

Experience Barcelona as a local

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Bachelor's Thesis

2022

Bachelor of Hospitality Management

Abstract

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Degree Tourism and Event Management
Report/thesis title Write the main title of your report/thesis here.
Number of pages and appendix pages 27 + 8
<p>The purpose of this product-based thesis is to provide an authentic guide for the commissioner's, Tripsteri, app called DayTripster, which is targeted to travellers who seek for a local experience when travelling.</p> <p>The product is designed to create responsible options in the tourism sector and to create new initiatives to fight overtourism in Barcelona. It is built as restaurant tours by different themes including the commissioner's values.</p> <p>The main theoretical starting points are authenticity and responsibility in tourism, which includes local culture to consider, when planning travelling in touristic destinations and new products within the tourism industry.</p> <p>Development methods used in this study are qualitative research which includes structured interviews and observation for data collection.</p> <p>The thesis is built of theory, research, and product parts. The theory part covers Barcelona as a touristic destination with overtourism as a dilemma, and themes, such as authenticity, responsibility, creativity, and smart tourism.</p> <p>The product development part discusses qualitative research, interview and observation as a data collection methods. In addition, the researcher demonstrates how the research methods are implemented in practice.</p> <p>Lastly, the product implementation part introduces the product creation process. The product result, meaning the tours with descriptions of the places and pictures, is presented as images taken from the app in the appendix 1</p> <p>Appendix 2 demonstrate the answers from the interviews. The tours are created according to the interview results and the researcher's observation.</p>
Keywords Barcelona guide, authenticity, responsibility

Table of contents

1	Introduction	1
1.1	The aim and the structure of the thesis	1
1.2	Tripsteri as a commissioner	2
2	Barcelona as a destination	4
2.1	Overview	4
2.2	Culture in Barcelona	5
2.3	Overtourism as a problem	6
3	Authenticity and responsibility in tourism	9
3.1	What is authenticity	9
3.2	Responsible tourism	10
3.3	Creative tourism	11
3.4	New urban tourist in a smart city	12
4	Product development	13
4.1	Qualitative research	13
4.2	Interview as a data collection method	13
4.3	Observation	14
4.4	Planning the interview and product	15
4.5	Conducting the interviews	16
4.6	Interview results	17
4.7	Reliability of the answers	18
4.8	Timetable for the project	18
5	Product implementation	20
5.1	Creation of the product	20
5.2	Insertion of the data to DayTripster App	20
5.3	Feedback	22
6	Conclusion	23
	References	25
	Appendices	28
	Appendix 1. The product in Tripsteri App	28
	Appendix 2. Interview answers	34

1 Introduction

Nowadays travellers are looking for experiences. Many people prefer to find a deeper connection with the country or city, and experience the local culture, preferring to do it in a sustainable manner. During covid there has been many changes in destinations due to lack of tourists. And now people are willing to travel again, even though it is not the same as before covid.

The idea of the thesis occurred to me when I began thinking what led me to study tourism. I always have enjoyed trying to live in a local way when travelling in different destinations. Barcelona is a city which I have knowledge of, therefore, I determined to develop the idea of the thesis around local way of travelling, hence, to be part of the process of building better future in tourism after covid time.

After examining my options for the product, I established the concept to create a guide for travelers who aim to live an authentic Barcelona experience. The main reason to conduct this project, is to give new ideas where to go, in other words, expand the places where tourists usually go.

1.1 The aim and the structure of the thesis

The aim of the thesis is to understand the topic of overtourism in Barcelona, authenticity and responsibility in tourism, which were the theoretical concepts for this study. In addition, the aim is to learn new ways to include locals in the process of product creation in tourism industry. Furthermore, the aim of the product is to provide new data in a creative manner for travelers in Barcelona.

To gather in-depth understanding for the product development, qualitative research with a combination of structured interviews and observation, was used. The data was collected by interviewing locals and by observing while I visited Barcelona for two months in 2021. Additionally, the results were examined to ensure the accuracy of the places which were recommended.

To understand the phenomena, I began the thesis by studying theory about Barcelona's culture and overtourism, as well as authenticity and responsibility in tourism. Besides the earlier mentioned subjects, I also touch the subjects about creativity and smart tourism. Additionally, I had in-depth understanding of the city since I had lived there for five years earlier.

After theory, I discuss the research methods, product creation and implementation. In my opinion the most important part, is the product result, which is presented as an **appendix 1** in the end, and it can be found in the Tripsteri app, called DayTripster.

1.2 Tripsteri as a commissioner

For the thesis I searched for a commissioner who would share the main values with me, but also who would fit with the topic of the project. After researching, I came into conclusion that Tripsteri App Oy would be the best option to work with. Tripsteri is a big Finnish travel media which includes online travel guide, podcast, guidebook series, services for travel companies, and DayTripster application (**figure 1**) which can be uploaded here: <https://daytripster.com/>. The content is reliable since every Tripsteri author resides in the city they write about, or they have previously done so. Tripsteri's advantages include in-depth local knowledge, excellent journalism, understanding of ethical tourism, and fairness factors. (Tripsteri, s.a.)

Tripsteri's user profile includes:

- 65 % mobile usage
- 26 % desktop usage
- 9 % tablet usage
- 70 % of users are female
- 55 % users are 25–44 years old (Tripsteri, s.a.)

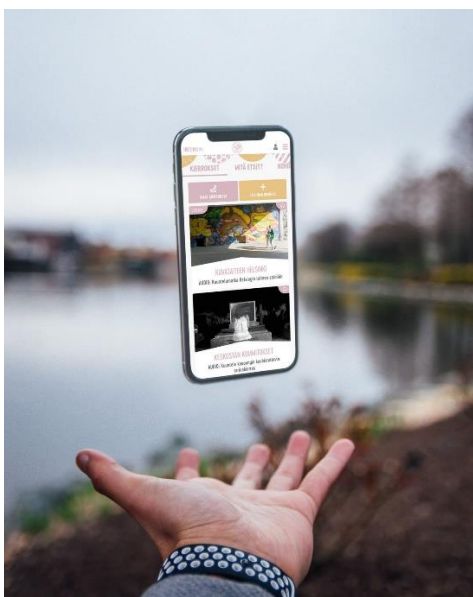


Figure 1. Tripsteri App. (Tripsteri s.a.)

For the above-mentioned reasons, I sent an email to the communication manager, Paula Kultanen Ribas, who has been involved in writing the Barcelona and Costa Brava guides and have lived in Barcelona for many years. After listening an Instagram live session where she was talking about responsible tourism, I was entirely convinced that she was the right person to contact.

Paula Kultanen Ribas suggested the idea of making a few new tours in Finnish for the DayTripster App with new themes. She also mentioned the main values which are: honesty, responsibility, ethicality, local culture, small businesses, being ecological and environmentally friendly. In the Tripsteri website, it is described in Finnish as following:” Panostamme pienyrittäjyyteen, lähiruokaan, eettisesti tuotettuun ruokaan, paikalliskulttuurin tukemiseen, ympäristöystävällisyyteen, luontoon ja ekologisiin liikkumismuotoihin.” (Tripsteri 2022).

2 Barcelona as a destination

In this chapter, Barcelona is introduced as a touristic destination, the culture is briefly discussed and overtourism as an issue to solve.

2.1 Overview

The second-largest city in Spain is Barcelona, which is located in the north-eastern part of the country (**figure 2**). (Council of Europe s.a.)

In addition, Barcelona is the capital city of the autonomous community of Catalonia.



Figure 2. Barcelona location map (mapofworld s.a.)

In the city of Barcelona there are 1.62 million inhabitants. There are many different cultures and backgrounds in Barcelona. According to Council of Europe: “Non-nationals represent 17.6% of Barcelona’s total inhabitants. Foreign-born nationals make up 20.7% of the city’s inhabitants. The largest minority group- people from Italy- makes up 14.16% of the city’s foreign population. It is followed by people from: Ecuador who represent 12.63% of the city’s foreign inhabitants; Pakistan (11.26%); Bolivia (9.59%); Peru (9.08%); China (8.89%); Morocco (8.59%); France (8.17%); and Colombia (8.00%)” (Council of Europe s.a.).

The number of overnight stays in Barcelona have been increasing since the year 1990 to 2016. The numbers are shown in 1,000s in **table 1**. Until the year 2019 the number of overnight stays has been a bit under 20,000. When covid came the number dropped to almost as low as in 1990, 3918 overnight stays (Statista 2022).

Table 1 Number of overnight stays in hotels in Barcelona. (Statista 2022)



2.2 Culture in Barcelona

Barcelona is a Catalan city in Spain, meaning that they have their own language and culture. Barcelona is known especially for its art, gastronomy, and sports. “Gaudi's architecture (**figure 3**), 37 Michelin stars, and the Barcelona Football Club have made our city a world-famous tourist destination.” (Barcelona art guide 2021)

Apart from the above mentioned, Barcelona is also known for its many festivals and smaller street events that bring a lot of locals together. To mention a few: Festes de Gràcia, Primavera Sound and Sonar. The Festes de Gràcia, a neighborhood festival in Barcelona, has grown to become a significant event for the entire city which is highly creative event. “The key element of this event is the decoration of local streets by residents, using recycled materials.” (Richards G 2009)



Figure 3. Gaudí's Sagrada Família. (C.Petzold 2022)

Barcelona is known particularly from its gastronomy, which includes especially fish and seafood. There are many tapas restaurants in Barcelona. Tapas refers to different small plates which are supposed to share with more people. A typical one in Barcelona is 'Patatas bravas' (potatoes with a spicy sauce) which can be found anywhere in the city with different twists. Paella, fideua and arroz negro are examples of typical Catalan food, normally made of seafood. However, nowadays there are many different cultures in Barcelona, and for that reason, there are many restaurants of different tastes from all over the world.

2.3 Overtourism as a problem

The World Tourism Organization (UNWTO) defines 'overtourism' as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way" (UNWTO 2018)

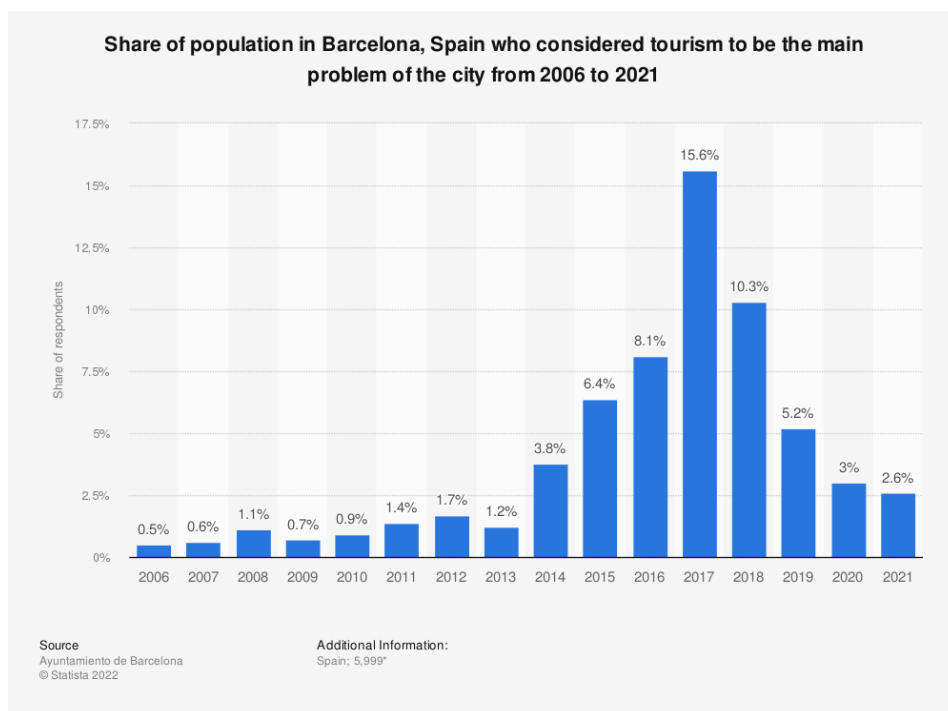
The negative impacts that overtourism brings to Barcelona are mainly the following:

- There are too many tourist accommodations, and therefore, the normal rental prices have been increasing heavily.
- The replacement of everyday business with tourist-oriented stores and services are useless and too expensive for locals.
- There are areas that are dirtier than before due to the mass tourism.
- There is more pollution due to aircrafts and cruises.

(Stay Grounded s.a.)

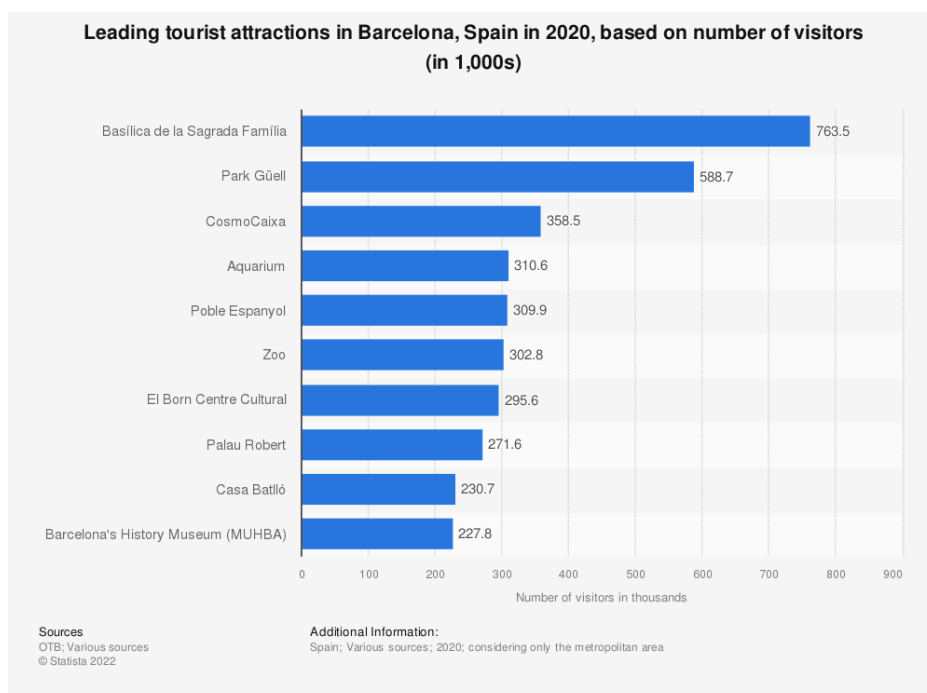
Overtourism in Barcelona has been an increasing problem after 2013 according to the survey results (**table 2**) made by "Ayuntamiento de Barcelona", meaning the city hall. It can be proved that locals in Barcelona have noticed that the growing tourism has brought many problems. The highest percentage of population considering tourism as a problem was in 2017 being 15,6 %. The surprising part of the survey was that after 2017 the percentage started decreasing, for which I did not find a direct explanation, but 'the local' wrote about protests against overtourism in 2017. After that, the government implemented measures to decrease issues due to overtourism, such as holiday apartment licences which also affected Airbnb listings and banning Segway tours in the city centre. During covid years, the percentage was lower since there were not many tourists (The local 2018).

Table 2. Tourism as a problem (Statista 2022).



In the next table (**table 3**) “Leading tourist attractions in Barcelona in 2020”, it is shown which attractions tourists prefer. Sagrada Família (**figure 3**) and Park Güell are the most visited places in Barcelona in 2020. Both monuments are created by the famous architect: Antoni Gaudí.

Table 3. Leading tourist attractions in Barcelona (Statista 2022).



According to Statista, the most visited attraction, Sagrada Família, was declared a World Heritage Site by the UNESCO in 1984. “Its construction had begun around a century earlier but remains unfinished since the project is solely funded by private donors. The completion date, planned for 2026 as commemoration for the 100 years of Gaudí’s death, will have to be postponed due to the suspension of the construction works during the COVID-19 pandemic. Prior to the global health crisis, La Sagrada Família received more than 4.5 million visitors annually.” (Statista 2022)

To give an idea of the areas tourists usually visit, I attached the map (**figure 4**) below. For example, Rambla is belonged in one of these areas. “It is estimated that nearly 80 million people use La Rambla every year, the vast majority of whom are foreigners.” (Barcelona Activa 2014). Rambla is located in Ciutat Vella which is full of services targeted to tourists. “Hospitality and restaurants occupy nearly 30 % of the productive space of the district.” (Barcelona Activa 2014).

The spatial concentration of hotel establishments reflected in the following image shows the existence of areas or points with an excess of tourist pressure:

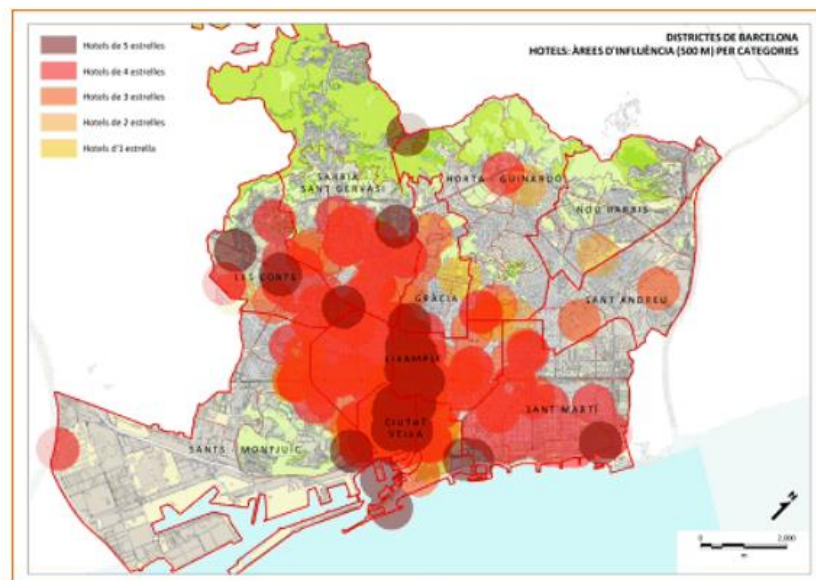


Figure 4. Areas with tourist pressure. (Barcelona Activa 2014)

These numbers, images, and tables support the theory of the overtourism as a problem. The people who suffer most because of it, are the local people, who live in Barcelona, therefore, I wanted to create a product which can be helpful for both parties, people who want to see more than touristic places and locals to avoid too many tourists in one place. My project is quite small, but I am optimistic that there are going to be more solutions towards this problem in the future.

3 Authenticity and responsibility in tourism

In this chapter, I will go through the concepts of authenticity, responsibility, creativity and smart tourism. In addition, the conversation includes overtourism or unbalanced tourism, local people, and shared experiences.

3.1 What is authenticity

When talking about authenticity in tourism, it is complicated to explain in an exact way since authenticity is a symbolic matter for tourists and related to their own experiences. Despite of the complexity, it could be said that authenticity refers to something being “genuine, real, or true” (Dennett & Song 2016). In other words, some people desire to experience “authentic local lifestyle, customs and culture” (Dennett & Song 2016). “This could mean simple, rural or natural experiences, like those offered by travel schemes such as Workaway or World Wide Opportunities on Organic Farms. Or it could be embodied in gritty, even difficult experiences – from slum tourism in Rio de Janeiro, to homeless tourism in Prague and toxic tourism.” (Dennett & Song 2016).

In a book called ‘Matkailututkimuksen avainkäsitteet’ Monika Lühje discuss other topics related to authenticity. She talks about pseudo-events which Daniel J. Boorstin first presented in his text in 1961. According to him, tourists generally do not like authentic products from foreign cultures because those are incomprehensible to them. Instead, they want attractions according to their own imaginations. In 1973, Dean MacCannell presented the idea that pseudo-events happen when tourists are specifically looking for authenticity but often receive fake authenticity since they don't know the cultures of their tourist destinations. In addition, according to MacCannell, tourist locations can be separated into places designed for tourists, called tourist stages (such as hotels), and places used by locals, called back rooms (for example, a local private home). The first one is unauthentic and the second one is authentic. He said that tourists aim to visit the ‘real back rooms’ but often they fell into ‘fake back rooms’ which are made by the locals. On the other hand, a sociology Erik Cohen, has seen advantages in staged authenticity since according to him it protects sensitive local culture from disturbances caused by tourists. (Lühje 2017, 218-220)

Greg Richards writes about authenticity that the types of places where tourists hope to find ‘authentic’ culture, are local bars or cafés and the intimate restaurants serving local food eaten by local people (Richadrs G 2009). This idea supports the purpose for the product creation.

In the video called “Authenticity & Overtourism | Conversations on Responsible Tourism” made by Responsible Tourism Partnership, it was highlighted that authentic tourism is not a commonly used type in the industry since many destinations are promoted as ‘a paradise escape’ which is common when travellers are seeking something out the normal that is not reality. Some of this type of travellers eager to experience magical moments without really thinking that it is a fake experience, despite of the fact, that they might believe it to be authentic experience (Responsible Tourism Partnership 2018). In my knowledge, an example of this case could be a traveller who goes to Koh Samui’s hotel at the beach but does not want to acknowledge the fact that right next to the hotel there lives poor people who are coming to the beach trying to sell tourists their products/services. It could be changed to be an authentic experience if the traveller went to the streets of the locals to purchase goods and services that are mostly sold to the locals and reserved lodging from the locals.

3.2 Responsible tourism

Responsible tourism is a fundamental part of the authentic experience. Fairly treated local people are more likely to give you an authentic experience by them since they experience it to be a fair exchange. It is important to understand that the experience needs to be both ways, meaning that the experience is genuine for both parties, for the travellers and the residents. By providing an additional income for the local people tourist can be helpful for them and as an exchange, tourists receive a service or product directly from the local people, which makes it more authentic than buying directly from a big operator. An important point is also to understand that this process needs to be respectfully managed. The people who travellers are visiting or buying from, needs to feel respected and proceeding by their own choice (Responsible Tourism Partnership 2018).

A YouTube video of TEDx Talks “How 'traveling like a local' can help cities fight overtourism” spoken by Janek Rubes, introduce the idea of guiding tourist to the right direction to fight over tourism. Janek Rubes discuss the problem of having two cities in one city, meaning that one is for tourists and other one for local people, so therefore he created an “honest guide” videos to spread awareness of Prague city and guide tourist to interesting local places. There was an example of telling tourists to go to the elementary school cafes to eat food with local people. People started going there even though the food was not good, but they went there to experience local life. Many claimed it to be the best experience during their trip. (Rubes 2019)

In another TEDx Talks video, “How to save tourism from itself” by Doug Lansky, was introduced an interesting idea of a term “unbalanced tourism” instead of “over tourism”. He talks about the ways to fix the problem which means the unbalance between demand and the supply. This could be solved by growing tourism organically throughout maximising the local economic impact by suggesting in focusing on the profit of the destination instead on the number of tourist or the income. On many occasions the large companies take the profit to their own country, and then the destination does not receive the profit but still needs to pay for the cleaning and other expenses caused by tourism. (Lansky 2019)

Doug Lansky claims that “city can have tourists, but the tourists should not have the city” (Lansky 2019). By this, he discusses the importance of protecting the quality of life for locals which in fact is one of the main issues for the future tourism business and a big part of the responsibility.

3.3 Creative tourism

Creativity is valued by the authenticity seeker travellers. Shared experience is a concept that involves local people and tourists: “The Creative Tourism is considered a new generation of tourism that involves the tourists themselves and the locals in the creation of the tourist product (co-creation)”. (Creative tourism network, s.a.).

Some of the assets of creative tourism are about authenticity and uniqueness in experiences and transformations. This type of tourism offers high value since there are possibilities to learn new skills from local culture, have memorable experiences, meet local people, see new local places, and make something good for local people.

Storytelling can be one of the methods to involve travellers to mention one. An important point is also to notice that this can be used as a governance tool to provide sustainable experiences by geographical outsourcing. (Creative tourism network, s.a.).

It appears that more and more “traditional tourists” are now willing to set aside at least a few hours of their trip to engage in a creative activity that allows them to learn more about a specific component of the local culture and temporarily experience life as a local.

Not only are travellers becoming more interested in creative tourism, but the cultural sector and destination management are also seeking for new methods to engage visitors. Not only is it crucial to promote a place's culture, but also to use tourism to uphold the destination's identity and encourage the consumption of local culture (Richards 2009).

3.4 New urban tourist in a smart city

Future trend in tourism is going to include even more interaction between cities and travellers. Travellers are going to look for the same services as locals and services are going to be offered for both parties simultaneously. It is essential that tourism planning and management recognize that the new urban tourist moves spontaneously making decisions without prior planning. In other words, they do not plan that much before the trip but more during the trip, and they seek information at the destination. Developing a smart city will allow locals and tourists to access information, recommendations, and services more easily (Ayuntament Barcelona 2014).

The city of Lyon has an interesting example of using smart tourism against of over tourism, they have gathered data of 2 million visitors and are using that in a tool to recommend people to visit different places. The tool offers relevant information and guidance: "The new tool is also capable of making itinerary suggestions that help reduce traffic in the congested zones especially during peak time." (Smartcity 2019)

The city of Brussels also has done initiative to avoid over tourism. The program is called as 'MIXITY walks'. It encourages tourists to explore all the 16 districts. They also have created a bike map with different cycling routes around the city for the tourist so that they can explore the hidden treasures of the city. (Smartcity 2019)

In my opinion, the above-mentioned programs are good examples of providing information and guiding tourist to explore beyond normal tourist attractions, and hence, helping to solve problems with unbalanced tourism.

4 Product development

In this chapter the selected research methods will be presented, and the use of those will be justified for the thesis process. In addition, I will introduce the process of developing the product including the research results, discuss the reliability, and add the final timetable.

4.1 Qualitative research

I chose qualitative research over quantitative research since I wanted to include opinions and experiences over numerical data. Pritha Bhandari explained it properly: “Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.” (Bhandari 2022).

For me selecting this method was clear from the beginning as I included six interviews to generate new ideas and insights for the product.

4.2 Interview as a data collection method

Since the conducted research was qualitative research, the data collection method which I selected, was a chat/instant message interview. This type of data collection method was fast and practical in the challenging COVID-times. In my opinion, the decision of the data collection type was functional since the interview type was structured, meaning that all the questions were prepared in advance, and at the same time the questions were open-ended, in other words, there were no ready given options for the answers (Study.com s.a.).

While searching research articles about using mobile devices in data collection I found one called “The mobile instant messaging interview (MIMI): Using WhatsApp to enhance self-reporting and explore media usage in situ” written by Kaufmann and Peil in 2019.

In the literature they discussed the possibilities of mobile devices in the data collection: “Here, we see a methodological opportunity, especially for qualitative research, as will be shown in this article.” (Kaufmann & Peil 2019). This method of communication facilitates direct interaction between the researcher and the participant. It offers a simple tool for data collection, and offers a variety of self-expression possibilities, including written text, pictures, and video recording. (Kaufmann & Peil 2019).

4.3 Observation

Observation was used as a part of data collection method since I chose to include my own experience in the product creation. There are different ways to collect data using observation as a method. To give an example, which is a commonly used observation method in marketing, also called 'a mystery shopper'; "In disguised observation, the researcher may pretend to be someone else, e.g. just another tourist participating in the tour group, as opposed to the other tour group members being aware that s/he is a researcher." (University of Guelph, s.a.).

Firstly, observation was used from the time I lived in Barcelona by studying a few places which I knew formerly. Secondly, the method was used during the time I visited Barcelona for a couple of months in the autumn 2021. In my opinion, disguised observation was a suitable method to use in this project, therefore, in autumn 2021, I decided to visit all the selected places that were recommended in the interviews, by using disguised observation as a method. The way I implemented this, was visiting the places by acting just as any other client. In addition, I applied "participant observation" method in my research since I was involved in observation situations: "depending on whether the researcher chooses to be part of the situation s/he is studying (e.g. studying social interaction of tour groups by being a tour participant would be participant observation)". (University of Guelph, s.a.).

Besides the above mentioned, according to University of Guelph, there are more ways to perform observation:

- non-disguised,
- nonparticipant observation,
- obtrusive and unobtrusive observation,
- observation in natural or contrived settings,
- structured and unstructured observation,
- direct and indirect observation

However, the professor Mahavar, divides the observation into three different methods:

1. Participant and non-participant observation
2. Controlled and non-controlled observation
3. Structured and unstructured (Mahavar, s.a.)

After reading more about this subject, I would add that I used natural observation (non-controlled), and a matter between structure and unstructured method since I had a pre plan, but I did not have any other guidelines for the observation moment.

The professor Mahawar introduced the following steps of observation (**Figure 5**).

These steps I used for the study since I first determined the places, included myself as a participant, conducted the observation, went through the data, wrote it down, added pictures, and finally analyzed the data and used it to create the product (**appendix 1**).

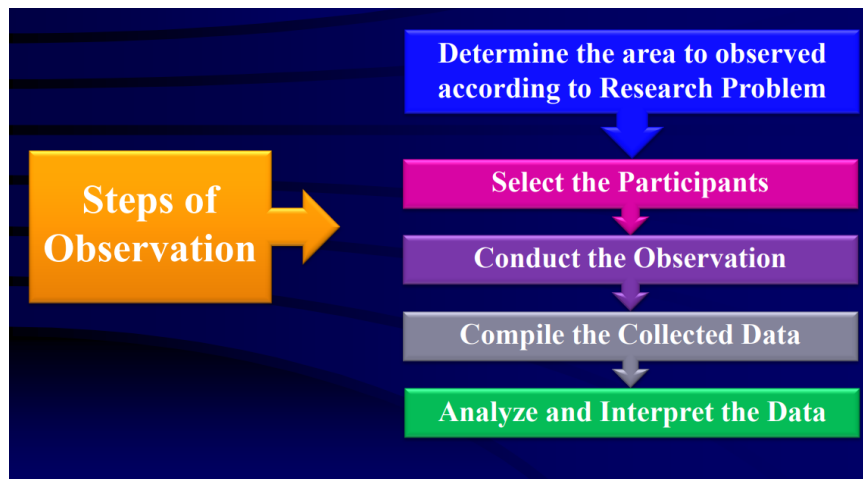


Figure 5. Steps of observation. (Mahawar s.a.)

4.4 Planning the interview and product

When creating the questions for the interview, first I had 10 wide questions about different subjects, which went beyond restaurants and bars. In the end, after getting feedback from the commissioner, I deleted some of the questions, and, ended up asking about restaurants and bars in Barcelona. In addition, there was one question about Costa Brava beaches. I added Costa Brava since I knew that Tripsteri had started also including Costa Brava area in the app. Between the meetings, together with the commissioner, we realised that Barcelona was enough work to do, therefore, we excluded Costa Brava, since it would have been impossible to go there to examine the suggestions in such a short time. Finally, we ended up with concentrating in restaurants and bars in Barcelona, since that was the commissioner's desire. The final questions are presented in the next subchapter.

The commissioner's desire was that I would create and design two new tours with different themes and add to some of the existing tours a few new places. In addition, all the selected places needed to share the common values which were mentioned in the second chapter. For me the most important value to consider, and the orientation of the product creation, was being popular among the locals.

What needed to be considered as well, was the product target group, which was independent travellers who are mobile users and between 25-44 years old. This was based on the information mentioned in the introduction chapter, since 65 % are mobile

users and 55 % are 25–44 years old.

4.5 Conducting the interviews

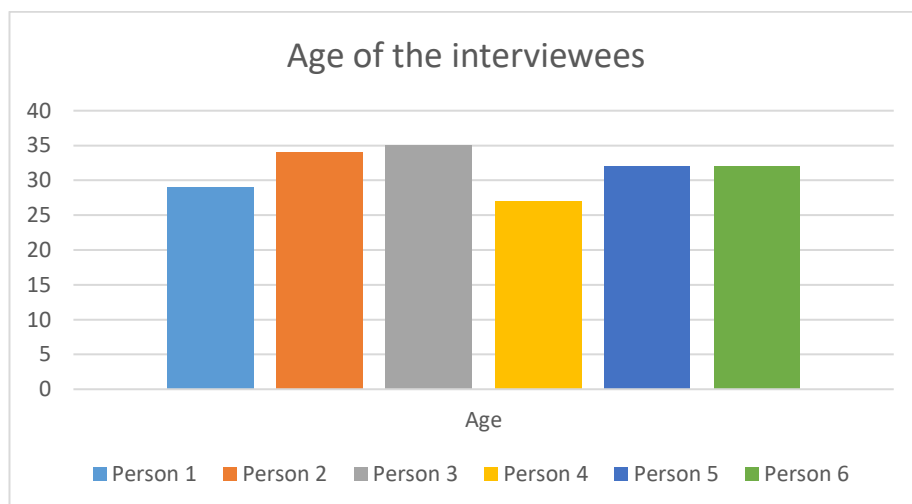
First, I included 10 people in the interview list, but finally, six interviewees were selected in order to examine the recommended places more in detail, since the restaurants and bars needed to be visited in person. After, the best ones would be included in the DayTripster App. Interviewees were selected prior, when planning to obtain a good variety of answers.

I selected local people from different areas of Barcelona. My list included:

- a Catalan man, chef, who has worked in different areas in Barcelona
- a Spanish woman, eats only vegan food, lives in the district of Horta-Guinardó
- a Spanish man, who knows Gràcia but lives in Horta-Guinardó, eats vegan/vegetarian mostly
- a Finnish woman who has lived in Barcelona for 10 years and lives in Sarrià
- a Spanish man who lives in the district of Sant Martí
- a Spanish woman who lives in the district of Gràcia

The interviewees' ages were between 29 and 35 (**Table 4**), which was fit with Tripsteri's target group. The genders were equally 50 % male and 50 % female.

Table 4. Age of the interviewees. (Kivela 2022)



Since the interviewed people were locals, I did the interview mainly in Spanish. Two of the six interviewees eat mostly vegan or vegetarian food, and therefore, I perceived that I would get a decent variety of restaurants and bars to include also in the vegan and vegetarian tours. The interviews were held online on WhatsApp text and voice messages, and by Instagram direct, as mentioned earlier, it was a chat/instant message interview.

The first and second question was about romantic atmosphere (bars and restaurants). The third question was about best terraces. The fourth question was about live music bars. The seventh question was about best beaches in Costa Brava.

The final interview questions in Spanish were the following ones (**Figure 6**).

1. **En Barcelona:** donde llevarias a tu pareja para **cenar** bien a un sitio romantico?
(lugar sin mucho turismo, bonito, precio normal, romantico)
2. **En Barcelona:** donde llevarias a tu cita para **tomar algo** y picar algo?
(lugar sin mucho turismo, bonito, precio normal, romantico, vino/cervezas locales)
3. **En Barcelona:** **Mejor terraza** para quedar con amigos a tomar cervezas/vinos locales?
(lugar sin mucho turismo, buen ambiente, precio normal, mucha gente local)
4. **En Barcelona:** Mejores bares para escuchar **live music** (musicos locales)?
5. Cuales son tus **playas/calas** preferidas de **Costa Brava**? (sin mucho turismo, bonitos)

Figure 6. Spanish interview question notes (Kivela 2021)

I also interviewed one Finnish person who had lived in Barcelona for 8 years and therefore, I interviewed her in Finnish. The same questions in Finnish were the following:

1. Minne veisit kumppanisi illalliselle romanttiseen ravintolaan? (ei paljon turisteja, romanttinen, ns. normaali hinta)
2. Minne veisit deittisi "A tomar algo" (ei turisteja, kivannäköinen paikka, normaali hintainen, paikallisia viinejä/oluita)
3. Paras terassi minne mennä kavereiden kanssa juomaan paikallisia juomia (paljon paikallisia, "buen ambiente")
4. Parhaat pienet baarit missä kuunnella paikallisten esittämää live musiikkia?
5. Parhaimmat rannat/poukamat Costa bravalla?

4.6 Interview results

This subchapter presents the overview of interview results, and the full list is presented as an **appendix 2**. In addition, the differentiation from the places to visit and not to visit, are shown in the **appendix 2**. For the separation of the places, the following colors were used:

1. green for potential places that was going to be visited
2. yellow for places that were discarded after research on the internet

The interviewees recommended in total 38 restaurants and bars, and additionally 21 Costa Brava beaches. In total 22 restaurants were visited including my own observations from the past.

For the first question, which was about romantic dinner places, I got recommendations from restaurants with beautiful views to cozy and modern vegan restaurants. There was one interesting fusion restaurant called 'La mundana', but one of my favorite one was a vegan restaurant called 'Green spot' because of its food. Additionally, from my observation, the best restaurant for a romantic dinner was Mirabé with its beautiful views.

The second question was also about the same theme. For me the most interesting one was 'Vinograd' located in Sarrià, which offered tasty wines with good food. The place was quiet during the week which made it a perfect date spot.

The third question, which was about best terraces, was integrated in the romantic theme, and in existing tours called "Barcelona's best rooftop bars" and "Barcelona's best tapas and pintxo". The most interesting suggestion was a tapas restaurant called 'Pau de Sarrià' which was hidden in Sarrià with a beautiful big terrace.

The third question was not useful for this study since it offers information about Costa Brava, which ended up being excluded as explained earlier.

The fourth question did not receive a good variety of answers, since it was about local live music bars, and it seemed to be a complex question for the interviewees, which ended up being excluded from the project, as mentioned earlier.

4.7 Reliability of the answers

When discussing the reliability, there are many issues to consider. One issue is about the interviewees. I am satisfied with the variety of the people, which I explained earlier in this chapter, even though there were only six people to interview, but they were all locals with different preferences and from different parts of Barcelona. I also selected them carefully considering what kind of eaters they are and what kind of answers they could provide me, since in the beginning of the project, the commissioner also raised the same concern about the quality of the recommendations. Luckily, I received useful answers, and I knew proper places myself as well. Besides that, another issue is about the quality of the questions. I asked the same open-ended questions from everyone and therefore the answers were reliable. In addition, the research concentrates in quality over quantity.

4.8 Timetable for the project

The final timetable is shown as **table 5** and explained below.

I started writing the thesis on September 2021 when I travelled to Barcelona, by first

contacting the commissioner, planning the product together with the commissioner, writing theory around the local, authenticity and responsibility theme. Secondly, I created the interview questions, discussed them with the commissioner and modified the questions. After that, I performed the interviews, selected the places to visit, took notes and pictures. In the end of the year, I focused in putting it all together in an excel, meaning that I wrote descriptions and all the information the commissioner had ordered.

Since it took me the autumn semester to plan and create the product, I did not have time to write the thesis at the same time, I needed to take a break from the thesis writing in order to finish my advance courses in spring semester. In my opinion, it was convenient to gather deeper understanding of the tourism industry, especially within experience economy.

Table 5. Project plan (Kivela 2022)

PROJECT PLAN	COMPLETED
Meeting with thesis supervisor	08/21
Travelling to Barcelona	09/21
Contacting the commissioner	09/21
Planning the project	09/21
Writing theory	09-11/21
Planning interview questions	09/21
Performing the interviews	09-10/21
Visiting the selected places, taking notes and pictures	10/21
Travelling back to Finland	11/21
Writing descriptions and information in excel	11/21
Product ready	12/21
Continuing writing thesis (product part)	10/22
Thesis ready	11–12/22

5 Product implementation

In this chapter I will explain how I created the product and used Tripsteri's tool for it. For the product creation, I used methods and tools such as observation, interview results, phone for pictures, notebook and Tripsteri's excel.

5.1 Creation of the product

For selecting the potential restaurant and bars from the interviews to visit, I used Google reviews and TripAdvisor reviews. I made sure that I visited the places that met the requirements Tripsteri set in the beginning which I explained earlier, and, in addition, the main requirement of the work was finding places which local people visit too. I divided the places by different main themes: romantic, vegan/vegetarian, tapas, and rooftop. In the end, I created two new tours which included 13 new places:

1. Barcelona's romantic dinner places (7 pcs)
2. Barcelona's best vegan restaurants (6 pcs)

As a request from the commissioner, I added four new places to the existing tours.

3. Barcelona's best tapas and pintxo (3 pcs)
4. Barcelona's best rooftop bars (1 pcs)

When examining the places, I divided my time to visit them, to take pictures and try something from the menu. I also observed how the staff acted. Overall, the places I visited were good experiences, but one place I needed to exclude from my list due to bad service. In the end, it took me one month to have the notes ready for all the places. According to the notes, I wrote descriptions about subjects such as atmosphere, food, locals' opinions and more.

I also took pictures which I examined after and selected only the best ones for each place. I used two different phones for the pictures, therefore, some of the pictures were better quality than others. For some places I selected two pictures: one picture of the location, and another of the food.

5.2 Insertion of the data to DayTripster App

Tripsteri shared with me an excel which information would be transferred to the app by the company. In the end, I included the following restaurants and bars in the app, which are shown in blue in the **figure 7 and figure 8**. All together there were 17 new places.

When I had all the information together, I did the technical part, in other words, I wrote all the information into the excel which was given to me by the commissioner. By this meaning, I wrote the slugs, descriptions, basic information including location and links to the website and social media pages (**figure 7 and 8**). In addition, I mentioned if the places were suitable for families with children or suitable for disabled people. I also created text to the description of the new tours. Finally, the above mentioned excel was used by the coders to upload the new data to the app. Besides the excel, I also uploaded the pictures to their cloud which I took for the product. The result of the product, descriptions and information is shown in **appendix 1**. The product is shown as pictures taken from the app.

BARCELONA - Tripsteri App Import Data

Tiedosto Muokkaa Näytä Lisää Muoto Tiedot Työkalut Laajennukset Ohje Viimeisin muutos tehtiin muutama sekunti sitten

100% 123 Arial 10 B I U A

	A	B	C	E	F	G	H	I	J
1	Paivitetty? (x - kyllä)	#	name - FI	slug (64) - FI	Count slug	slug (64) - EN	Count slug EN	shortDescription (512) - FI	Count description
278			Barbara Ann		0		0		0
279			Barcentral	https://barcelona.lecool.com/place/bar-central/?utm	205		0		0
280			Kibuka (Verdi)		0		0		0
281			Valmas	Espanjan Top Chefin voittaneen naiskokin ravintola	622		0		0
282			Blue Spot Barcelona		0		0		0
283		4573	La mundana	Santsin maukkain fuusioravintola	32		0	Michelin-ravintola, jossa on makuja Valmerelta, Ra	321
284		4574	Paco Meralgo	Maukkaita tapaksia paikallisista antimista	42		0	Miellyttävän tunnelman omaava michelin-tapasrav	304
285		4575	Gouthier	Barcelonan parhaat osterit	27			Sarriassa sijaitseva maukas osteriravintola, jossa o	306
286		4576	Vinogrado	Romantinen ravintola Sarriassa	31			Erinomainen palvelu tunnelmallisessa ravintolassa,	337
287		4577	Vita Gastrobar	Romantinen ravintola Graciassa	31			Tämä laadukas illallisravintola, kauniilla sisustuksell	352
288		4578	Mirabé	Barcelonan romanttisimmat illalliskoalat	42			Mirabé on täydellinen illallisravintola, kun haluat na	383
289		4579	El jardinet d'Anbau	Puutarhasisustein ravintola keskellä kaupunkia	48			El jardinet d'Anbau on puutarhasisustuksella varust	429
290		4580	Gallo Santo	Vegaaninen meksikolaisravintola Graciassa	41			Viihtyisässä ja suosituksessa meksikolaisessa vege	321
291		4581	La Cerveseria Clandestina	Tapasravintola, jossa hyviä vegaanivaihtoehtoja	47			La cerveseria Clandestina sijaitsee lähellä Sagrada	378
292		4582	Roots & Rolls	Aasialainen vegaaniravintola	28			Tässä viihtyisässä ravintolassa pääset maistamaan	305
293		4583	The Green Spot	Moderni kasvisruokaravintola	28			Modernilla sisustuksella varustettu vege/vegaanirav	323
294		4584	Cafe Equilibrium	Maukas vegaaninen brunssiravintola	34			Tässä pienessä mutta viihtyisässä vegaaniravintolassa	300
295		4585	Lilo Coffee Brunch	Sympaattinen vegaaninen brunssiravintola	40			Nauti brunssista tässä persoonallisessa ravintolassa	319
296		4586	Txapeldun Egarni	Paikallisten suosima baskimaalainen tapasravintola	50			Tätä paikkaa eivät monet turistit tiedä, ja onkin ehde	470
297		4587	La Esquinica	Paikallisten suosima legendaarinen tapasravintola	49			La Esquinicassa pääset nautimaan aidoista espanj	401
298		4588	Pau de Sarrià	Paikallisten suosima tapasravintola Sarriassa	45			Tämä tapasravintola sijaitsee Sarrian pienellä aukio	413
299		4589	Mood Rooftop Bar & Restau	Täydelliset kaupunkimaisemat illan drinkkeille	45			The one hotellin kattoterassilla sijaitseva ravintola b	472

Figure 7. Tripsteri App Import Data excel (Kivela 2021)

BARCELONA - Tripsteri App Import Data

Tiedosto Muokkaa Näytä Lisää Muoto Tiedot Työkalut Laajennukset Ohje Viimeisin muokkaus tehtiin 2 minuuttia sitten

100% 123 Arial 10 B I U A

	A	B	C	Q	R	S	T	U	V	W	X	Y	Z
1	Paivite my? (x = kyllä)	#	name - FI	street	postalCode	city ref No	country	district	wwwLink	facebookLI nk	instagramLi	latitude	longitude
278			Barbara Ann			5							
279			Barcentral			5			https://www.facebook.com/...	https://www.instagram.com/...	41.383666	2.1688369	
280			Kibuka (Verdi)			5							
281			Valmas	Carrer de Mallorca, 235	8008	5			https://www.valm.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3920361	2.1598028
282			Blue Spot Barcelona			5							
283		4573	La mundana	Carrer del Vallespir, 93	8014	Espanja	Sants	https://www.lam.com	https://www.facebook.com/...	https://www.instagram.com/...	41.381171	2.1358077	
284		4574	Paco Meralgo	Carrer de Muntaner, 171	8036	Espanja	Eixample	https://restaurantpaco.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3916202	2.15248	
285		4575	Gouthier	Carrer de Mafé i Flaquer, 8	8017	Espanja	Sarrià	https://www.gouti.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3978718	2.1254688	
286		4576	Vinogrado	Carrer de Benet Mateu, 59	8034	Espanja	Sarrià	http://www.vinog.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3946501	2.1257262	
287		4577	Vita Gastrobar	Carrer de Verdi, 31	8012	Espanja	Gracia	http://www.vita.com	https://www.facebook.com/...	https://www.instagram.com/...	41.4038498	2.1568046	
288		4578	Mirabé	Carrer Manuel Amós, 2	8035	Espanja	Sant Gervasi?	https://mirabe.cc	https://www.facebook.com/...	https://www.instagram.com/...	41.4176345	2.13003	
289		4579	El jardinet d'Anbau	Carrer d'Anbau, 133	8036	Espanja	Eixample	https://www.jardi.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3917732	2.1543929	
290		4580	Gallo Santo	Carrer del Torrent de l'Olla, 6	8012	Espanja	Gracia	https://www.galk.com	https://www.facebook.com/...	https://www.instagram.com/...	41.4003306	2.1595242	
291		4581	La Cerveseria Clandestina	C. de Còrsega, 611	8025	Espanja	Eixample	https://www.cland.com	https://www.facebook.com/...	https://www.instagram.com/...	41.4087359	2.1751526	
292		4582	Roots & Rolls	Carrer del Consell de Cent, 4	8009	Espanja	Eixample	https://www.root.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3954094	2.1709736	
293		4583	The Green Spot	Carrer de la Reina Cristina, 1	8003	Espanja	Barceloneta	https://www.enx.com	https://www.facebook.com/...	https://www.instagram.com/...	41.381876	2.1836445	
294		4584	Cafe Equilibrium	Carrer de València, 352	8009	Espanja	Eixample	https://www.facebook.com/profile/...	https://www.facebook.com/...	https://www.instagram.com/...	41.3976473	2.1701325	
295		4585	Lilo Coffee Brunch	Carrer de la Diputació, 443	8013	Espanja	Eixample	https://lilobcn.co	https://www.facebook.com/...	https://www.instagram.com/...	41.3998129	2.1794481	
296		4586	Txapeldun Egarni	Passeig de Fabra i Puig, 159	8016	Espanja	Vilafranca i La Tor	https://txapeldun.com	https://www.facebook.com/...	https://www.instagram.com/...	41.4301362	2.1768839	
297		4587	La Esquinica	Passeig de Fabra i Puig, 206	8031	Espanja	?	https://laesquinica.com	https://www.facebook.com/...	https://www.instagram.com/...	41.430492	2.171244	
298		4588	Pau de Sarrià	Plaça de Sant Vicenç de Sarrià	8017	Espanja	Sarrià	https://www.pausariatalapas.com/	https://www.facebook.com/...	https://www.instagram.com/...	41.3974386	2.1241204	
299		4589	Mood Rooftop Bar & Restau	Carrer de Provença, 277	8037	Espanja	Eixample	https://www.hotelmoor.com	https://www.facebook.com/...	https://www.instagram.com/...	41.3961152	2.1631455	

Figure 8. Tripsteri App Import Data excel (Kivela 2021)

5.3 Feedback

The commissioner feedback was positive. During the process I asked for opinions, for example, how much text I should write in the description, and according to the instructions, I rewrote it in more detail. In the end commissioner disclosed that I selected good places for the app.

In addition, without prior planning, two of my friends asked for advice for places to visit and restaurants where to eat, especially vegan food. They used the app and selected some places which were recommended by Tripsteri and some of my recommendations. Their opinions varied a bit, but they were happy with my recommendations.

6 Conclusion

The purpose of the thesis was to create a guide for Barcelona visitors which would be authentic and made from the local perspective. The main reason to do this project, was to give new ideas where to go, in other words, expand the places where tourists usually go. That is the reason why I selected many places outside the usual tourists' areas, such as Sarrià to mention one. In addition, the purpose was to understand better the phenomena of authentic and responsible travelling.

The results of the research were useful for the product creation. In my opinion, the used methods, structured interviews, and observation, were suitable to create a product from the local perspective and using my own experiences from the time I was living there. It was also useful to spend time in Barcelona to investigate the places before including them in the app.

In my opinion, the number of answers was enough for the purpose, since I was adding new information to the existing app. It was essential to select one main theme, meaning the restaurants and bars, and work around it, so that the project would not be too wide. When I planned the interviews and performed them, I was going to include more elements in the product, but we came into conclusion to exclude Costa Brava, together with the commissioner.

The challenging part was to stick in the original timeline, therefore, I needed to create the timeline again and channel more time to the thesis writing after the research and product creation. Despite of that, I created the product on time since it needed to be delivered to the commissioner to be published in the app. In addition, a challenging part was to find relevant theory to study authenticity in tourism. For that reason, I decided to include more theory and used cases in responsible and smart tourism, since it is all related to the issues presented in the thesis.

Overall, the product, meaning the guide, was successful since the tours were well presented in the app, and followed the guidelines and values that were agreed with the commissioner. The tours provide new and qualitative information to the travellers which was my intention from the beginning. I see that the tours created, can be utilised by many different travellers as the tours are suitable for different target groups; vegan, vegetarian and mixed eaters to mention few. In addition, to make it unique, different themes for various occasions were included.

The app is also easy to find since Tripsteri is well known for Finnish travellers. As I

mentioned before: a couple of friends have already tried the app and my tours when visiting Barcelona.

To develop the project, I would plan some people to try my recommendations after publishing the tours in the app to get more useful feedback. As I mentioned before, two of my friends went to try it but it was not planned nor recorded. It would be useful to have more feedback to evaluate the result. In addition, I should have asked more detailed feedback in the end from the commissioner.

The product was developed during the process which affected the usage of the interview answers. Despite the fact that there were different interview questions for various themes, the final tours were created differently than first planned, still including important insights from the interviews. For instance, the vegan places were separated from the romantic places since there were enough good answers to make a new completely new tour of the vegan restaurants.

Despite of the above-mentioned, I am satisfied with the product result. The pictures are presentable therefore the visual is good. In addition, the descriptions are informative and introduce the places successfully.

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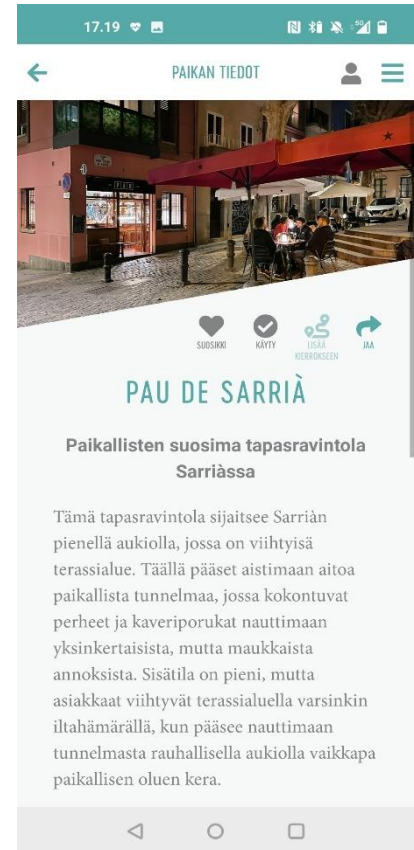
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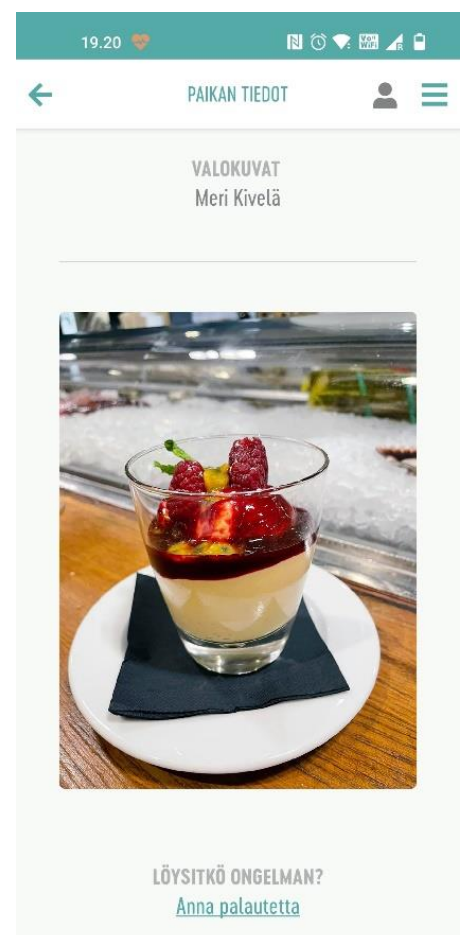
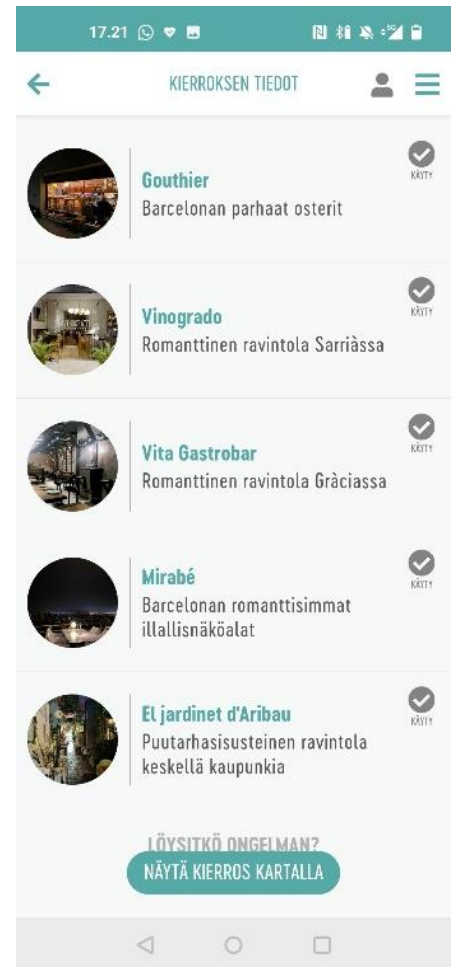
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Appendices

Appendix 1. The product in Tripsteri App





17.24

PAIKAN TIEDOT



SUOSIKKI KÄYTTÄ LISÄÄ KIERROKSEEN JAA

GOUTHIER

Barcelonan parhaat osterit

Sarriassa sijaitseva maukas osteriravintola tarjoaa paljon erilaisia osterivaihtoehtoja. Täydellinen paikka merenelävien ja cavan ystäville, jotka haluavat kokeilla jotain erityistä. Hyvä viinilista kruunaa laadukkaan ruoan. Ravintola on sisustukseltaan viihtyisä ja iltaisin tunnelmallinen.

[Näytä vähemmän](#)

17.24

PAIKAN TIEDOT



SUOSIKKI KÄYTTÄ LISÄÄ KIERROKSEEN JAA

VINOGRADO

Romanttinen ravintola Sarriassa

Tunnelmallisessa ravintolassa on erinomainen palvelu eikä täällä tarvitse pelätä turistihälinää. Vinogradossa on erinomaisia viinejä ja hienostuneita annoksia, eikä palvelutasostakaan ole tingitty. Sisustus on moderni. Jos haluat romanttisen ja rauhallisen illan ilman kiireen tuntua, kannattaa suunnata tähän ravintolaan.

[Näytä vähemmän](#)

17.24

PAIKAN TIEDOT



SUOSIKKI KÄYTTÄ LISÄÄ KIERROKSEEN JAA

VITA GASTROBAR

Romanttinen ravintola Gràciassa

Tämä laadukas illallisravintola kauniilla sisustuksella sijaitsee Gràcian keskustassa. Ravintolassa on kiinnitetty huomiota yksityiskohtiin ja tunnelmallisuuteen. Ruoka on laadukasta ja palvelu erinomaista. Viinilistalta löytyy hyviä viinejä. Tähän on helppo poiketa Gràcian visiitillä, sillä paikka sijaitsee keskeisellä paikalla Carrer de Verdillà.

[Näytä vähemmän](#)

17.24

PAIKAN TIEDOT



SUOSIKKI KÄYTTÄ LISÄÄ KIERROKSEEN JAA

MIRABÉ

Barcelonan romanttisimmat illallisenäköalat


Mirabé on täydellinen illallisravintola, kun haluat nähdä Barcelonan valot Tibidabo-vuorelta käsin tunnelmallisen terassin varmasti romanttisessa miljöössä. Terassi on itsessään jo elämys, lisäksi pääset nauttimaan hyvästä ruoasta sekä laajasta viinivalikoimasta. Hienostunut kokemus.

[Näytä vähemmän](#)

19.21

PAIKAN TIEDOT

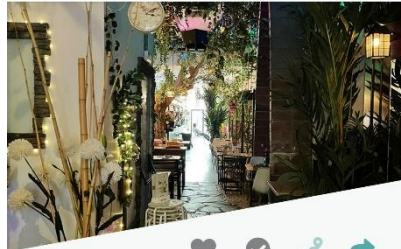
VALOKUVAT
Meri Kivelä



LÖYSITKÖ ONGELMAN?
[Anna palautetta](#)

17.24

PAIKAN TIEDOT



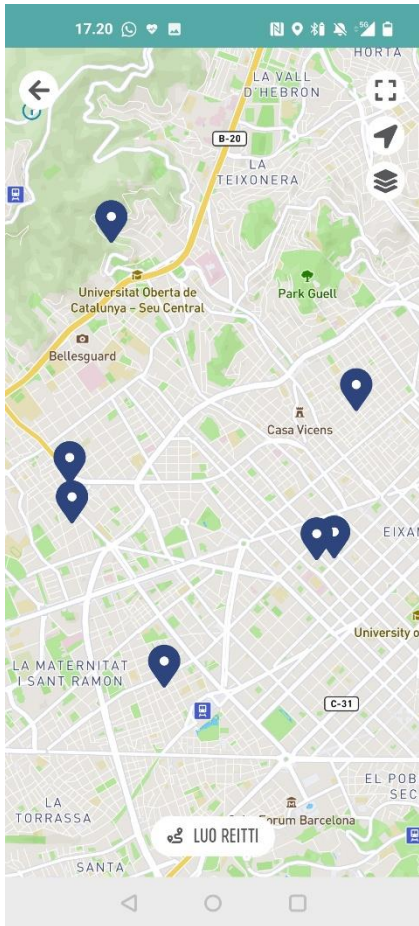
SUOSIKKI KÄYTTÄ LISÄÄ KIERROKSEEN JAA

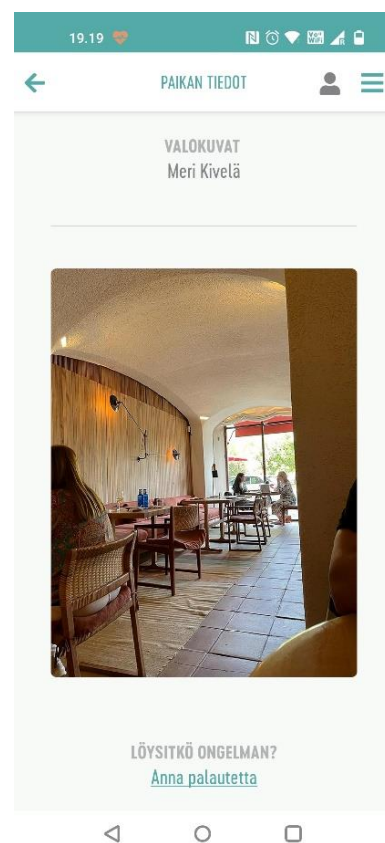
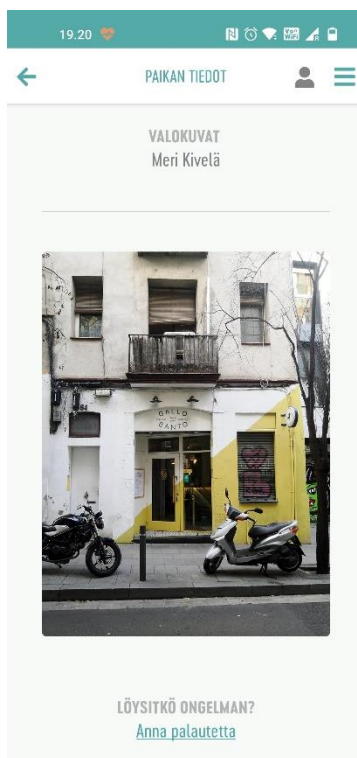
EL JARDINET D'ARIBAU

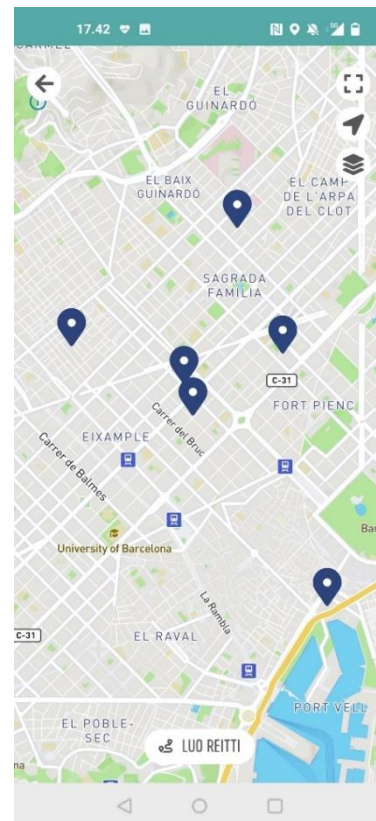
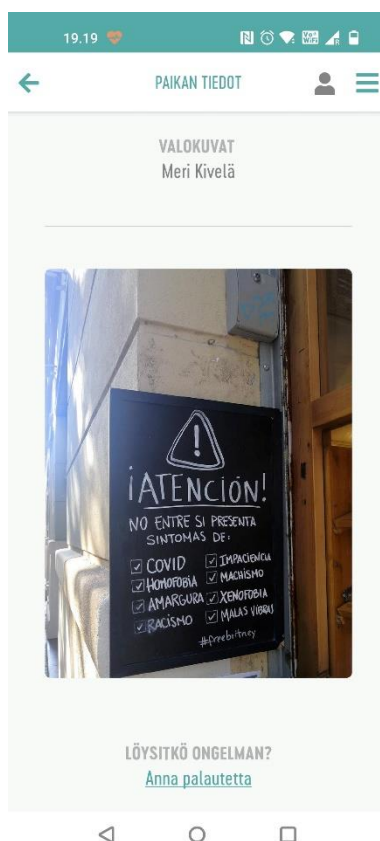
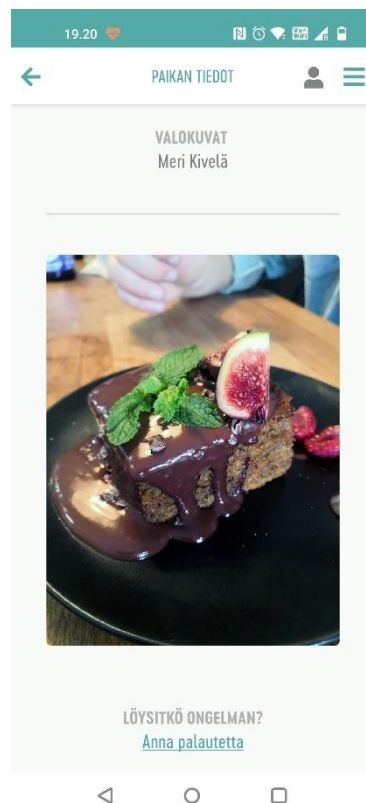
Puutarhasisustein ravintola keskellä kaupunkia

El Jardin d'Aribau on puutarhasisustuksella varustettu viihtyisä ruokaravintola ja iltaisin suosittu cocktailbaari. Paikka ei ole niinkään perinteinen, mutta hieman erikoisempi vaihtoehto nuorekkaassa ja modernissa ympäristössä. Tähän kannattaa suunnata, jos haluaa lähteä illallisen jälkeen vielä jatkamaan iltaa lähialueella.

[Näytä vähemmän](#)







Appendix 2. Interview answers

1. Question one:

"Rabipelao venezolano en Gracia, Koku Kitchen Ramen en el Born"
"Café Adonis 1940, la bona sort"
"La mundana de sants"
"El Gotieur, el Canalla"
"Terraza Alaire Barcelona"
"Green spot, Gallo santo, roots and rolls"

2. Question two:

"Ayre Hotel Rosselló terraza con vistas espectaculares a Sagrada Familia, Antic Teatre en el Born."
"Bodega Pàdua, bormouth"
"9am de la mañana en la boqueria. a lot of tourism but there are good places"
"Vinogrado, el Canalla"
"La vinya del senyor"
"monchito, ale&hop"

3. Question three:

"Delicias cerca del Park Güell y Bar Camping en Poblenou."
"Cervecería lesseps, el canari"
"Aire. Pg de gràcia"
"El Pau"
"Nogg"
"cocteleria torre rosa, bodega sopena"

4. Question four:

"Cala Jòncols, Cala Tavallera, Cala Bramant, Cala Ferriol."
"Platja des codolar (Tossa de Mar), Platja de Sant Feliu (Sant Feliu de Guíxols), cala de la fosca (Palamós), la platgeta de Calella (Calella de Palafrugell), platja sa tuna (Begur), platja d'empúries (Sant Martí d'empúries), platja de les dunes (Sant Martí d'empúries)."
"L'escala"
"La Fosca, Aigua blava, Palafrugell"
"cala joncols, cala estreta, cala morisca , cala s'alguer"
"Calella de Palafrugell y Tossa de Mar"

5. Question five:

"Mediterraneo en Carrer Balmes, Gracia Latina en plaça Virreina, y Michael Collins Irish pub de Sagrada Família"
"Quilombo, Mediterráneo"
"Medi"
"There is no good ones in Sarría"
"Diobar"
"mediterraneo"

Other mentions from interviewees outside the questions: **equilibrium café, lilo cafe bcn**

My recommendations:

Txapeldun egarri
La esquinica
Mood rooftop bar
La bombilla
El jardinet d'aribau
Mirabé
Vita gastrobar
Paco Meralgo