**“Creative Tourism: The Use of Social Media in Resident and Visitor Co-Placemaking in Raval”**

Dra. Kathleen Scherf, Professor of Communication, Thompson Rivers University, British Columbia, Canada. Dr. Francesc Romagosa, Associate Professor of Geography and Tourism, UAB. Dra. Maria Abril, Coordinator, Master of Tourism and Humanities.

Type of Contribution: conceptual, case study

Keywords: creative tourism, social media, co-creation, tourist-resident relations, placemaking

**Research Question:** How can social media facilitate the co-creation of place by residents and tourists at a destination?

According to Greg Richards, “[t]ourists not only visit places, they also make them, and the point of creative tourism should be to ensure that co-makership happens through an exchange of skills and knowledge with those who are visited” (Richards, 2011). Visitors seek to engage “their creative skills to develop new relationships with the everyday life of the destination” (Stylianou-Lambert, 2011).

Destination management organizations and individual producers use social media to promote creative tourism experiences. User-generated content provides a method and a voice for creative tourists to organize, review and rate their experiences (Zeng & Gerritsen, 2014). To date, research on social media and tourism has been largely limited to a marketing/management approach (Buhalis & Amaranggana, 2014; Egger, Gula, & Walcher, 2016; Prebensen, Chen, & Uysal, 2017; Sigala & Gretzel, 2017). The smaller proportion of social science research tends to examine how prosumers share their existential and authentic travel experiences with an online community (Pera, 2014; Munar & Jacobsen, 2014), as opposed to with a local community.

Despite the scholarly interest in resident-visitor collaborative placemaking, and the interest in tourism and media, there is little research about opportunities for social media to facilitate co-placemaking. As well, there is not much work done on the local resident part of the equation. Indeed, Turisme Barcelona’s Strategic Plan to 2020 sites as its eight program: “To expand the destination narratives, making them more diverse, dynamic, responsible and shared, involving the resident population and visitors in the discovery of other realities, taking care to improve their experience.”

There is a rich field of information to be mined regarding the use of social media in resident-visitor collaborative place-making. The proposed chapter reviews research published so far (Milne, Deuchar, & Peters, 2016; Lin, Chen, & Filieri, 2017; Marques & Borba, 2017). Based on collaborative cultural mapping projects led by the author in two European sites, the chapter will advance knowledge about resident-visitor co-creation by providing data gathered through multi-method research practices: quantitative, qualitative/ethnographic, and practice-led, in this case through co-created digital deep maps.
There are six anticipated outcomes for this Raval project: 1. Within social media and tourism research, identify a distinct stream of work on tourist-resident co-placemaking in social media. 2. Demonstrate its content by reviewing its literature and cataloguing its projects. 3. Add to the knowledge base in the stream. 4. Identify opportunities for further research. 5. Create a working, accessible, open map that provide some sustainable cultural co-value for residents and tourists. 6. Assess the map-making process and the map itself as a way to co-create sustainable cultural value for residents and visitors.

General Project Plan: January, February, March 2018

Prof. Dr. Scherf will work with two Thesis students in the Master of Tourism and Humanities program at UAB.

The students will spend January reviewing the extant literature on creative tourism and coplacemaking. This is the qualitative part of their research methodology. They will also become proficient with the mapping application, Goatrek.

During this time, the professors will be working with the interlocutor stakeholders in order to 1. Align interests in the research, and 2. Promote the online surveys.

There are two online surveys. One is for the residents of Raval; we are hopeful that Raval Cultural will work with us. The second is for visitors to Raval; we hope that Turisme Barcelona will work with us. We will gladly share our data with those two stakeholders, and to the residents and visitors they represent. The surveys appear at the end of this document, and have received Research Ethics Board approval from Thompson Rivers University. The surveys will be active as soon as we can get them distributed in January, and continue to the end of March. This is the qualitative part of the research methodology.

During February and March, students will complete the field work for their thesis. Using an ethnographic, participant-observer approach, they will, under Prof. Dr. Scherf’s direction, go into to Raval, speaking to visitors and residents, and help them upload via mobile devices, rich content about the neighbourhood. There are of course touristic destinations such as MACBA, but there is also a very live street culture just outside its doors, with migrants, students, businesses just around the corner. We will seek to create a social application platform where the many layers of daily life experienced by both visitors and residents can be shared via hotspots on the map, which when clicked reveal text, video, photos, and links that will tell the stories of Raval, and enhance the co-constitutive nature of tourism and the city.

The two students will work together on the map; each will write an essay contextualizing their mapping within the literature we reviewed at the beginning of the course, identifying challenges and opportunities in carrying out the project (and how they were dealt with), integrating the quantitative data and reconciling it with the qualitative data, and assessing the project against the research question.
Bibliography


Zeng, B., & Gerritsen, R. (2014). What Do We Know about Social Media in Tourism: A Review. Tourist Management Perspectives (10), 1-68.
Thompson Rivers University, in cooperation with the Universitat Autonoma Barcelona, is conducting this survey to discover the behaviours and attitudes shared by residents and visitors to Raval. The results will be used to support the development of tourist-visitor relations through social media. The results will be published in an academic journal and shared with local stakeholders. The self-administered survey questionnaire will take about 10 minutes to complete; it is voluntary, and the information you provide will be kept confidential. Please do not put your name on this questionnaire. If you have questions contact Kathleen Scherf at TRU/UAB by phone or text at 1.250.574.6260 or by e-mail at kath@tru.ca. Your responses will be stored in Canada. Thank you for taking the time to complete this survey.

I understand and agree to participate. Please click here.

I do not wish to participate. Please click here.

If you are a resident of Raval, please click here.

If you are a visitor to Raval, please click here.

Residents:

In the next sections, please respond to the statements by circling your response.

Please indicate how strongly you agree or disagree with each statement below.

**Social Interaction:**

**Behaviours:**

As a resident of Raval, I enjoy

1. Meeting tourists/visitors.
2. Sharing my experiences of Raval with tourists/visitors.
3. Showing tourists/visitors my local culture.

**Attitudes:**

Thinking about my experience as a resident of Raval, I believe tourists/visitors enjoy

4. Meeting local residents.
5. Living like a local.
6. Learning about our local culture.
Using Social Media:

**Behaviours:**

Living in Raval, I use social media (such as Facebook, Instagram, etc) to

7. Share my experiences with other residents. 1 2 3 4 5
8. Share my experiences with tourists. 1 2 3 4 5
9. Learn about the experiences of other residents 1 2 3 4 5
10. Learn about the experiences of tourists.

**Attitudes:**

Thinking about my experience with tourists/visitors in Raval, I believe social media could help me to

11. Connect with my community. 1 2 3 4 5
12. Share my experiences with tourists through stories, pictures, videos, etc. 1 2 3 4 5
13. Hear about tourist experiences.
14. Allow me to develop relationships with tourists after their visit ends. 1 2 3 4 5

**Overall:**

15. My interaction with tourists in Raval is enjoyable. 1 2 3 4 5
16. Please mention three spots or places in Raval that you consider most representative of this neighbourhood and its culture. 

**Tourists:**

In the next sections, please respond to the statements by circling your response.

Please indicate how strongly you agree or disagree with each statement below.

**Social Interaction:**

**Behaviours:**

When I visit Raval, I enjoy: Strongly Agree Agree Sure Disagree Strongly Disagree

1. Meeting local residents. 1 2 3 4 5
2. Living like a local. 1 2 3 4 5
3. Learning about local culture. 1 2 3 4 5
4. Exploring independently. 1 2 3 4 5
5. Joining organized tours. 1 2 3 4 5

**Attitudes:**

When interacting with local residents in Raval, I believe they enjoy:

6. Connecting with me. 1 2 3 4 5
7. Sharing their stories about living in Raval. 1 2 3 4 5
8. Showing me their local culture. 1 2 3 4 5

Using Social Media:

**Behaviours:**

When I visit Raval, I use social media (such as Facebook, Instagram, etc) to

9. Share my experiences with residents. 1 2 3 4 5
10. Share my experiences with other tourists. 1 2 3 4 5
11. Learn about the experiences of residents. 1 2 3 4 5
12. Learn about the experiences of other tourists. 1 2 3 4 5

**Attitudes:**

Thinking about my experience with residents in Raval, I believe social media could help me to

13. Add value to my visit. 1 2 3 4 5
14. Add value to the experience of residents. 1 2 3 4 5
15. Add value to the visits of other tourists. 1 2 3 4 5
16. Allow me to develop relationships with residents after my visit ends. 1 2 3 4 5

**Overall:**

17. My interaction with residents in Raval is enjoyable. 1 2 3 4 5

18. Please mention three spots or places in Raval that you consider most representative of this neighbourhood and its culture. ____________________  ____________________  ____________________