

Tourist perceived value on gentrified cities: a case of Barcelona, Spain

Patricio Bouchan Gomez

HTMI, Hotel and Tourism Management Institute, Switzerland

Abstract

The growth in a fast-paced world leads to the development of diverse phenomena. The human interaction in the cities develops fields to be studied. In the case of city growth, the redevelopment and further improvement of underdeveloped areas is inevitable, leading to the gentrification phenomenon. This has been studied recently and with globalization a subbranch has been identified. The aim of this paper is to investigate whether gentrification in a destination impacts on the perceived value of tourists, a case of Barcelona, Spain. To develop this research, a series of semi-structured interviews were conducted through a purpose sampling based on criterion requirements. The phenomenological approach of this research with the inductive framework aims to take a premise and develop further knowledge with the possibilities to provide a scope for further research. It is noticeable through the research that the tourists tend to select accommodation under certain aspects, these aspects are usually seen as part of the positive impacts of gentrification. The research led to the development of knowledge based on the perceived value of tourists through the analysis of the effects of gentrification. It was concluded that the positive impacts of gentrification proved a good experience for the tourist. Nevertheless, it was the awareness of the tourists upon the negative impacts of gentrification that resulted in the analysis of the position of different stakeholders and policy makers.

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Chapter 1 Introduction

1.1 Background information

Growth in cities is inevitable and its circumstances may affect the environment that develops in it. One common phenomena of city growth is gentrification. This terminology for higher income people moving to a low resource area was firstly described by Ruth Glass. Glass (1964) described it with the case of middle class people who took over a specific area in London displacing the people who lived there for generations. A colloquial and appealing contemporary approach to this term that reflects the nature of this phenomenon, "Gentrification is a clash between the power of private capital and government

policy and the power of people in targeted communities to preserve their homes and heritage" (National Geographic, 2023).

Nevertheless, this phenomena could impact people's perception of the city. In this case the tourists' perceived value of a gentrified city. Sanchez-Fernandez and Iniesta-Bonilla (2008), explain that the perceived value is how a customer evaluates a product or service, and its relevance. This research tries to understand how this phenomena affects the perceived value of the city through various experiences of tourists in the case of Barcelona. This research paper follows this trend on gentrification investigation, trying to understand if the development of certain neighborhoods create value for tourists or if this loses the genuinity of the location.

Given the history and size of Barcelona, gentrification has been ongoing for several years. In the last years, the growth of Barcelona as a destination has brought a specific type of gentrification, tourism gentrification. The simple criteria of wage difference from incoming international tourists creates a gap from the locals, giving place to tourism gentrification. Based on the case of Barcelona, it is important to know the impact of gentrification for the development of tourism strategies and congruent social practices.

1.2 *Rationale of the study*

The progressive studies on gentrification have continued merely in the last decades. Cruz Lopes et al. (2019) approaches to gentrification through the capital of Portugal, Lisbon. In her study she investigates how accommodations are being used for tourist usage and the social impact on the culture. On the other axis, Pujiastuti et al. (2022) did a study on the perceived value of heritage destinations. In the study the authors explain the factors that are implied for perceived value on the experience and post-experience of certain destinations. This would help to determine the factors that interact with the gentrification phenomena.

The investigation of the perceived value of gentrified cities will be approaching the factors of decision making of tourists. Also if eventually this gentrification creates a positive or negative impact on the destination image. The importance of the results could provide an idea of the future scenarios for the tourism markets and how they could develop in gentrified cities. This research could help the stakeholder of business and entrepreneurs to understand the development of the market for a greater decision making and strategies implementation. In addition, it could help to regulate the market through the interference of regulatory identities.

1.3 *Aim and objectives*

The aim of this research is to investigate whether gentrification creates an impact on the perceived value of tourists in the case of Barcelona, Spain.

The approach adopted to achieve this aim is through the next objectives, which are:

- To identify the parameters of value that tourists contemplated on the destination.
- To examine how gentrification affects the experience of a tourist on vacations.
- To determine the polarity of the influence that gentrification creates on the perceived value of a destination.

1.4 *Summary of methodology*

In order to conduct this research an inductive approach was taken with an interpretative paradigm for the methodology implementation. Therefore, the design that models this research is phenomenology for

the investigation of social phenomena, in this case gentrification. With the objective of developing findings of the spoken phenomenon, the data collection tool was a semi-structured interview. The tool was applied to a sample selected through purposive sampling with a determined criterion. Once the data was collected, it was processed through coding and theming methods, for the synthesis of findings.

Chapter 2 Literature review

2.1 *Gentrification*

In recent years the known phenomenon as gentrification has been acquiring awareness all over the world. Glass refers to gentrification as the transition where people who have a major economic status and purchasing power overtakes an area of a lower social class; with the restoration or improvement of that area; but with displacement as a secondary effect. Depending on the author the impacts and effects take a certain polarity and tone. Lees et al. (2008) have a more objective and intermediate point of view on gentrification, where they mention the relevance of the phenomenon to: geographers, sociologists, politicians, and urban planners.

Gentrification is as complex as the development of society and where people cohabitate. In order to have a wider understanding of what this phenomena englobes, Billingham (2015) approaches and explains the term through five lenses. The first one is the 'neighborhood', the primary approach where originally gentrification occurred; secondly, the 'municipal' level whether people may affect if they stay in the neighborhood or develop activity outside of it; thirdly, a 'life-course' focus implies that ethnography could favor the rehabilitation of an area; fourthly, an 'institutional' lens inquires the role and interference of institutions in the development and urbanization of gentrified areas; lastly, explains that the 'political' scope should be broaden, outside the displacement effect, and ramify in an extensive picture to debate the economic consequences of gentrification. By studying these lenses, identifying gentrification in a specific context could be easier and the level of impact it has. According to Billingham (2015), the perspectives of gentrification have to be taken further, and in this sense, identifying where the phenomenon is taking place within a city is of great importance.

The first census strategy is Bostic and Martin (2003), Barton (2016) and explains that this information "the proportion with college degrees, family income, home-ownership rates, proportion aged 30 to 44, proportion white non-family households, proportion managerial and administrative workers"(2003 cited by Barton, 2016 p.98) has to input from the beginning and the end of a specific decade. The second strategy is Freeman (2005) Barton (2016) cites the following procedure "populated, featured a median income that was less than the median for the city and contained a

proportion of housing built within the past 20 years lower than the proportion found at the median for the city.” (2005 cited by Barton, 2016 p.98).

Applying these two census strategies to New York state the results were the following as shown in table 1. The findings in his studies explain that quantitative methods do not express as much as the qualitative and it relies solely on the outcome of numbers. Yet Finio(2022) inquiries that the proper way to measure is through quantitative research, however encourages adding a qualitative variable in order to complement results that could be limited. A perfect example of a well balanced research is Hamnett’s (2003) where he analyzes the employment data as a quantitative method but adding education as a qualitative variable. Giving as an output that the replacement of type of employees through time leads to gentrification.

Census strategy	1980–1990	1990–2000	2000–2005/2009
<i>Bostic and Martin</i>			
Gentrifiable	202	268	176
Gentrified	48	110	60
<i>Freeman</i>			
Gentrifiable	400	582	576
Gentrified	132	240	281

Table 1. Number of gentrifiable and gentrified tracts by identification strategy and year (Barton, 2016 p.99)

Once identified the area of the city where gentrification has happened the assessment of the impact has to be conducted. The delicate line where the uplifting of a lower class zone and its ‘renaissance’, compared to the displacement as an impact on the people who have lived in those areas are the basis from Atkinson (2004) that can support the evidence of the impacts of gentrification. Applying a systematic review of the phenomenon is considered to be essential for Atkinson (2004) in order to cover gaps and missing information. Emphasizing uniquely to the neighborhood and its inhabitants, the impacts from different polarities are captured in table 2.

Positive	Negative
	Displacement through rent/price increases
	Displacement and housing demand pressures on surrounding poor areas
	Secondary psychological costs of displacement
Stabilisation of declining areas	Community resentment and conflict
Increased property values	Loss of affordable housing
Reduced vacancy rates	Unsustainable speculative property price increases
	Homelessness
Increased local fiscal revenues	Greater draw on local spending through lobbying by middle class groups
Encouragement and increased viability of further development	Commercial/industrial displacement.
Reduction of suburban sprawl	Increased cost and changes to local services
Increased social mix	Loss of social diversity (from socially disparate to affluent ghettos)
Decreased crime	Increased crime
Rehabilitation of property both with and without state sponsorship	Under-occupancy and population loss to gentrified areas

Table 2. Summary of Neighbourhood Impacts of Gentrification (Atkinson, 2004 p. 8)

As the impacts of gentrification are shown clearly, Atkinson (2004) states that the agenda of the Government’s policy is what might create uncertainty in the possible impacts. Despite the previous statement, Crieking (2011) advocates that a pro-gentrification agenda ought to be seen as powerful and developing for the community. Taking the example of Paris, Roubaix and Antwerp justifies the idea of a modern gentrification as stimulating when policies are applied in order to develop gentrification. The outstanding areas that the author highlights are tourism and housing. As a matter of fact Das and Özsahin (2021) demonstrate that the process of gentrification in Istanbul was in a major part due to the interference of the political administration.

Despite the benefits of tourism the term tourism gentrification has developed through the years. Tourism gentrification is applied to the gentrification concept taking tourists as the wealthier class arriving to the rehabilitated area. More specifically, an example of tourism gentrification is proportioned by Cruz Lopes et al. (2019) where the rehabilitation of the historical center of Lisbon has induced the rare to experience this phenomena.

Expressed in the text the demand of tourist impact in lodging businesses “the sought for accommodation has been increasingly diversified... Because of this demand, there is an increase in the offer of local lodging in the city of Lisbon.”(Cruz Lopes et al., 2019 pp. 2-3) In contrast to the usual perspective of an increasing consumption to be beneficial, the authors elaborates that due to a 60% of tourist occupancy the cultural singularity of the neighborhood has been lost. Through table 3 the authors explain the amount of buildings that were built before and after 1951. The table 4 explains how the type of buildings and how the accommodation business naturally flourish, besides the table the author remarks that an increased part of the lodging is in the market to be rented during high seasons.

Properties	Portugal		AML		Lisbon Municipality	
Built after 1951	23909	57.5%	4470	34.2%	2160	22.5%
Built before 1951	17638	42.5%	8600	65.8%	7441	77.5%
Total	41547		13070		9601	

Table 3. Number of properties built before and after 1951, registered as local lodging between the years 2015-2017 (Cruz Lopes et al., 2019 p. 4; adapted from RNAL, 2018)

	Portugal	%	AML	%	Lisbon Municipality	%
Flat	27826	67.0	10785	82.5	8785	91.5
House	11112	26.7	1279	9.8	97	1.0
Lodging establishment	2251	5.4	851	6.5	603	6.3
Lodging establishment-Hostel	358	0.9	155	1.2	116	1.2

Table 4. Local lodging typologies (Cruz Lopes et al., 2019 p. 4)

Almeida et al. (2021) relate to Atkinson's (2004) impacts of gentrification with the purpose to find other possible impacts. Where the results point to the behavior of tourists and density of tourism in the urban enclaves. Cocola-Gant and Lopez-Gay (2020) build a similar argument referring to the tourism policy as transitional gentrification, where the lifestyle the tourist adopt for a short time in the city does not allow locals to settle within the city. Spotlighting that the urban planners and policy makers are advocating a 'transit-oriented development' (Dawkins and Moeckel, 2016). Olt et al. (2019) proportion an accurate example where the regulation happens through the different lenses that Billingham (2015) explains. In the case of Budapest that Olt et al. (2019) develop, it inquires that the regulations applied nationwide have a poor development of urbanization, stalling gentrification. Lastly the example by Delgadillo (2016) of Mexico city provides the example where the private initiative guided by the governmental regulation leads to urban development which does not avoid gentrification, and leads to displacement.

2.2 Perceived value

In order to understand the concept of perceived value the concept has to be broken down to its own parts. Realizing that the concept is the conjugation of how an individual regards, interprets or becomes aware of the value of a product. Zeithaml (1988) defines perceived value as the consumers ability to evaluate a product based on its usefulness, considering the received benefits in relation to the cost. The author takes in consideration four elements in order to achieve this definition which are value as price, utility, quality and reciprocity. This gives an insight on the functionality of this topic which is widely used in marketing.

Sanchez-Fernandez and Iniesta-Bonilla (2007) explain that within perceived value there are two branches of it. Firstly there is the unidimensional perceived value where price-value is the main correlation to understand this topic. Secondly, the multidimensional branch which explains that the perceived value is broken down in several aspects to have a better reasoning of value and how people look into it. This multidimensional construct gives a better understanding on decision making, satisfaction and loyalty as Petrick (2004) develops.

Within the multidimensional approach there are several currents to explain this parameter. Sanchez-Fernandez and Iniesta-Bonilla (2007) synthesize them in five main currents: The customer value hierarchy, with three dimensions (attributes, consequences and desired end); Utilitarian and hedonic value, with the two dimensions mentioned in the name; Axiology or value theory, with three dimensions (emotional, practical, and logical); Consumption-values theory with four dimensions (functional, social, emotional and epistemic); and Holbrook's typology of consumer value, based on three dichotomies (extrinsic vs intrinsic, self oriented versus other oriented and active versus reactive).

Empirical studies for tourism have shown that that perceived value relates to several branches of marketing studies to explain behavioral attitudes. These empirical studies for tourism develop meaning on the perceived value of destination and how the perception of value could affect other areas. For example Bajs (2013) did an investigation on how the perceived value correlates to satisfaction and behavioral intentions in the case of Dubrovnik, Croatia. The research works through structural equation modeling where the results show a significant impact on the topics mentioned above.

Another approach is Wang and Leou (2015) where they studied how a cultural and heritage destination affects the motivation, perceived value and destination loyalty, using Macao. The researchers collected data through questionnaires which led to the correlation between the three variables. Another closely related investigation is Prebensen et al. (2012) where they explain that motivation and involvement is a precursor of the perceived Value. Once again through questionnaires the researchers explained how the tourists in natural parks of Norway have a linkage between motivation and involvement, one led by the other, creating a perceived value of the experience.

Models to evaluate the perceived value have been developed to get a good intake and measurable results. For instance on one side Sweeney and Soutar (2001) developed the PerVal model which stands for Perceived Value. On the other hand Mathwick et al. (2001) developed the EVS (Experiential Value Scale). Gallarza et al. (2020) realized a study that confronts both measurement scales in order to provide a solution to a better fit for future tourism studies. The output of this research demonstrates that the Perval model helps for a holistic oriented consumer perception and EVS provides a granular angle of the consumer perception. They also mention that the 4 dimension system (quality, social, emotional and price) Perval has been used more thoroughly.

It is seen that throughout the studies of perceived value the methodology is quantitative. This leaves an empty space to study different phenomenons due to the lack of in-depth interviews for the better analysis on the reasoning of the consumer. In fact, a gap that could be filled through a different design and analysis could be the effects of the value dimensions on the destinations from the tourist perspective.

Chapter 3 Methodology

3.1 Research design

The structure of a research may lay on the simple principle of discovering. As per Eun Woo et al. (2016), this process of finding starts from the inductive observation; indeed, the science of research values the capability to uncover unveiled patterns and phenomena. Soiferman (2010) compels that an inductive cognition occurs from specific observations to general hypotheses or theories, for instance taking narrowed ideas in order to develop the knowledge upon that.

The discovery of phenomena particularly in humans, like gentrification, highlights the synthesis capabilities of qualitative research approaches (Cutcliffe and Mckenna, 2001). As mentioned before a defined purpose is a 'must' in order to start. Eun Woo et al.(2016) explain that in order to have a reliable tendency an extensive gathering of empirical evidence is needed. It is necessary to gather empirical evidence until saturation point (Cutcliffe and Mckenna, 2001). Several variables and open-end questions are key to broaden the information spectrum (Eun Woo et al., 2016).

In line with the inductive approach, the interpretive paradigm defines the framework for this research. Thorne et al. (2004) state that the interpretive paradigm is an analytic approach that induces the development of methods for the comprehension of phenomena with the purpose of a probable practical application.

Within this paradigm, Athar et al. (2013) provide different research designs. This research follows a phenomenology design, a thorough investigation of a social phenomena through the experience of a sample that has experienced it. Triangulation methodology and purpose sampling are tools that will support the structure of the phenomenological design. Creswell (2013) remarks that a phenomenology approach makes the researcher investigate a social phenomenon, mainly through the approach of the experience of diverse individuals. This gives the grounding to pursue a phenomenological approach that can be broadened through the different perceived value from the tourists, in the case of Barcelona.

3.2 Sample and data collection

For data collection in research, it is of the utmost importance to gather it from the correct place. Trochim et al.(2014) grounds the idea of sampling as selecting a specific segment of a population to be studied. As main importance the representation of the general population through the sample. Cohen et al.(2018) suggest the usage of purposive sampling due to the specifications of the population. For a proper sample in data collection, Creswell (2013), explains that within the purposive sampling different approaches to this strategy can be used. For instance,

criterion sampling is based on the criteria to study the population that has lived this phenomenon. The population studied had the following criterion: different education levels and professional levels; frequency of traveling is higher than once per year; participants must have stayed in a gentrified area of the city (as per table 5). This table represents the gentrified areas in the city. As well the participants have to have had a vacation after the major tourism gentrification process as shown in figure 2.16 Lastly, all the participants just Accommodation Plan (CEAT) in 2022. This statistic shows the total accommodation businesses and its beds that are spread throughout the city, divided in 4 certain areas The City hall of Barcelona explains that the gentrification process took place in between 2010 and 2014. The PEUAT provides information of how many tourist flats have been established through time. This same governmental instance states that the amount of tourists flats generated the gentrification process. The size of the sample in a phenomenological research can vary, different authors propose different sizes. For example Polkinghorne(1989) proposes a sample of between 5 to 25 individuals, whereas Dukes(1984) suggests interviewing 3 to 10 people. For this research a sample of 5 individuals was a proper fit taking into account the repetitiveness of the saturation of data on the interviews. In order to reach the desired population of the sample the snowball sampling method was used. The reason, people who have experienced this phenomenon referred to someone else who they knew has traveled to this exact destination. Therefore, the structure of the interview opened to see if the criterion was met. Some of the people who were referred did not reach some criteria like the minimum travel per year, date of travel or single experience. Also it was observed that the age group was mainly staged on the people in their late twenties and early thirties, nevertheless, there were exceptions.

	AREA 1	AREA 2	AREA 3	AREA 4
Tourist-use flats (HUTs)	5,274 32,962 places	3,134 18,961 places	1,016 6,666 places	10 42 places
Tourist accommodation establishments (hotels, apartment hotels, hostels or guest houses, tourist apartments)	559 62,875 places	139 21,653 places	65 8,804 places	3 156 places
Youth hostels	83 7,211 places	30 1,529 places	15 1,792 places	0 0 places
Tourist accommodation / tourist places	5,916 93,048 places	3,303 42,277 places	1,096 16,966 places	13 198 places
Short term student residences in the area	29 2,968 places	16 3,149 places	31 6,471 places	6 1,979 places

Table 5. Special Urban Development Plan for Tourist Accommodation per Zones, (PEUAT, 2022)

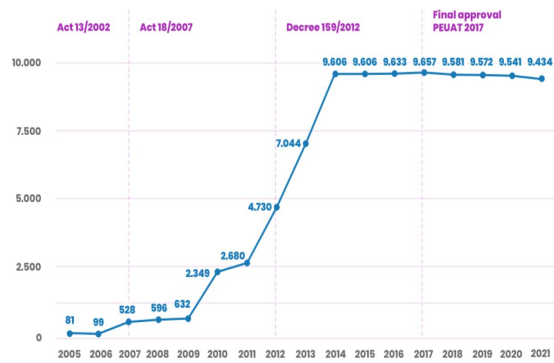


Figure 1. Evaluation of number of apartments of touristic use (HUTs), 2005-2021 (PEUAT, 2022)

In the data collection method a semi-structured interview would be the best fit for phenomenological research as Eberle (2014) explains. Harrell and Bradley (2009) explains that an interview is used in order to collect perceptions, opinions and attitudes. Also the authors explain that the questions are standardized and they have prompts in order to ensure that the interviewer covers all the topics. In order to avoid shallowness the questions answered were not of a close-end nature. The data collection process was done by calls as per Harrell and Bradley (2009) recommendation.

3.3 Data Analysis

Processing effectively the data once collected, careful steps must be followed. Firstly, Roulston (2014) states the importance of accurate transcribing of the information. Data transcription is the process where verbal communication is set on written as a faithful representation (Kowal and O'Connell, 2014). Secondly, transcribed data must be coded. According to Thornberg and Charmaz (2014) coding is the process where the information is labeled through the examination of its content. Saldaña (2013) explains various types of coding, being in vivo coding and versus coding an easy to use method. Then structural coding and causation coding are techniques that require more critical thinking.

Thirdly, the subcategorization of codes by themes. This step is named thematic analysis. This type of analysis is a tool that helps on the pattern labeling from the data (Braun and Clarke, 2006). As the authors remark that the organization of the data and its description enriches the detail for analysis. Eventually the analysis is a continuously mediated process between all the analysis elements. Eventually the patterns have to be reviewed, defined and named in order to proceed to properly analyze the themes. It can be observed in Appendix b, the categorization of themes and its codes.

3.3 Ethical Issues

Data collection has multiple implications from gathering to its disclosure. These implications can lead

to various problems or as what is known as ethical issues. An ethical issue could be any infraction to the code of ethics and provide a lens of professional conduct when writing a research paper as Creswell (2014) expresses. The author also mentions a list of possible ethical issues that could be faced when doing a research paper. From that list, the ones that this research could face are the next: to select a site to study without vested interest; disclose purpose of the study; avoid deceiving participants; respect potential power imbalances; avoid going native; avoid disclosing positive results; respect the privacy of participants; keep raw data and other materials; and share data with others. Due to the nature of the phenomena and the object of study the process of data collection and analysis need to be undertaken with care regarding the possible ethical issues implied. Also, it is to be remarked as per the author and the code of ethics, the research will be conducted strictly under anonymity, confidentiality and informed consent.

3.4 Limitations

Despite the implications and acknowledgment of theory on the research design and methodology limitations are to be faced when conducting an investigation (Theofanidis and Fountouki, 2018). In the case of this research, limitations are seen in areas of sample and data collection, therefore a limitation in the data analysis.

Firstly it is seen that the sample group provided good data, nevertheless the limitation is observed as all participants visited only once the destination. This limits the understanding of perceived value and the eventual behaviour. As it might not be of greater relevance, it could have provided another insight to the already known issues in the destination.

The most limited element of the methodology is the data collection instrument. As the semi-structured interview was applied to the participants, redundancies in the answers were observed, giving repeated answers that didn't provide further information. Also this instrument lacked a tone for a negative approach as most of the interviewees provided a positive feedback from the destination. Critical questions towards negative aspects could have enriched the data collected. The data analysis faced limitations as the redundant answers with no further trends. As mentioned previously, it could have been avoided with a more precise data collection tool.

Chapter 4: Findings

4.1 Introduction

The purpose of this research aimed to investigate if gentrification created an impact on the perceived value of a destination. In this case Barcelona, Spain was the lens to approach the investigation. Five people were approached and interviewed to get an insight to understand what they valued of the destination, examination of the impacts of gentrification in the

perceived value and get a result of the polarity of the perceived value of gentrification.

4.2 Identification of value parameters' that tourists contemplated on the destination 374

In order to get the results, the base of the four dimension model PerVal from Sweany and Soutar (2001) was used. Furthermore, to structure the interview the quality, emotional, price and social value perception dimensions were taken. Taking these four dimensions the interviewees provided answers that determined their value parameters.

An interesting output of the collected data is the direct relation between price and quality value. Related variables were spotted throughout both rubrics shaping the travel experience and its perceived value. As it can be observed in the figure 2, the interaction of the perceived values complement each other in order to shape the travel experience. Nevertheless, the results showed no correlation with the emotional perceived value but merely as an outcome of the whole experience of the destination. In the specific case of the social value perception, the overall perceived value of the city can be affected by the interaction of the local people. The following cases illustrate this affirmations:

P2 "Yes, if people are not nice they can change the perspective of a place and make you don't want to go again"

P3 "While traveling, people are one of the strongest impacts of the destination. So I find it very important to talk to them, get to know their culture and how they behave".

In fact, people expect a good treatment from the side of the local people, and indeed depending on these interactions the final perceived value of the destination can be heavily influenced. This appears to also modify the emotional perceived value which could leave either a positive or negative emotional impact. These interactions sometimes are limited to spontaneous or ordinary ones. Where the cultural exchange usually is given through the tangible aspects of the destination and barely the social interaction with locals.

The interviewees expressed that some important key impacts of gentrification played an important role in the decision making for the destination selection. In fact, some of these are the availability of services, safety, competitiveness on the accommodation and the location. Observed in this case: P2 "I like to feel safe and usually I use the public transport to get around". This led to a positive outcome on the emotional value perception of Barcelona.

4.3 Examination of the effects of gentrification on the tourist experience

The results showed that the tourists mainly chose their accommodation based on criteria like location, price, comfort and amenities. As the Participant 1 expressed: "Location and price, we could walk to all places". In

all different accommodation types there was a presence of value for price competitiveness. This is a result of the great quantity of options for lodging in the destination due to the amount of beds provided by the HUT's mentioned by the City Hall of Barcelona. There is a clear price competitiveness in the destination and this is valued from the tourist perspective. It is important to observe that the location of all the participants' accommodation was relevant to them due to the closeness and centrality of the landmarks and points of interest.

Taking into consideration the previous point, the interviewees are well aware that the business in the zones where they stayed were tourist oriented. The presence of tourist oriented business is clearly due to the tourist influx, which was also observed by the participants, for instance P3 "More tourist oriented, because of the amount of hotels nearby". The participants also mentioned that over crowded areas sometimes were not as pleasant as expected. Nevertheless, most of them clearly enjoyed the various services provided near to their accommodation area. Despite of the highly tourist oriented areas where the tourists stayed, they all claimed to have lived an authentic experience. Also, they mentioned that some of the highlights of their trip were some of the landmarks and the welcomeness of the Spanish people. As an example P1 "I like how nice everyone was" and P5 "The environment feels welcoming and you can enjoy a lot of stuff".

Taking back to the accommodations, the interviewees said that how the accommodation impacted on their travel was mostly just for the location. Lastly, it is attention drawing to observe that the participants that stayed in a hotel express that the type of accommodation created an impact in their experience, for instance:

P3 "I think that even if I lived in a hostel in the city, I would still enjoy the city a lot, but our accommodation this time did impact even more positively on my feeling about the trip". In contrast those whose accommodation were Airbnbs did not consider any impact on their experience.

4.4 Determination of gentrification's influence in the perceived value

The participants of this research clearly expressed an overall positive perception of the destination. Some expressed that it delivers what it's expected and they mostly had a positive experience. As it can be observed from P4 "It is a great city and meets the expectations that everyone says". In their experience, they claimed that the destination was culturally oriented enough and most of them would rather keep it that way rather than a more local oriented vacation. Whereas a few expressed that if they had the opportunity to return they could try to experience it. People said that they would change almost nothing from the destination. Taking as an example the following experiences:

P3 “Maybe next time I would choose to be way closer to locals, contact them more and be more culturally oriented” ; “I would rather go in the middle of September with less crowd and tourist season”

P2 “No, I think the city was made for people to be able to know it and enjoy it”

Lastly, it is quite interesting that all the participants were well aware of the possible outcomes of an increase of tourism gentrification in the city. Also it was mentioned that the city could lose its own value and the identity of itself. As they all expressed different views taking as example the following:

P1 “It is possible that the influx of tourists could have a negative impact on the local economy leading to increased prices for goods and services and a reduction in the availability of workers due to displacement.”

P2 “It could lose the heart of the city and just become an attraction.”

P5 “People would not appreciate the city that much and it would feel really saturated, but people would still be going”

Nevertheless it seems that the participants enjoyed mostly the benefits of gentrification and the only thing that could affect the perceived value is the mass tourism and a possible bad attitude from the locals.

Chapter 5 Discussion

For the condensation of the findings, synthesized in parity with the theory framework, a further analysis is needed. To develop knowledge, the findings must be analyzed in relation to the theoretical framework and critically contrasted with existing concepts. The perceived value of tourists’ is to be argued as a requirement to extend on how it is conjugated with the effects of gentrification, and their experiences. With the evaluation of their experience conclusions can be generated in regards to gentrified destinations.

5.1 Value parameters’ of tourists’ perceived value on the destination

As precursor of the perceived value the customer’s expectation and the perceived quality play a pivotal role in the creation of perceived value and with it their satisfaction (Bayol et al. 2000). It was seen through the findings that the tourists have an expectation on the destination prior to the trip, correlated with the perceived quality. The model by Bayol et al. (2001) determine that the previous factor mentioned and the perceived value will shape the customer satisfaction. Nevertheless it does not take into account the fact that the perceived value can be multidimensional which shapes the experience of the customer and therefore the overall perceived value (Sanchez-Fernandez and Iniesta-Bonilla, 2008).

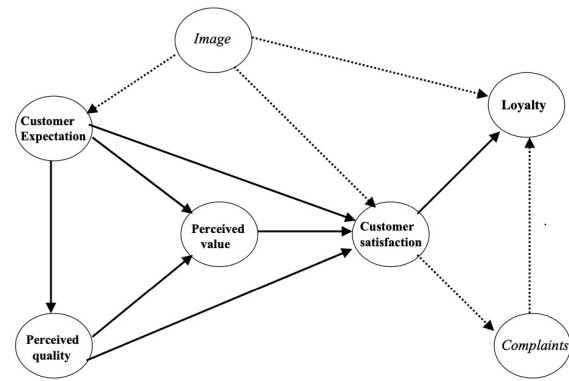


Figure 2. Causality model describing causes and consequences of Customer Satisfaction (Bayol et al. 2000).

Analyzing the findings in section 4.2, and the framework provided by the PerVal model from Sweeney and Soutar (2001) it is evident that the perceived value develops dynamics within itself. The dynamics start with the interaction of the price and quality value as an input to the travel experience. The interaction with local people as part of the experience will develop the social value, this one will bring an input to the travel experience. Lastly the emotional value will be an outcome of the travel experience and the result of the social value. The result is the construction of the tourist's perceived value through the travel experience and value dynamics.

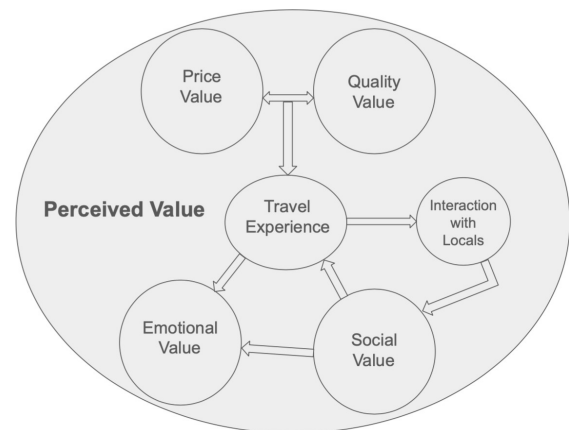


Figure 3. Perceived value dynamics in travel behaviour

Furthermore, what is keen to observe is that the motivation and involvement of tourists in their travel experience forms and enhances the perceived value (Prebensen et al., 2012). This statement provides relevance to the perceived value dynamics and reinforces the postulate that the emotional value generated and the overall perceived value create behavioral intentions, for instance loyalty (Bajs, 2012; Wang and Leou, 2015).

Whereas involvement plays an important role in this investigation, looking back to the motivations that the interviewees expressed expose an interesting hue, as

many of the motivations are related with the positive impacts of gentrification.

5.2 Examination of the effects of gentrification on the tourist experience

Taking into consideration that the travel experience locates at the core of the perceived value as per figure 3. Tourists expressed that they seeked certain qualities in the accommodation that they value, in order to achieve the expected travel experience. What the tourist valued in the accommodation had a great resemblance to what Atkinson (2004) signals as positive impacts of gentrification. Authors like Crieckingen (2011) with a position pro-gentrification would praise these findings as showing that the resurgence of under-developed areas can have positive economic effects.

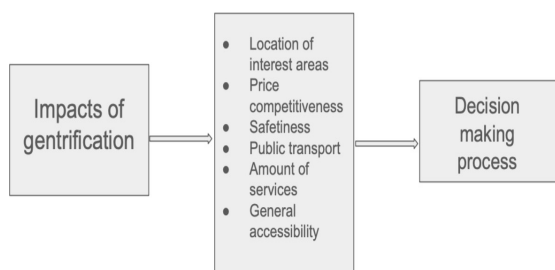


Figure 4. Influence of gentrification effects in the deliberation process

It is precisely the deliberation of the lodging business and their qualities that has led Barcelona to the tourism gentrification. The amount of HUT's is the clear reason for the displacement as a high volume of local housing becomes a lodging business in order to satisfy the demand (Cruz Lopes et al. 2019). The great volume of the demand also translates to mass tourism. Also is to remark that this type of lodging does not increase a significant perceived value to the tourist as mentioned in the section 4.3, in contrast to a hotel.

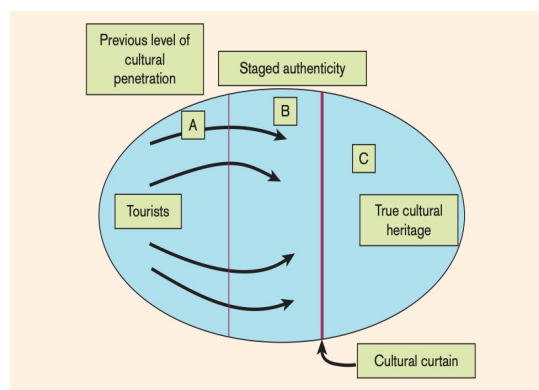


Figure 5. Levels of cultural penetration (Fletcher et al., 2018)

These impacts of gentrification previously mentioned, forward to the orientation of the businesses that surrounded the gentrified areas in Barcelona. The interviewees were clear to identify that these businesses were mainly for tourists. This evidence is the Billinham's (2015) lenses on gentrification and it cleared that effects are on neighborhood level, municipal level and political scope. That being the case, it becomes visible that what the tourists experienced is what Fletcher et al. (2018) claim to be a staged authenticity. Cruz Lopes et al. (2019) states that HUT's create a reduction in the cultural singularity, and therefore it creates a more robust cultural curtain.

5.3 Determination of gentrification's influence in the perceived value

It is clear through the finding in section 4.4 that tourists lie awkwardly in an environmental bubble as Cohen (1972) proposes. The tourists were daring to look for immersion in culture, nevertheless they admit that it was in a shallow manner. The standardization that gentrification developed in a city provides comfort to those tourists who are not looking for adventure activities (Almeida et al. 2021). The expectation that the interviewees had were fulfilled as they expressed and showed interest for a return in the future. As mentioned previously, the overall perceived value of the destination was positive and few aspects were to be negative.

The regulation of the HUT's in Barcelona has been a key implementation from part of the government to stop the negative impacts of gentrification (PEUAT, 2022). A bad implementation of policy making from part of the government can lead to severe impacts for the population (Olt et al., 2019) It is precisely when the population from a destination gets seriously impacted that an open antagonistic attitude towards tourism is shown (Fletcher et al., 2018). It has already been spotted that Barcelona's population is annoyed by this industry (Pitrelli, 2024). The interviewees showed a level of awareness upon the gentrification impacts if the tourism policy management it's not well implemented. Being conscious and empathic for other cultures brings greater awareness and it can be of great relevance for the education of tourists in a destination (Fletcher et al., 2018).

Throughout this investigation that the tourism industry has benefited from gentrification and that this one evolves into tourism gentrification. It is the urban developers and the local governance that can see a benefit through this (Delgadillo, 2016; Lees et al., 2008). The boundaries and balance of gentrification have to be balanced by regulatory authorities in order to prevent a deterioration of the quality, as some interviewees mentioned. Whereas it can be observed the possible negative outcomes of gentrification, the interviewees agreed that the destination is highly enjoyable and maintained a high perceived value from the city.

Chapter 6 Conclusions

Gentrification has been seen in recent years as a phenomenon that affects the social aspects of a society, with diverse impacts (Atkinson, 2004). In the fast paced globalized world and the increased dynamism in different industries, the hospitality industry has influenced the development of tourism gentrification (Almeida et al., 2021). The aim of this research was to investigate if gentrification creates an impact on the perceived value of tourists. It can be concluded that the tourists' perceived value is significantly influenced by the gentrification phenomenon. This affirmation can be interpreted through the tourists' motivations and expectations, and their general travel experience.

The levels of knowledge developed in the investigation reflects the actual panorama of tourism and how the different levels of values craft the perception of the tourists (Sweeney and Soutar, 2001). The positive impacts of gentrification provide urban development and benefits for those who transit these areas (Crickingen, 2011). The behavioural approach of city tourists, enables this segment to enjoy all the benefits of the impacts of gentrification through their motivations and their involvement (Prebensen et al. (2012). Fletcher develops that a city tourist tends to be psychocentric and therefore usually they fall in what Cohen(1972) determines as an environmental bubble. The city tourist perceives value from gentrification through a staged authenticity and very few of them glimpse to experience the true culture.

Nevertheless the existence of gentrification develops products for the tourism market and with this economic development (Delgado, 2016). Fletcher et al. (2018) advocate for tourism policy making for the control of negative effects of socio-cultural impacts. Therefore the policy makers and key stakeholders have the task to regulate the environment to prevent a possible deterioration, this can be evaluated through Billingham's (2015) five lenses of gentrification. As part of the results of this investigation, the awareness of tourists upon negative impacts create a pivot point in how perceived value can turn negatively if the impacts of gentrification are mismanaged. In this case, when people become aware of the negative impacts and realize the case of mismanagement, the perceived value could drop and limit their behaviour. This assumption highlights a breach in the investigation, as the participants mention a possibility to return, but none have been twice to the destination.

Then, through the synthesis of this postulates it can be understood that the socio-cultural impacts that gentrification can eventually develop can become against the tourism industry. Fletcher et al., (2018) explain that an exploitation of tourism in its form of mass tourism creates a feeling of antagonism from part of the local population. The authors explain that in this era the pursuit for sustainability is part of everyone's agenda, and the same authors explain that in order to achieve sustainable tourism a balance in between

social, economic and environmental dimensions have to be achieved. Nevertheless, it is the task of the regulatory authorities to balance these dimensions and limit the negative impacts of gentrification, while maximizing the positive ones.

Tourism gentrification can be seen now as a tool for the development of tourism and its perceived value through consumers, when applying the dynamics of perceived value. Anyhow what can be achieved through this social phenomena can backfire and limitate an authentic experience for the tourist. This outcome of the investigation could enable marketers and entrepreneurs that look for the development of products in an environment that presents this phenomenon. For instance, strategic marketing management this knowledge can be applied when an environmental scan is conducted. This application of knowledge could enable a deeper understanding for the hospitality industry in those markets that present an investment in underdeveloped areas. The investigation of the impacts of gentrification in the perceived value, can enrich and open the doors to other disciplines as this proven premise shows the importance of understanding human behavior and the human phenomena dynamics.

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