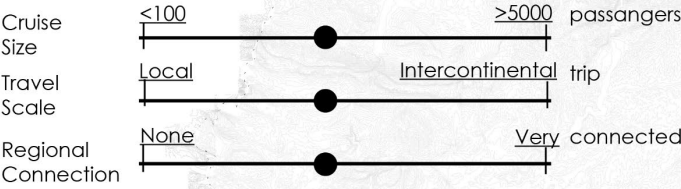
Travel Scale



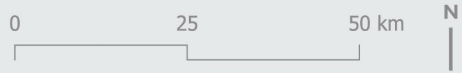
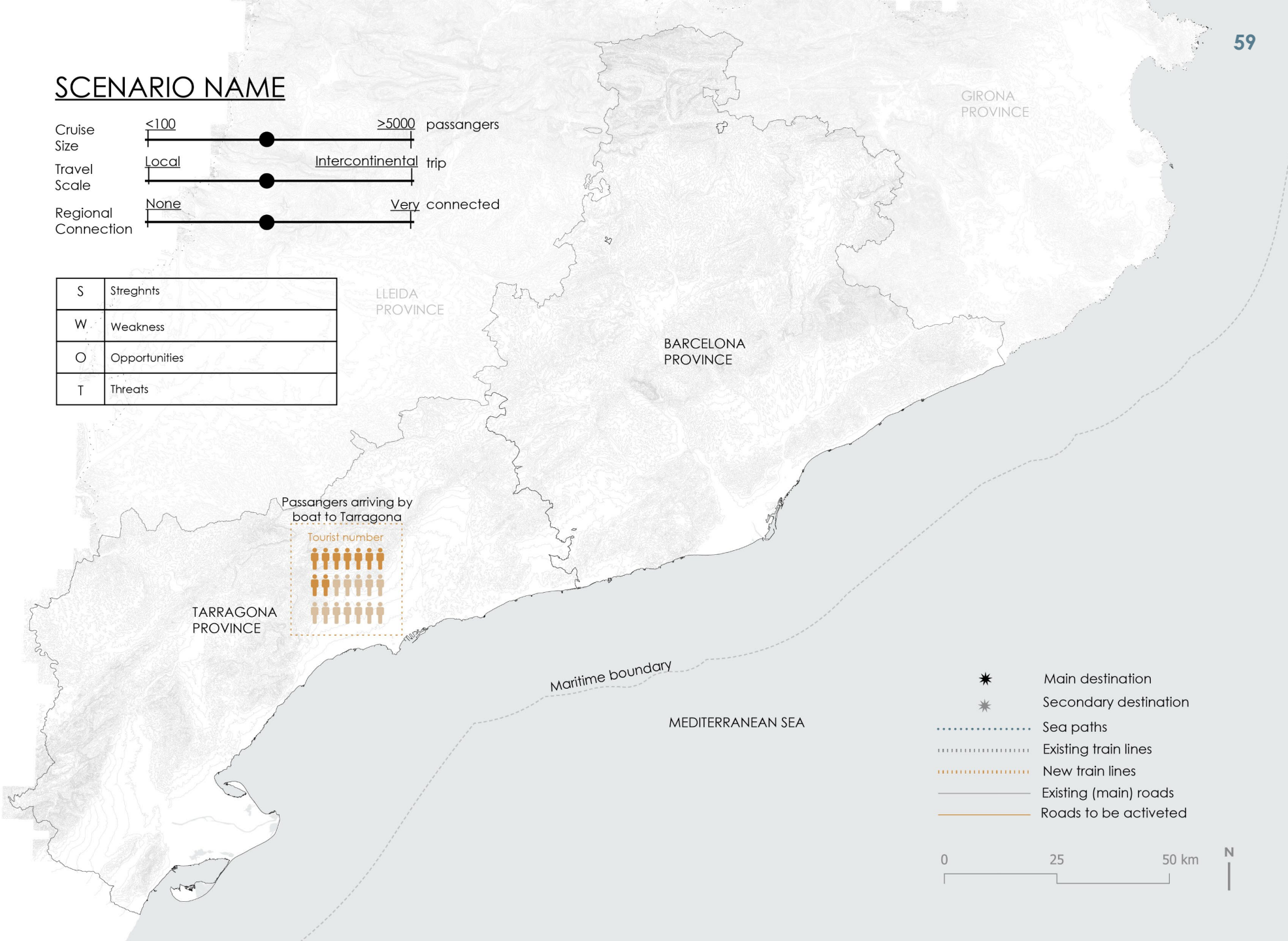
Regional connection



SCENARIO NAME



S	Strengths
W	Weakness
O	Opportunities
T	Threats

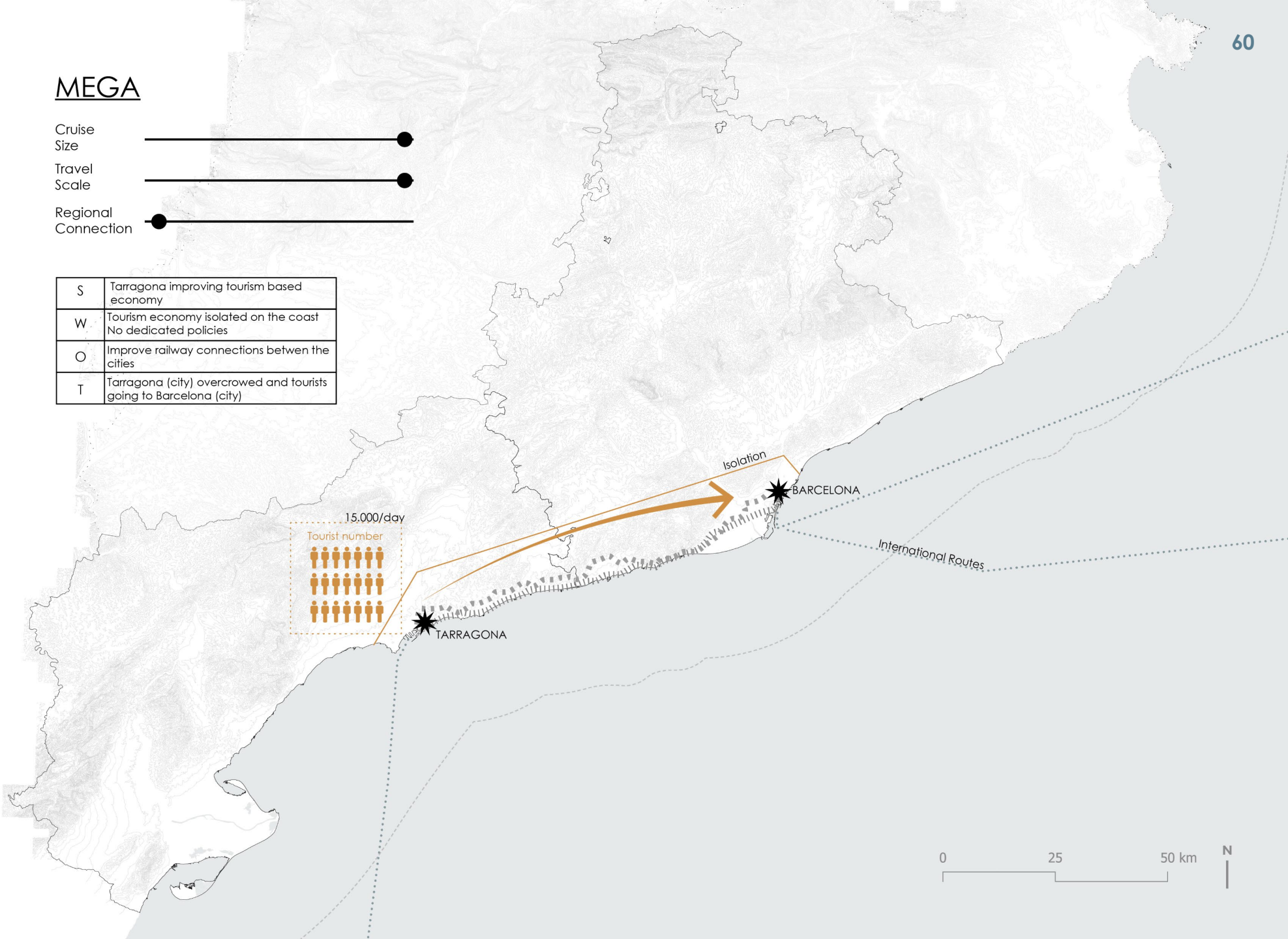


Mega Scenario

MEGA

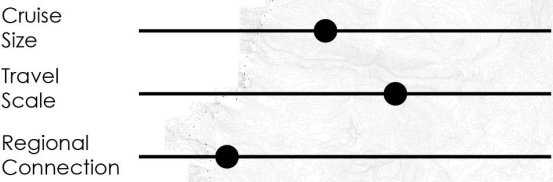


S	Tarragona improving tourism based economy
W	Tourism economy isolated on the coast No dedicated policies
O	Improve railway connections between the cities
T	Tarragona (city) overcrowded and tourists going to Barcelona (city)

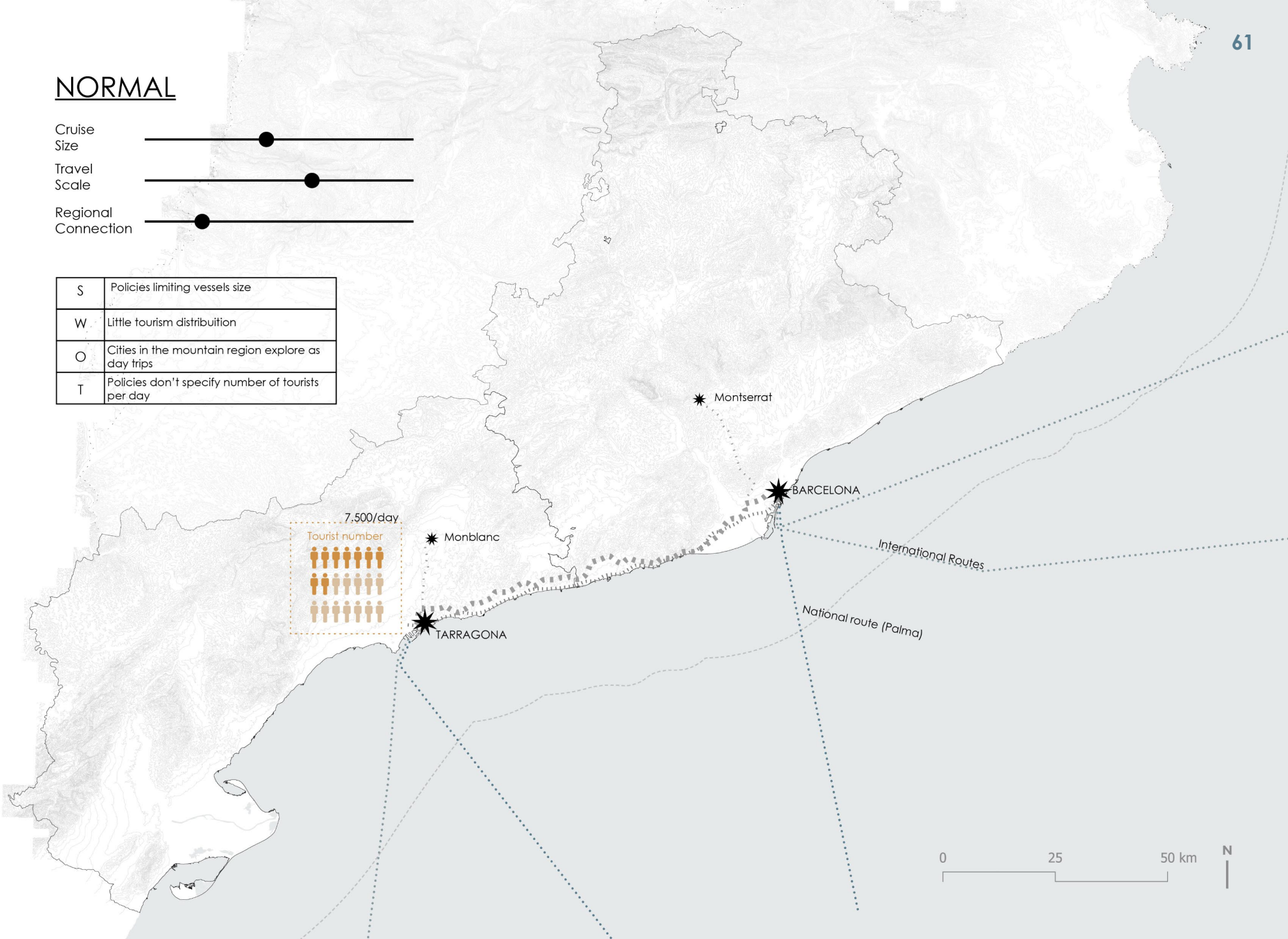


Normal Scenario

NORMAL

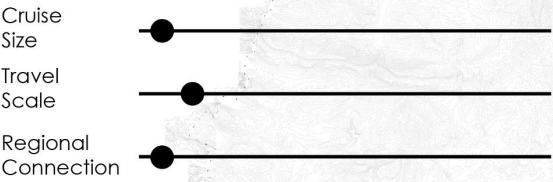


S	Policies limiting vessels size
W	Little tourism distribution
O	Cities in the mountain region explore as day trips
T	Policies don't specify number of tourists per day

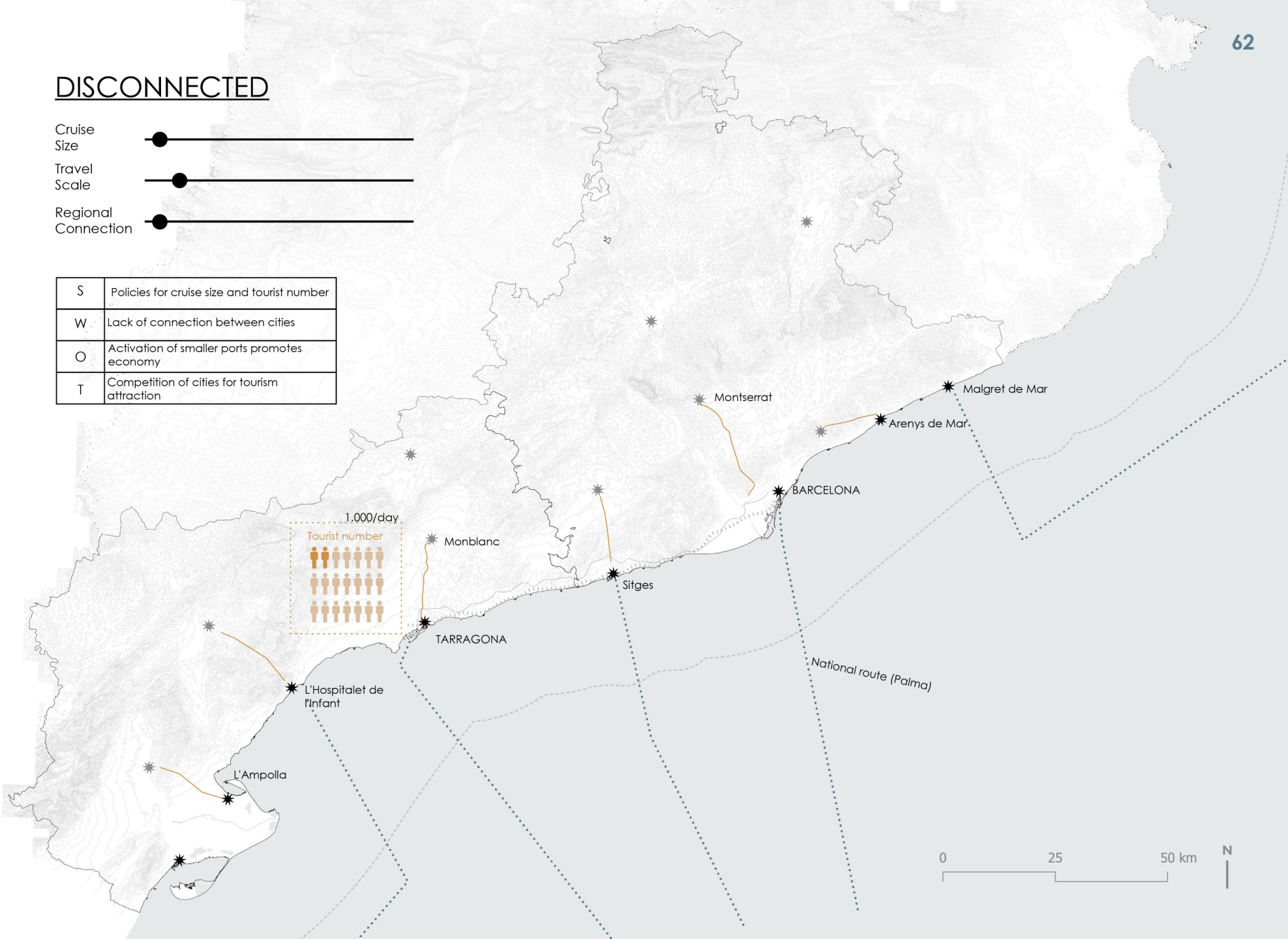


Disconnected Scenario

DISCONNECTED



S	Policies for cruise size and tourist number
W	Lack of connection between cities
O	Activation of smaller ports promotes economy
T	Competition of cities for tourism attraction

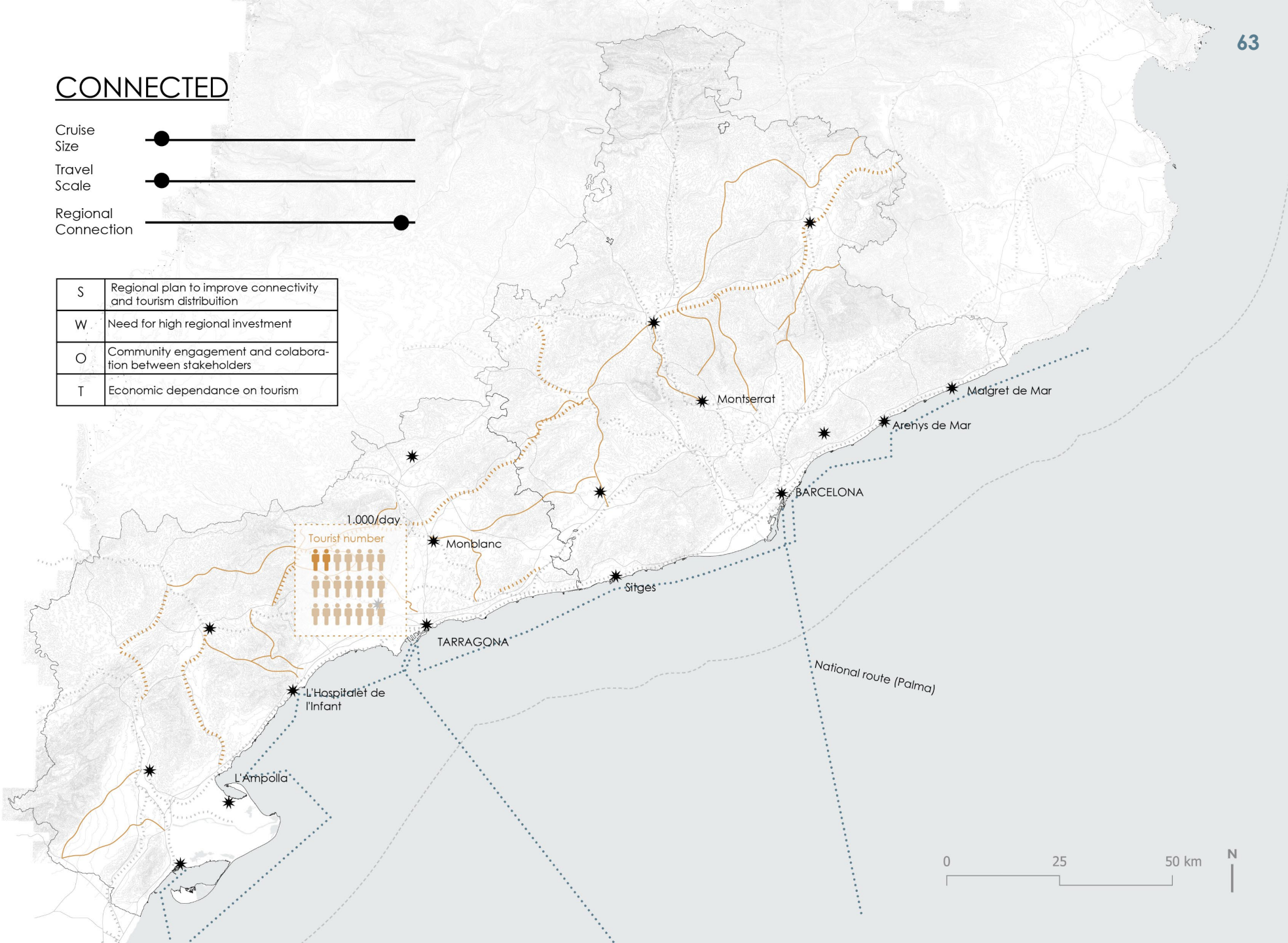


Connected Scenario

CONNECTED



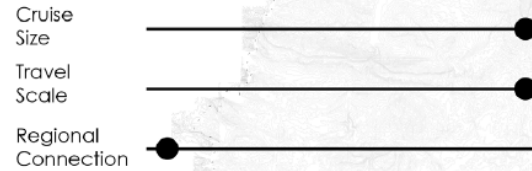
S	Regional plan to improve connectivity and tourism distribution
W	Need for high regional investment
O	Community engagement and collaboration between stakeholders
T	Economic dependence on tourism



Sub-question 3

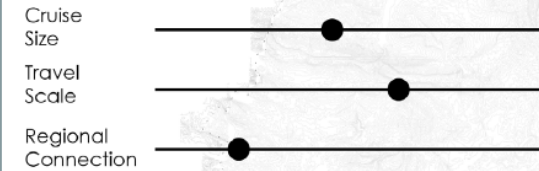
Which regional development strategy can improve the tourism distribution for Barcelona-Tarragona?

MEGA



S	Tarragona improving tourism based economy
W	Tourism economy isolated on the coast No dedicated policies
O	Improve railway connections between the cities
T	Tarragona (city) overcrowded and tourists going to Barcelona (city)

NORMAL



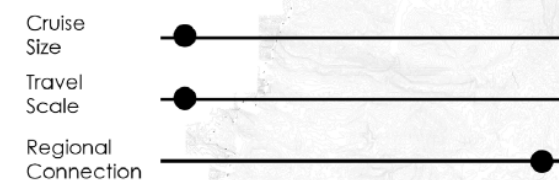
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DISCONNECTED



S	Policies for cruise size and tourist number
W	Lack of connection between cities
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CONNECTED



S	Regional plan to improve connectivity and tourism distribution
W	Need for high regional investment
O	Community engagement and collaboration between stakeholders
T	Economic dependence on tourism

MEGA



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NORMAL



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DISCONNECTED



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CONNECTED



S	Regional plan to improve connectivity and tourism distribution
W	Need for high regional investment
O	Community engagement and collaboration between stakeholders
T	Economic dependance on tourism

Vision elements

SEA



Maritime Spatial
Planning (MSP)

LAND



Agriculture
regeneration

HERITAGE



UNESCO Historic
Urban
Landscape
(HUL)

Small ports



<https://ports.gencat.cat/port-de-mataro/>

Natura2000



Fundación Biodiversidad via <https://lifeamarnatura2000.eu/en/a-first-analysis-of-the-perception-of-the-marine-natura-2000-network-in-spain-in-the-framework-of-life-a-mar/>

Floating structures



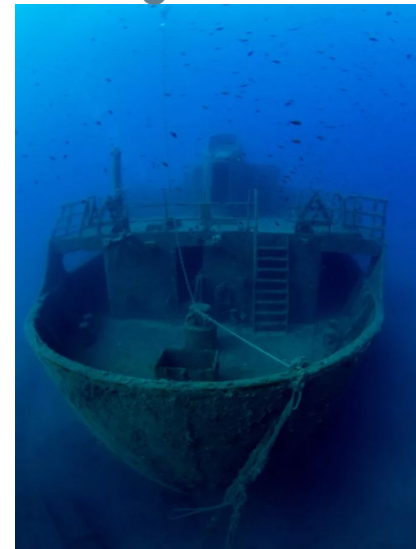
Mast architects | <https://mast.dk/land-on-water>

Cofradías



https://es.ara.cat/misc/pesca-cae-mitad-cataluna_1_4902592.html

Diving



<https://travel.padi.com/dive-center/spain/glups-diving-cambrils/>

Oil rig



XTU architects | <https://www.xtuarchitects.com/rig-city>

Vision elements | **LAND**

Rice



<https://montsia.es/en/how-do-we-grow-rice-in-the-ebro-delta>

Wine



<https://www.vinovest.co/blog/spanish-wine-regions>

Olives



<https://pt.oliveoiltimes.com/production/one-third-of-global-olive-oil-production-comes-from-intensive-farming/112809>

Vision elements | HERITAGE

Handcrafts



1 - <https://ascontistas.wordpress.com/2017/10/11/no-de-rendeira-sandra-godinho/>
 2 - Ricardo Grobas via <https://www.diariodemallorca.es/cultura/2023/12/15/maestro-cestero-gallego-alvaro-martinez-95903874.html>
 3 - https://the-home-project.com/portfolio_page/ceramica-negra/

Costal heritage



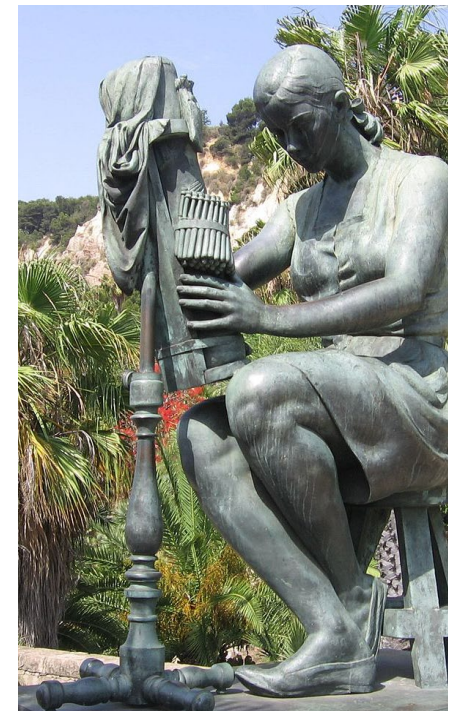
Alberichi Fotografis via <https://www.camping-lallosa.com/nl/nieuws/100/costa-dorada-de-ideale-plek-om-met-uw-gezin-te-komen>

Building heritage



https://pt.m.wikibooks.org/wiki/Ficheiro:Montserrat_monastery3.JPG

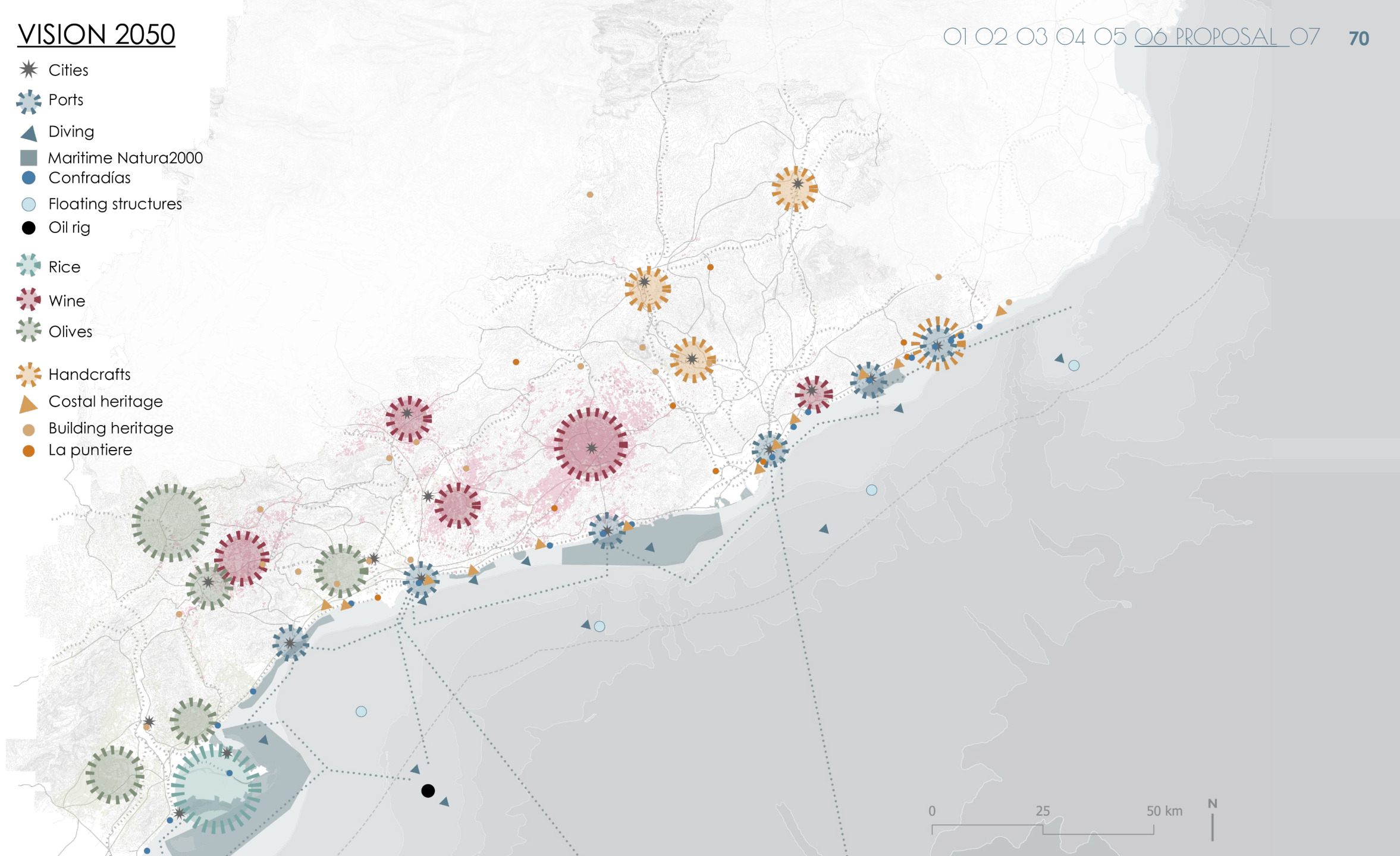
Le puntiere



Canaan via
https://commons.wikimedia.org/wiki/File:La_puntaire,_Josep_Viladomat,_1972.jpg

VISION 2050

- ✱ Cities
- ✱ Ports
- ▲ Diving
- Maritime Natura2000
- Confradías
- Floating structures
- Oil rig
- ✱ Rice
- ✱ Wine
- ✱ Olives
- ✱ Handcrafts
- ▲ Coastal heritage
- Building heritage
- La puntiere



Sub-question 4

What type of urban-scale intervention can be beneficial for the tourism distribution on the region?

Public Space



Mobility



Economy



Terminal Location





To guarantee that public spaces have easy access to transports



Create a network thorough sea and land connecting terminals



Provide easy and just connection between spaces



Guarantee that public transport is available in terminal areas



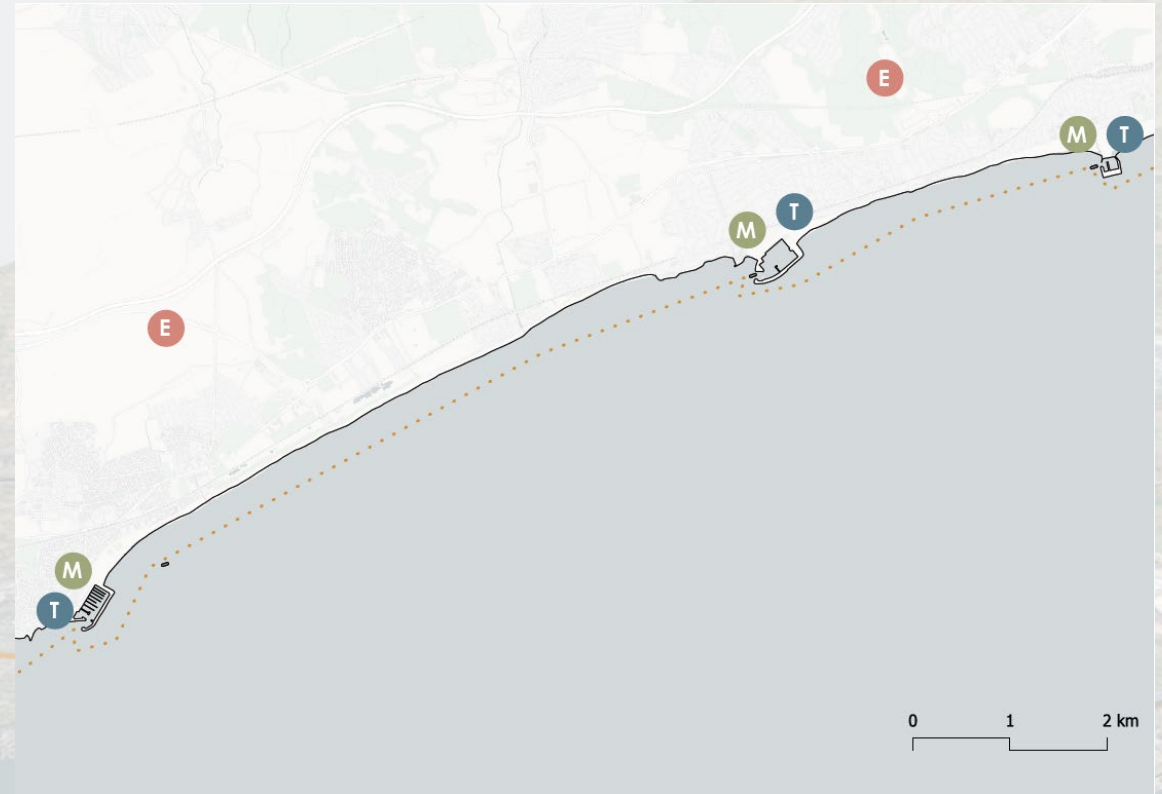
Use economic activities, such as agriculture and fishery, to promote public interactions

Prototypes | **Public Space**

Swale NYC



In the region



Prototypes | Public Space





Prototypes | Economy

From fisherman to manor house



In the region



Prototypes | Economy



Prototypes | **Economy**

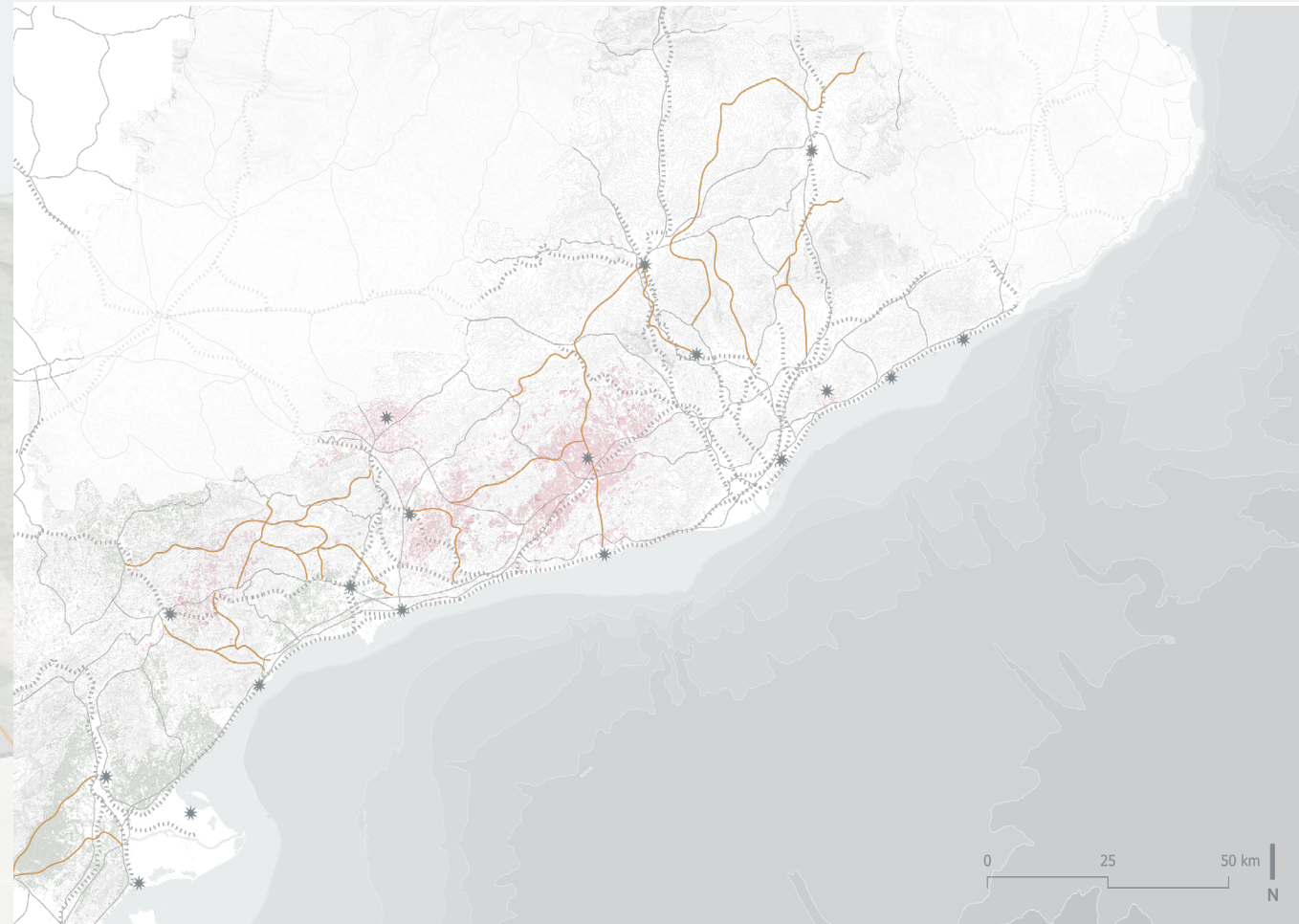


Prototypes | **Mobility**

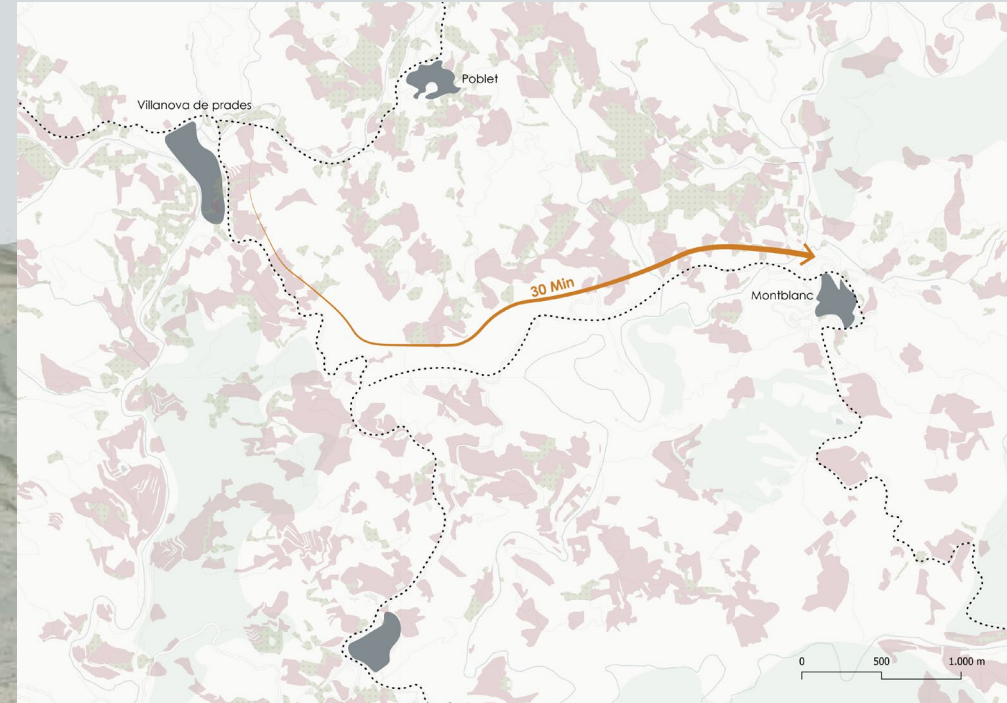
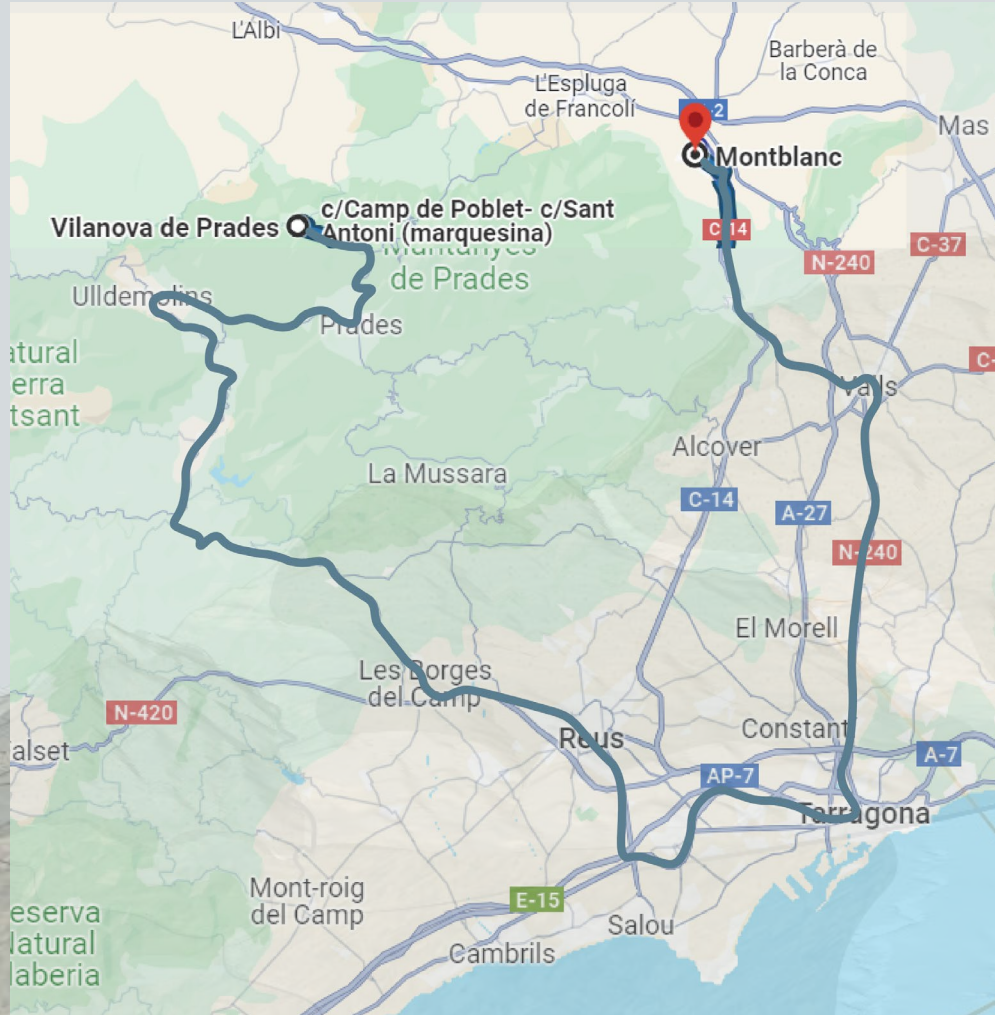
FLASH automated bus



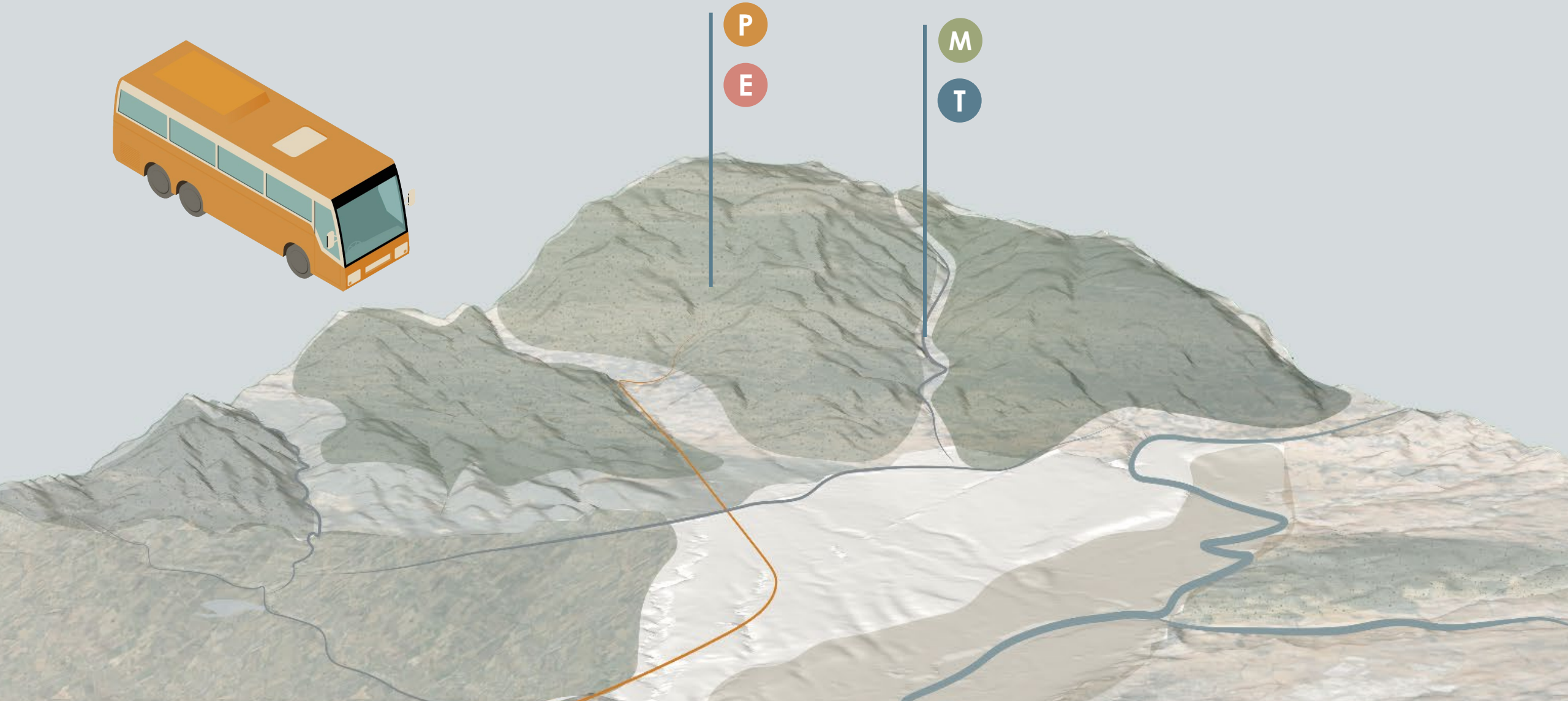
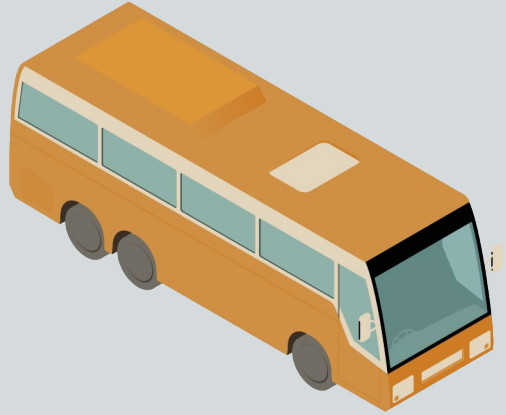
In the region



Prototypes | Mobility



Prototypes | **Mobility**





Prototypes | Terminal location

Boulevard Euromediterranee



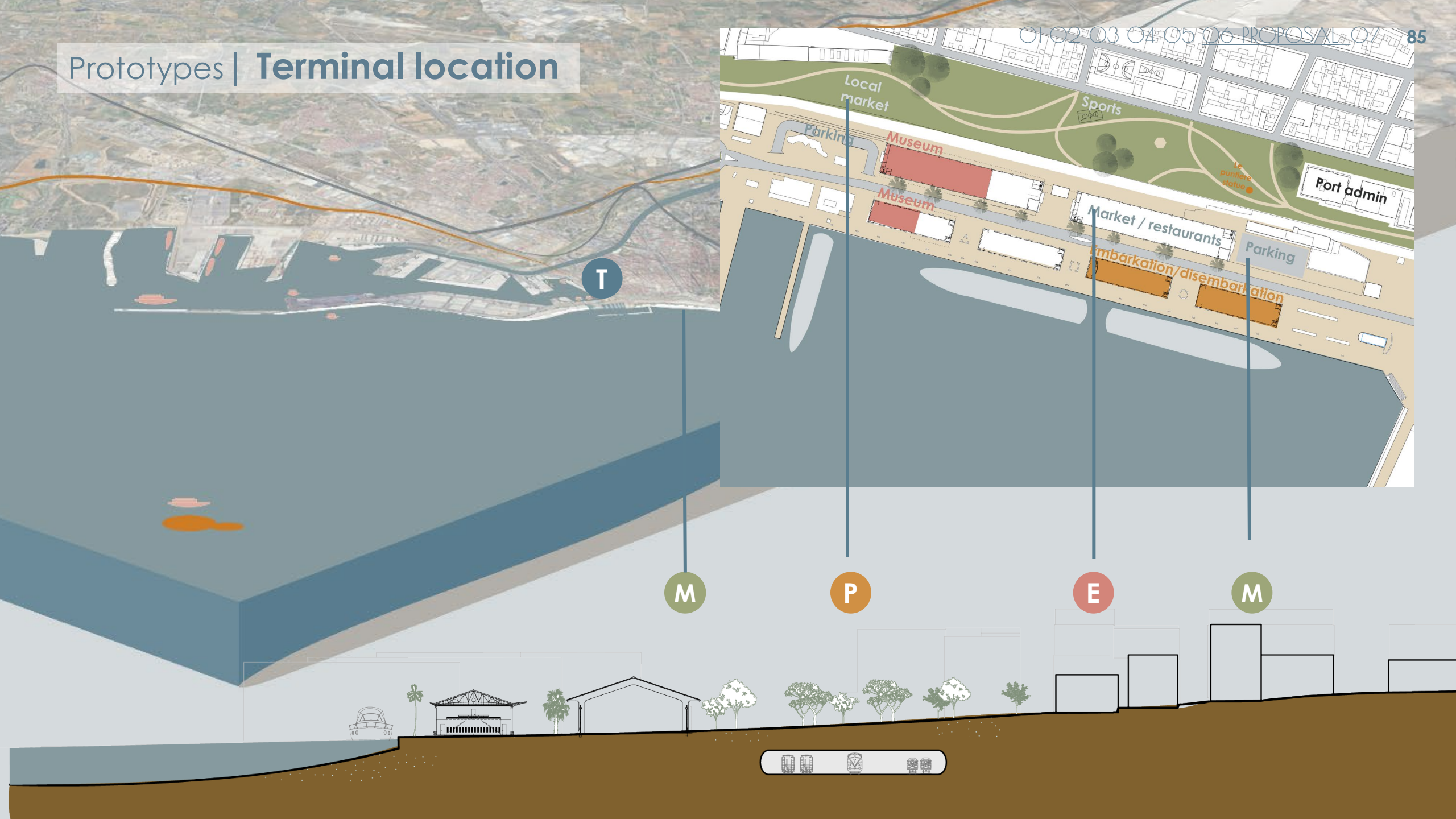
In the region



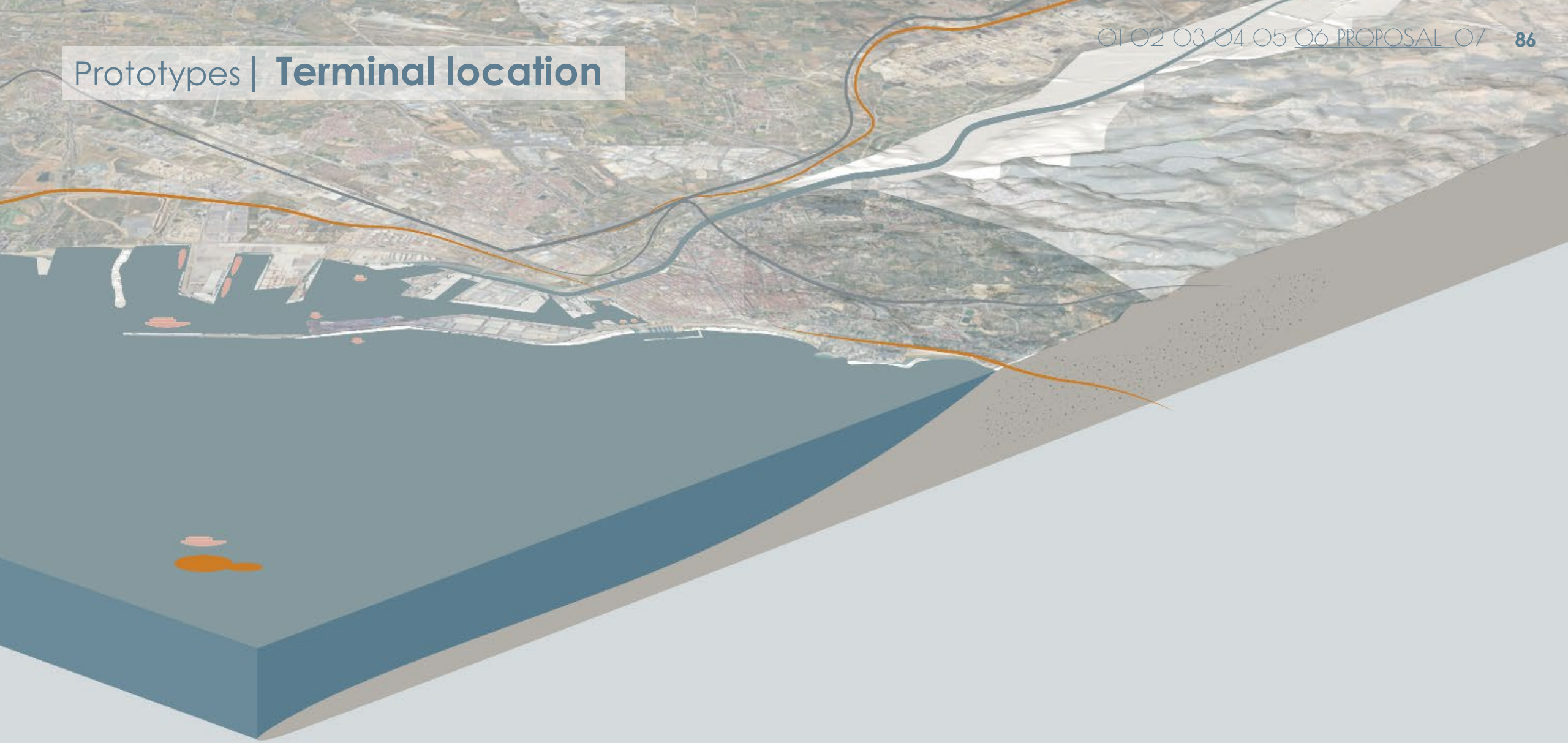
Prototypes | Terminal location

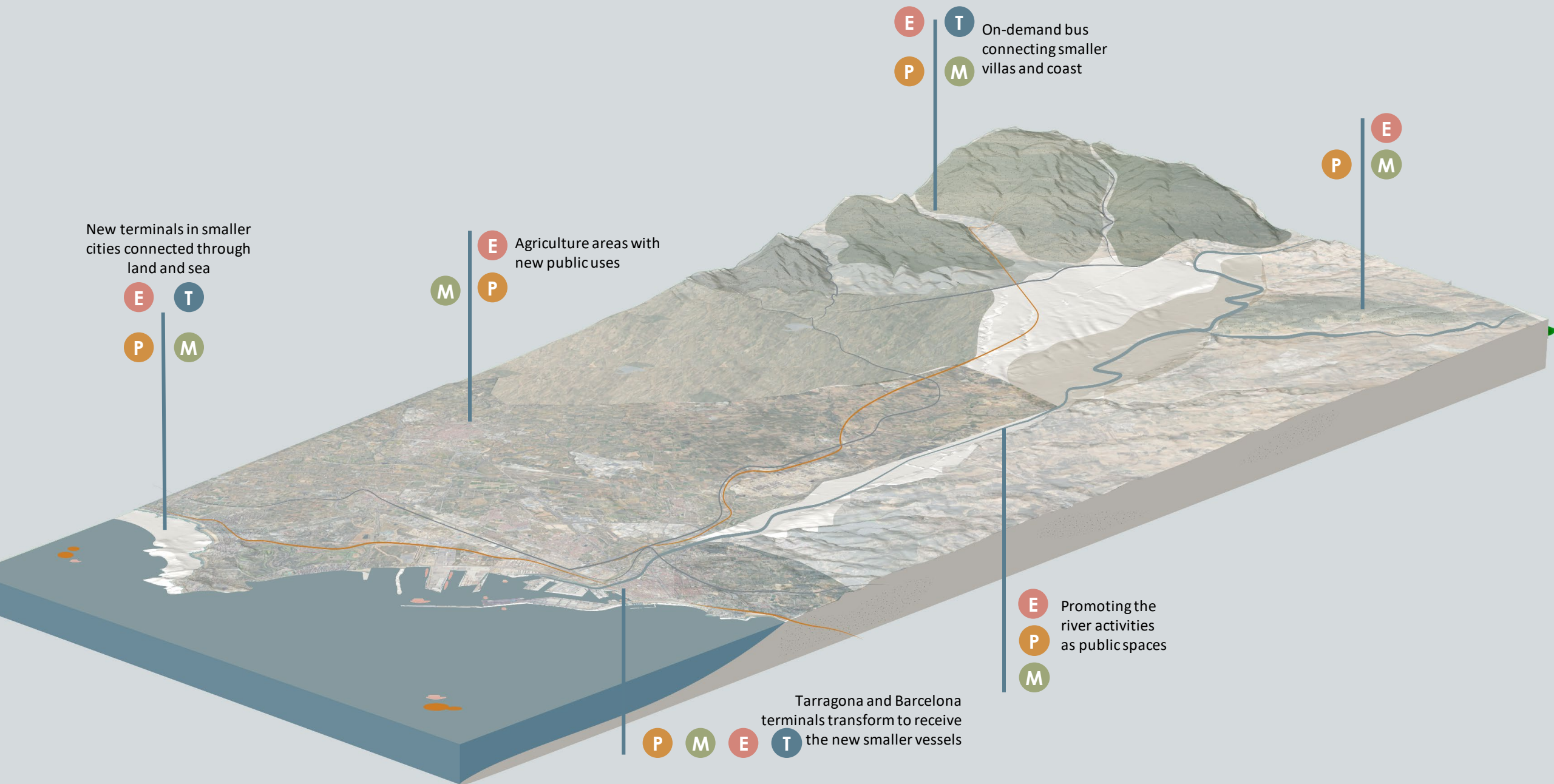


Prototypes | Terminal location



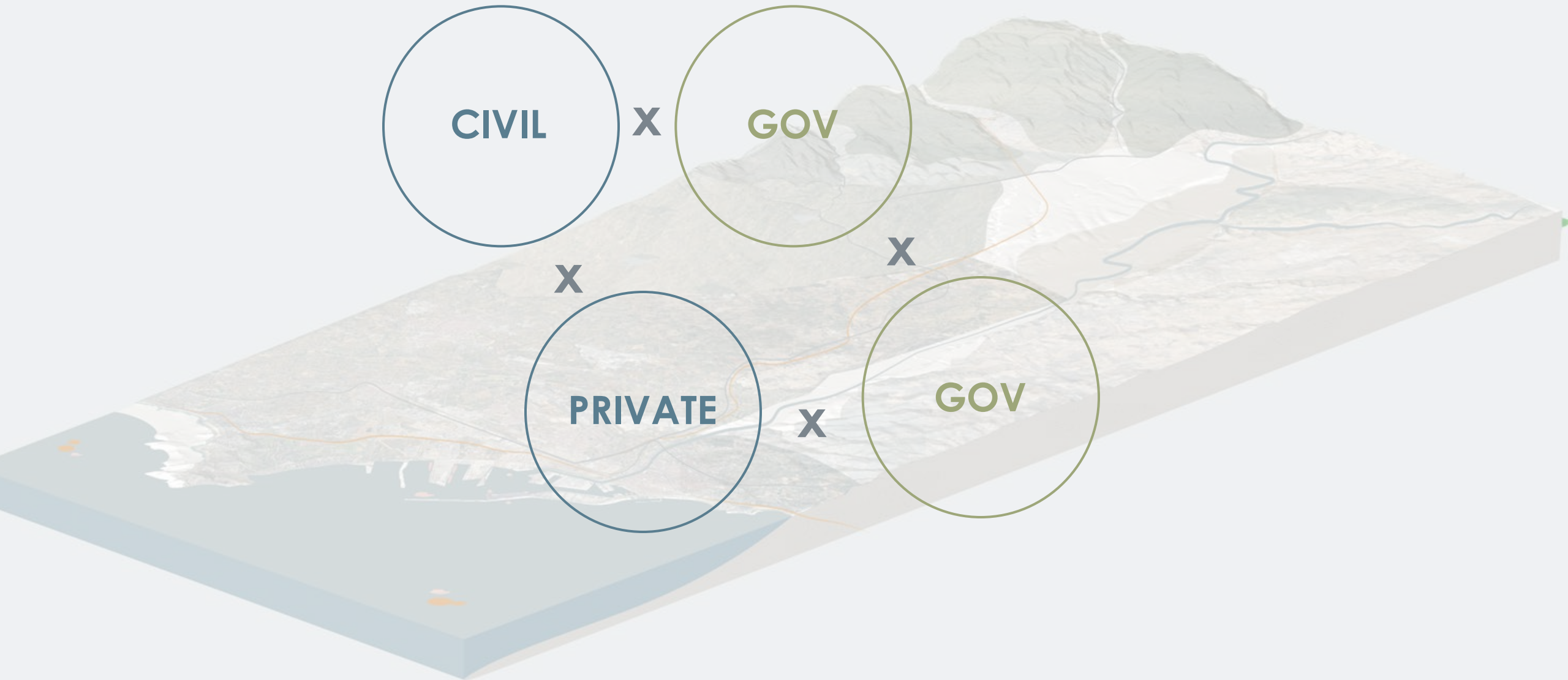
Prototypes | **Terminal location**

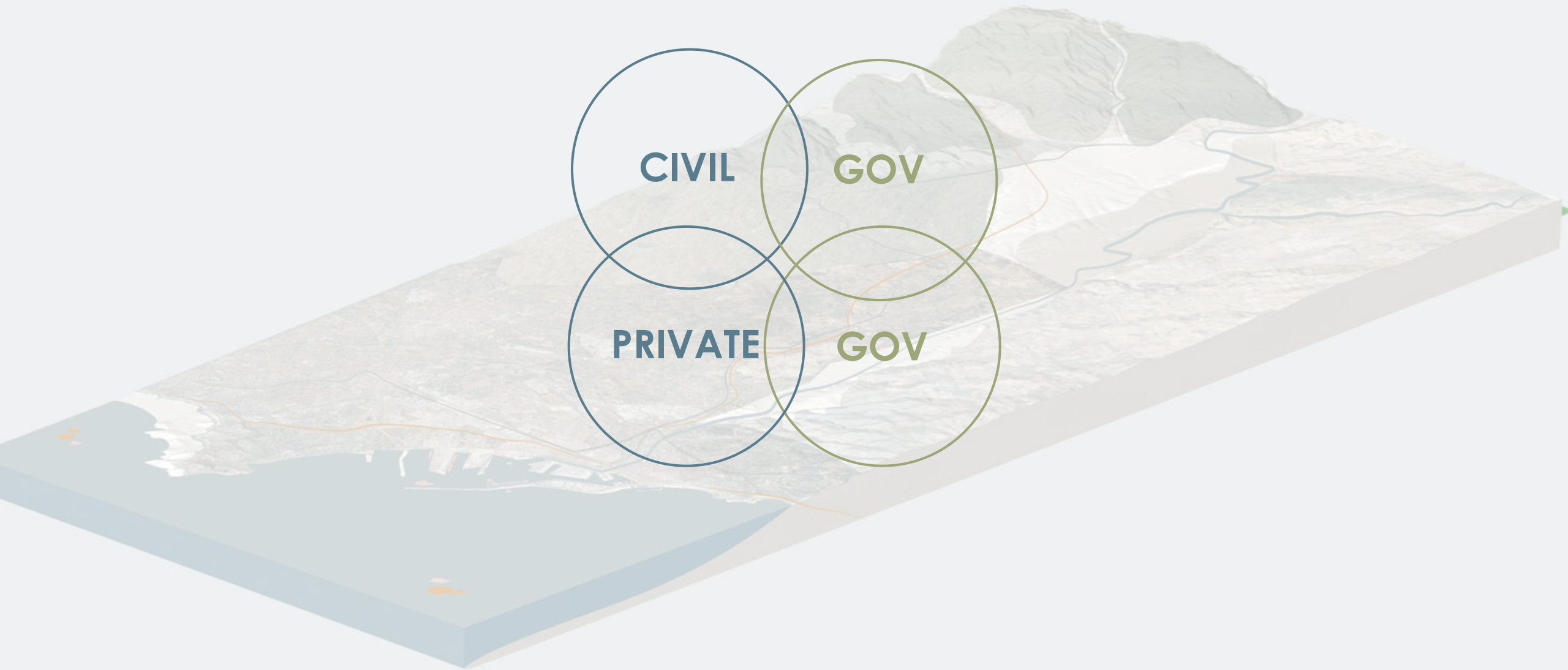




O7 CONCLUSIONS







1. SLASH CRUISE SIZE NOW!



2. ENFORCE SEA-LAND INTERACTION

3. PUSH LOCAL PRODUCTS!



4. PROTECT CULTURAL HERITAGE!

5. SUSTAINABLE TOURISM IS A MUST!

MANIFESTO

FOR SUSTAINABLE PORT COMMUNITIES



THANKS

TIME FOR QUESTIONS



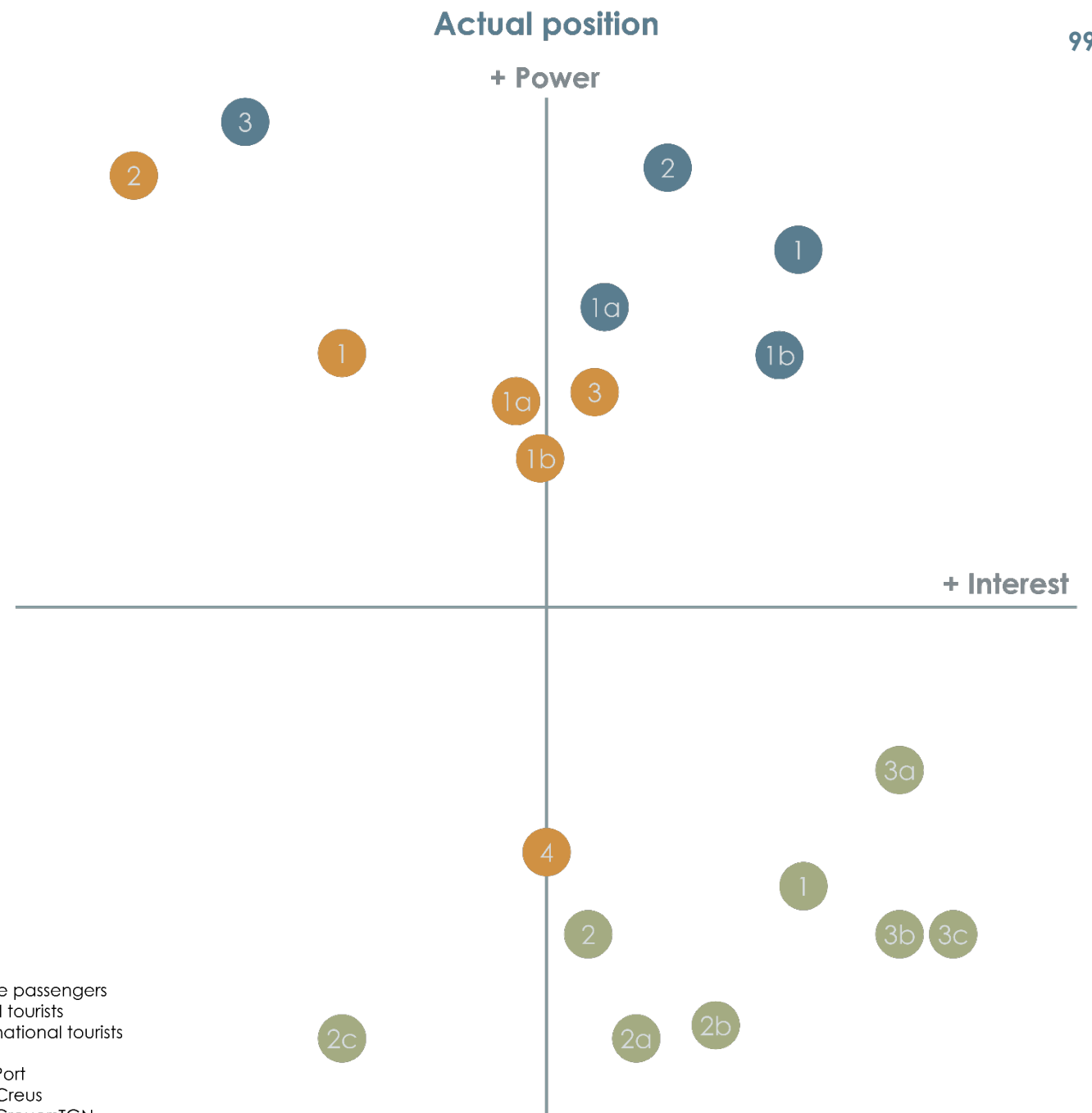
Stakeholders

- Public

 - 1. Municipalities
 - 1a. Municipality of Barcelona
 - 1b. Municipality of Tarragona
 - 2. Catalonia Government
 - 3. Spanish Government
- Private

 - 1. Global port holdings
 - 1a. Barcelona port
 - 1b. Tarragona port
 - 2. Big cruise corporations
 - 3. Small cruise corporations
 - 4. Logistic companies
- Civil

 - 1. Residents
 - 2. Tourists
 - 2a. Cruise passengers
 - 2b. Local tourists
 - 2c. International tourists
 - 3. NGO
 - 3a. ZeroPort
 - 3b. StopCreus
 - 3c. StopCreuersTGN



Desired position

+ Power

+ Interest

