



Chongqing Fragrant Hills Summit 2016

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Shared Economy: Allocation of Urban Resources and Region-wide Tourism

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The Barcelona model

Turisme de Barcelona, a public-private partnership.

1993

Incorporated as a consortium by:



Cambra de Comerç
de Barcelona

Barcelona Chamber of
Commerce & Barcelona
Promotion Foundation.



Ajuntament de
Barcelona

Barcelona City Council.

2016

Strengthened by:

1440 companies.

(980 member companies + 460
companies affiliated through
the Barcelona province
administration)

Shared Economy: A two-sided phenomenon

SIDE A. Sound music.

Wider supply

.....
More competition

.....
Quality improvements in
conventional operators' services

.....
New possibilities, new experiences.

Example: upstairsbcn.net



SIDE B. Noisy music.

Alleged tourism overcrowding in
certain successful cities.

.....
A lack of control in accommodation
and transportation services.

.....
A subsequent drift to illegal and
shadow economy activities.

What can a single city do?

In order to enforce Safety, Transparency and Taxation

What can a single city do?

Can it have any influence at all?

Moreover, does it make sense?

And, what about governments? / local, regional,
centrals governmental?

Up to now, experience seems to show that local, regional
and central governments -in Europe and America at least-
only have a limited capacity to successfully intervene.

European policy then, but What policy?

Only EU carries real clout. Regulation of the collaborative economy is the province of European policy.

Regulation should grant:

Safety.
.....

Fiscal responsibility.
.....

Transparency.
.....

But we witness an approach on the part of the EU Commission where collaborative economy is mainly seen as an opportunity to further liberalize (“European agenda for the collaborative economy”).

What about the quality of these jobs?

What about the relationship between the new companies and their employees?

A matter of power and authority

EU has tried to ensure big multinational corporations pay their taxes.

Despite astronomical fines, doubts persist on what is seen as a bargaining process. Not a resounding success.

What drives us to the following final question:

Are the two parts contending in this bargaining really equivalent in terms of strength and capacity to exert influence in the public opinion or simply in lobbying?



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Thank you for your attention

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