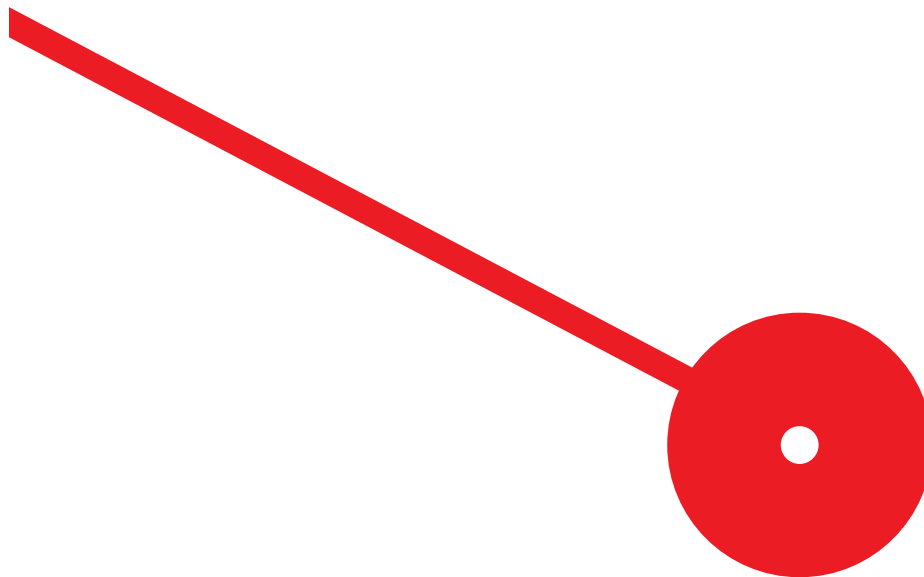




The Multiplicity of Sociocultural
Behaviour in Tourism: Working at
Sailing Experience Barcelona
Renata da Silva Vasconcelos Cardoso

2019/2020



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Internship Report

submitted to Instituto Superior de Contabilidade e Administração
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suggestions of the panel of examiners)

Abstract

This report is part of the curricular internship of the master's degree in Intercultural Studies for Business, from the Porto Accounting and Business School. The internship was carried out at *Sailing Experience Barcelona* in the city of Barcelona, Spain.

Culture defines someone's behaviour and action towards a situation, depending on their background, beliefs, morals and customs in which they were brought in when growing up. People of the same society, albeit unaware, tend to respond similarly when faced with a particular circumstance. In tourism, tourists of the same nationality/culture tend to behave similarly when in a similar situation.

The focus of this report will be describing the internship functions and activities carried out, the impact of Covid-19 in Spain, Barcelona and my internship. It will also focus on a brief study case on the sociocultural behaviour of tourists, specifically in *Sailing Experience Barcelona*, in which I was able to observe various behaviour from numerous tourists of specific nationalities/cultures.

Keywords: Sociocultural Behaviour, Tourism, Covid-19, Spain

Resumo

Este relatório insere-se no âmbito de estágio curricular do mestrado em Estudos Interculturais para Negócios, do Instituto Superior de Contabilidade e Administração do Porto. O estágio foi realizado em *Sailing Experience Barcelona* na cidade de Barcelona, Espanha.

Cultura define o comportamento e ações de um indivíduo em relação à situação na qual se inserem, dependendo da sua formação, crenças, moral e costumes nos quais foi criado. Indivíduos da mesma sociedade, embora não sabendo, tendem a responder de forma semelhante quando confrontadas com uma determinada circunstância. No turismo, turistas da mesma nacionalidade / cultura tendem a comportar-se de forma semelhante quando situados num cenário idêntico.

O foco deste relatório será descrever as funções do estágio e atividades realizadas, o impacto da Covid-19 em Espanha, Barcelona e no meu estágio. Será também apresentado um breve estudo de caso sobre o comportamento sociocultural dos turistas, nomeadamente em *Sailing Experience Barcelona*, no qual pude observar vários comportamentos de inúmeros turistas de determinadas nacionalidades/culturas.

Palavras chave: Comportamento sociocultural, Turismo, Covid-19, Espanha

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List of Abbreviations

AAAS – American Association for the Advancement of Science

EU – European Union

GDP – Gross Domestic Product

INE – *Instituto Nacional de Estadística*

SEB – *Sailing Experience Barcelona*

UK – United Kingdom

UNESCO – United Nations Educational, Scientific and Cultural Organization

UNWTO – World Tourism Organization

USA – United States of America

WHO – World Health Organization

Table of Contents

Chapter I: Introduction	1
Chapter II: Theoretical Framework.....	3
2.1 Culture and Interculturality.....	4
2.1.1 Culture.....	4
2.1.1.1 Definition.....	4
2.1.1.2 Cultural identity.....	5
2.1.1.3 Culture, Society and Behaviour.....	7
2.1.2 Interculturalism	8
2.1.2.1 Definition and Approaches	8
2.2 Culture and Tourism	9
2.2.1. Intercultural Communication in Tourism.....	11
2.2.2 Tourist Offer.....	12
2.2.3 Types of Tourist	13
2.3 Tourism in Spain.....	15
2.3.1. Inbound Tourism.....	17
2.3.2 Tourism in Barcelona.....	18
2.3.2.1 Advantages of Barcelona as a tourist city.....	19
2.3.2.2 Barcelona Tourist Sociodemographic Characteristics	20
Chapter III: The Internship at <i>Sailing Experience Barcelona</i>	22
3.1 Introduction.....	23
3.2 <i>Sailing Experience Barcelona</i>	24
3.2.1 Presentation of the Host Company.....	24
3.2.2 Main products: Sailing and Shared activities	24
3.2.3 Main Products: Sailing & Exclusive Private Activities	27
3.2.4 Combined experiences: Packs.....	27
3.3 Internship Activities.....	29
3.3.1 The Training Plan.....	29
Chapter IV: Report on the activities	30
4.1 General overview	31
4.1.1. Booking System and Management.....	32
4.1.2 Customer Service	36
4.1.3 The Covid-19 and the impact on the internship	38
Chapter V: Impact of Covid-19 in Spain, Barcelona and <i>Sailing Experience Barcelona</i>	40
5.1 Impact in Spain's' economy – brief approach	41

5.1.1	Impact in the Tourism Sector	42
5.1.1.1	Impact in Barcelona’s Tourism Sector	44
5.2	Impact at <i>Sailing Experience Barcelona</i>	46
Chapter VI: Brief Study on Sociocultural Behaviour of Tourists in <i>Sailing Experience Barcelona</i>		47
6.1	Sociocultural characteristics of the clients of <i>Sailing Experience Barcelona</i>	48
6.1.1	Sociodemographic characteristics of <i>Sailing Experience Barcelona</i> tourists ...	50
6.1.2	Cultural Behaviour of Tourists.....	51
Chapter VII: Conclusion		57
References.....		60
Attachments		65
Attachment A – Email received from <i>Sailing Experience Barcelona</i> regarding the internship.....		66
Appendices		67
Appendix A – Questionnaire to <i>Sailing Experience Barcelona</i> on the Impact of Covid-19		68

List of Tables

Table 1 - Classification of major cultural tourism forms	10
Table 2 - Type of tourists and their characteristics	14
Table 3 -Top Global Destination Cities by International Visitors.....	19
Table 4 - Daily Plan (Example).....	37
Table 5 - Twenty Typical Tourist Behaviour	49
Table 6 - Comparison of Typical American Tourist Behaviour.....	52
Table 7 - Comparison of Typical British Tourist Behaviour.....	53
Table 8 - Comparison of Typical German Tourist Behaviour.....	54

List of Graphs

Graph 1- Contribution of Tourism to the Total of Spain's GDP	16
Graph 2 - Tourism Contribution to Spain's Total Employment	16
Graph 3 - Tourist Nationalities Arriving in Spain – 2019.....	17
Graph 4 - Tourists Nationalities arriving in Barcelona (Percentage)	20
Graph 5- Annual Variation of Spain's GDP in Trimesters	42
Graph 6 - Inbound Tourists Spain 2020	43
Graph 7 -Average Spending per Tourists 2020.....	43
Graph 8 -Prevision of Losses by Covid-19 on the Main Autonomous Regions in the Tourism Sector in 2020.....	44
Graph 9 -Average Spending per Tourists in Catalonia 2020.....	45
Graph 10 -Tourists Nationalities in Sailing Experience Barcelona (percentage).....	50
Graph 11- Types of Tourists in Sailing Experience Barcelona (Percentage).....	51

List of Figures

Figure 1 - Manifestation of Culture at Different Levels of Depth.....	5
Figure 2 - Basic Framework for categorizing tourists.....	14
Figure 3 - International Arrivals per Autonomous Regions – 2019.....	18
Figure 4 - Rezdy Manifest (Example).....	33
Figure 5 - Rezdy New Order (Example)	34
Figure 6 - Midday Aperitif Booking	35
Figure 7 - Creating Midday Aperitif on Rezdy (Example)	36

Chapter I: Introduction

The present report describes my internship at *Sailing Experience Barcelona* as a Public Relations, Marketing and Customer Support Agent, at the operations department, from the 3rd of February 2020, until the 16th of June 2020. The internship was carried out as a means to complete my master's degree in Intercultural Studies for Business.

The option to carry out this internship was due to my desire to work abroad in an intercultural city such as Barcelona and to develop my communication skills with various cultures and people, as well as putting into practice the knowledge I gain throughout my master's degree in Intercultural Studies for Business.

This report is divided into two parts. The first part consists of chapter II, and the second part consists of chapter III, IV, V and VI.

Chapter II focuses on the theoretical framework and it is divided into three sections: Culture and Interculturality, Culture and Tourism and Tourism in Spain. The first section aims to define culture, its importance, how culture influences society and behaviour followed by the definition of Interculturality and its approaches, as a way to better understand the theme of this report. The second section approaches Culture and Tourism, its definition, the importance of intercultural communication in Tourism, the value of tourist offer and types of tourists. This section aims to provide an insight into how culture affects the tourism sector and all its components. The third and final section intends to describe Tourism in Spain, its inbound tourism and specifically Tourism in Barcelona, thus analysing the advantages of Barcelona as a tourist city, and the sociodemographic characteristics of its tourists.

Chapter III addresses the internship carried out at *Sailing Experience Barcelona*, by describing the host company and its products, the internship activities and the training plan.

Chapter IV presents the overview of the activities carried out throughout the Internship at *Sailing Experience Barcelona*. and refers to the impact Covid-19 had on my internship plan.

The fifth chapter describes the impact Covid-19 had in Spain and Barcelona's tourism sector and, specifically, in *Sailing Experience Barcelona*.

Chapter VI presents a brief study on the sociocultural behaviour of tourists in *Sailing Experience Barcelona*. This study aimed at understanding tourist sociodemographic profile of the clients of *Sailing Experience Barcelona*. First it describes the sociodemographic characteristics of the clients of the host company. Finalizing with the study case on how tourists culturally behave in the company by describing the behaviour of Americans, British and Germans, while using as comparison the study of Ozdemir and Yolal (2016) describing 20 typical tourist behaviour.

Chapter II: Theoretical Framework

2.1 Culture and Interculturality

2.1.1 Culture

2.1.1.1 Definition

Numerous authors have tried to define culture, presenting different perspectives with the aim of finding the core of the concept. However, this has proven to be a difficult task as there are many ambiguous aspects when referring to culture.

Williams (1976, p. 49) thoughts can sustain this, as the author claims that defining culture is quite complicated. According to him, it is one of the most complex words in the English vocabulary, mostly due to its evolution throughout the centuries in several European languages and thus taking many definitions.

Tylor (1871, as cited in Avruch, 1998, p. 6) is considered to be one of the first to give an anthropological definition of culture in the English language, affirming that it is a “complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”

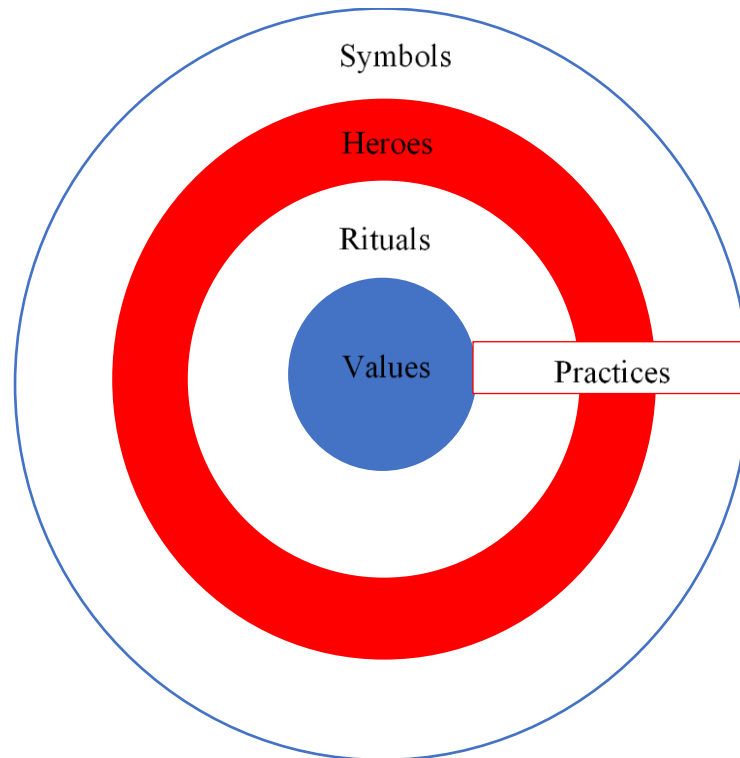
To Kroeber & Kluckhohn (1952, p.181), culture involves behavioural patterns transmitted by characteristic symbols achieved by human groups. Culture involves traditional ideas and values, and its “cultural system” was made by results of actions, however, it may also determine an individual behaviour in the future.

According to Raymond Williams (1981, p.11), culture can be categorized into three meanings. Firstly, a “developed state of mind”, specifically to achieve the denomination of a cultured person. Secondly, as a way of achieving this title, there must exist processes, particularly cultural interests, and activities. And thirdly, the means to reach the processes, culture as arts and the way of life of an individual.

Hofstede (1997, p.6-9) defines culture as “the collective programming of the mind which distinguishes the members of one category of people from another”. The author also states that the core of cultural manifestation is the values and that symbols are the most superficial manifestation, while heroes and rituals are in between (See Figure 1). Symbols, heroes, rituals and values are the tangible characteristics of a culture, whereas cultural practices are intangible.

Figure 1

Manifestation of Culture at Different Levels of Depth



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Lastly, Matsumoto (2009, p. 5) believes that culture is “a unique meaning and information system, shared by a group and transmitted across generations, that allows the group to meet basic needs of survival, by coordinating social behaviour to achieve a viable existence, to transmit successful social behaviours, to pursue happiness and well-being, and to derive meaning from life.”

As stated before, culture has various definitions from numerous authors. Nonetheless, all the definitions have a core common characteristic: behaviour. The six authors state that culture defines someone’s behaviour and action towards a situation, depending on their background, beliefs, morals and customs in which they were brought in when growing up.

2.1.1.2 Cultural identity

Undoubtedly, identity is a term that is strongly linked to culture, since it represents the feeling of belonging to a group of people with common views, where an individual will feel accepted, giving a “sense of personal location” (Weeks, 1990, p.88).

Weeks (1990) also states that there are numerous identities which can be contradictory as to where someone should belong to - such as gender, race, sexual orientation, and nationality -

therefore creating confusion, as identity is not neutral, and some identity groups can conflict and clash with another due to its values.

Ennaji (2005, p.22-24) shares Weeks point of view when affirming that identity is not static and that we can speak of several identities. Social identity in the present-day comes from countless sources (e.g. nationality, ethnicity, gender, social class) giving a position within society. Consequently, Weeks states that due to this diversity people will need to hold numerous social and cultural identities thus combining already existing ones.

On the other hand, Holliday (2010, p.175) expresses that cultural identity is extremely complex, as the nature of the individual will not determine their identity but how they act with “cultural realities”¹. The author divides cultural realities into five dimensions:

1. The nation, as an external reality
2. Movable groups and realities
3. Trajectories of multiple, shifting realities
4. Layering and compartmentalisation
5. Language and reference

The nation is an external reality as to some people it does not identify them with their cultural realities. Movable groups are those who are in smaller factions and whose realities are changeable and not as static as a nation. Trajectories are usually the realities of those who immigrate, and personal realities are what identifies them in the end, such as religion. Layering and compartmentalisation are related to those who simultaneously live with two cultural realities, usually someone who is a second-generation immigrant. Language represents those who identify themselves with their native language due to its history, giving a feeling of a transnational nation.

Overall, identity and cultural identity are extremely connected, one cannot be comprehended without the other. An individual cannot identify himself without considering his cultural background and upbringing. Cultural identity is exceedingly complex since someone can belong to various groups and categorise themselves into various identities. The environment in which the individual is inserted largely influences his own cultural reality, making them behave in accordance and similarly to the same individuals that share that reality.

¹ “Cultural reality: something which is going on around the individual which carries broad cultural meaning. ‘Reality’ is a psychological entity which implies that it is real to the person concerned but may not be to other people.” (Holliday, 2010)

2.1.1.3 Culture, Society and Behaviour

Culture is connected to groups and organizations and consequently forms society in a particular time and space. Therefore, it is essential to have culture communication between people and organizations (Sarmiento, 2015, p.41).

In fact, socio-culturalists (Matsumoto & Juang, 2013, p.7) state that to fully comprehend an individual's behaviour, understanding their culture is essential. The sociocultural theory supports that society and its culture are crucial to the development of an individual, also stating that social interaction is linked to human education. This theory was developed by Vygotsky (1934, as cited in Cherry, 2019) who declared that "Sociocultural theory focuses not only how adults and peers influence individual learning, but also on how cultural beliefs and attitudes affect how learning takes place.". Vygotsky thought that family, peers, and culture were responsible when it came to the development of higher-order functions. According to the author, children begin their life with intellectual basic biological constraints, in which, culture offers "tools of intellectual adaptation" and that will be then used as a way to improve skills that are adjustable to the culture in which they live.

In accordance with the sociocultural theory, the American Association for the Advancement of Science (1990) also claims that humans are social beings who organize themselves into various types of communities being it villages, cities or countries. Thus, patterns of human behaviour in a certain society vary from location, period and culture. Every culture plays a great role in developing distinct social behaviour patterns due to tradition, government rules, social roles, economy and religions, as a result of being instituted since childhood by family and other institutions.

People of the same society, albeit unaware, tend to respond similarly when faced with a particular circumstance. Subcultures may exist within a large society, predominantly correlated with religion, ethnic origin, and even social class. When a particular culture is prominent in a large area, it may impose what they consider to be the correct values into these subcultures by institutions such as the government and schools (AAAS, 1990).

Society is largely correlated with culture. The sociocultural theory states that culture plays an important role in the development of the individual as a rational being. Following this line of thought, the human race demonstrates specific types of behaviours as a consequence of the interconnection of society and culture.

2.1.2 Interculturalism

2.1.2.1 Definition and Approaches

When discussing interculturality, it is crucial to make the distinction between multiculturalism and interculturalism, since interculturalism is considered to be a paradigm for multiculturalism (Bouchard, 2011, p.441).

Sarmiento (2015, p.16) states that multiculturalism occurs when individuals of various cultures in a society cohabit without interaction within themselves, although respecting each other. Whereas interculturalism is the communication/interaction within and between one or more cultures.

Additionally, Medeiros and Denis (2019, p.3) believe that in societies who receive immigrants, the rise of multicultural cities happens when there is encountering of various cultures, social discrepancy, even aggressiveness toward other ethnicities, religions and people of a certain socioeconomic background, which consequently can lead to social, cultural and economic exclusion. To the authors, interculturality is the presence of several cultures and groups that interact within themselves in various manners, where everyone has the right to their differences in behaviour and morals, with mutual respect.

Hernández (2009, as cited in Medeiros & Denis, 2019, p.4), states that the intercultural approach is a method of going beyond the simple coexistence between groups that have been institutionalized for a long time and thus seeking a political, cultural and social intervention that would end the divergence of multicultural societies.

In 2008, the European Council of Ministers declared on the White Paper on Intercultural Dialogue that interculturalism is the foundation for a “European identity”. This came with the purpose to give a sense of belonging to groups and built a political identity of being “European”, thus creating the recognition of Europe as a unity in politics and economy (Kastoryano, 2018, p.2).

Multiculturalism contains different meanings in numerous European countries due to its politics and recognition of regional and linguistic differences. According to Kymlicka (1995, as cited in Kastoryano, 2018, p.2) there are two typologies of states: multinational states in which the nation is characterized in terms of regions and language (e.g. Spain), and polyethnic states, where there are several ethnic communities caused by immigration (e.g. France).

Summarising, and according to Zapata-Barrero (2017, p.15-16), interculturalism is the acceptance of groups as they represent a “collective resource for the benefit of the

collectivity”, therefore advocating solidarity and place diversity as the core of common public culture. Hence, breaking the multiculturalism narrative by using “contact and dialogue, and interpersonal relations between people from different backgrounds, including nationals and citizens”. Zapata-Barrero considers interculturalism a “post-multicultural period”.

2.2 Culture and Tourism

Considering that this internship was performed in the tourist sector, I believe that it is fundamental to explore the concept of Culture and Tourism and some of its most important variants.

Due to its economic impact throughout the years, tourism plays a large role in a globalized economy (Babaita, Istodor and Ispas, 2009, p.23). According to Máthé (2018, p.40-42), tourism is a “human and business activity” and thus it has a great impact in every country’s economy by generating income, growth and employment. In the European Union, tourism is the third socio-economic activity as it composes “10% of the EU GDP and provides 12% of all jobs”. Europe is additionally regarded as the leading world tourist destination, with an estimated 40% of arrivals from all around the world.

The World Tourism Organization (2020) defines tourism as:

a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

Laimer (2010, p.3) claims that the motives to make an inbound trip may vary, depending on the visitor, being it a tourist (overnight visitor) or an excursionist (same-day visitors), which can also be divided by nationals living abroad and non-residents (foreigners). The motives are:

- Business and professional
- Holiday, leisure and recreation
- Visiting friends and relatives
- Education and training
- Health and medical care
- Religion/pilgrimages
- Shopping Transit

Culture is also one of the main factors when choosing a destination. Tourists hope to visit and experience the local culture of a country, get in touch with the locals, try their cuisine, visit festivals, museums, galleries and monuments. Currently, the most well-known tourist destinations are the ones that enable the tourist in participating in the local culture and traditions, meaning that locals must fit their offer with the tourists' needs, motivation and behaviour in mind. When linking culture with tourism, the term cultural tourism occurs as the main motivations for travelling are the cultural attractions and activities of a destination (Ristić, 2017, p.64-65).

The UNWTO (2019) defines cultural tourism as:

a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

Csapó (2012, p.203), states that classic attractions of cultural tourism can be categorized into three groups:

- Built and material values
- Cultural values linked to daily life – leisure, lifestyle, cuisine, behaviour
- Events and Festivals

Csapó (2012, p.209-210) also categorizes cultural tourism (See Table 1) according to its distinct activity and elements.

Table 1

Classification of major cultural tourism forms

<i>Types of Cultural Tourism</i>	Tourism products/activities
<i>Heritage Tourism</i>	<ul style="list-style-type: none"> • Natural and Cultural Heritage • Material – architectural sites • Non-material – literature, arts • Cultural Heritages sites
<i>Cultural Thematic Routes</i>	<ul style="list-style-type: none"> • Gastronomic • Artistic • Architectural • Spiritual

	<ul style="list-style-type: none"> • Etc.
<i>Cultural City Tourism</i>	<ul style="list-style-type: none"> • Sightseeing • Cultural capitals of Europe
<i>Traditions, Ethnic Tourism</i>	<ul style="list-style-type: none"> • Local culture traditions • Ethnic diversity
<i>Event and Festival Tourism</i>	<ul style="list-style-type: none"> • Cultural festivals and events – music festivals, fine arts festivals
<i>Religious Tourism, Pilgrimage Routes</i>	<ul style="list-style-type: none"> • Visiting religious sites and locations with religious motivation • Visiting religious sites and locations without religious motivation – architectural and cultural importance • Pilgrimage Routes
<i>Creative Culture, Creative Tourism</i>	<ul style="list-style-type: none"> • Traditional cultural and artistic activities – performing arts, visual arts • Cultural industries – printed work, multimedia, craft

Copyright 2012 by Csapó

2.2.1. Intercultural Communication in Tourism

When speaking of tourism, it is very difficult to avoid the topic of intercultural communication in the sector.

Communication is “the management of messages with the objective of creating meaning”, implying that we communicate with a purpose and this goal will be achieved by interacting with someone (Griffin, 2005, p.126).

Samovar and Porter (2004, p.8) state that intercultural communication is an “interaction between people whose cultural perceptions and symbol systems are distinct enough to alter the communication event”. Essentially, it is the idea of how people perceive others and the world around them, this happens because of the structure of values and symbols that are ingrained in their culture and thus giving a different meaning to the events occurring around them.

Bean and Martin (2006, as cited in Isac and Rusu, 2019, p.117) establish four categories when it comes to differentiating communication between tourists and locals of destination:

- Short-termed
- Transitory character
- Commercialized
- Implied unequal balance of power between the participants

Isac and Rusu (2019, p.117-118), taking into consideration Bean and Martin's categories state that whilst travelling, tourists typically stay for a short period of time, consequently having little interaction with locals. Such contact leads to shallow impressions that can later create stereotypes and inaccuracies. Contact between tourists and locals is mainly done through commerce, thus there is almost no opportunity for the tourist to have an authentic social interaction with the locals.

Moreover, when it comes to tourism, there can be two traits of the disparity of tourist/local relationship: the tourist who seeks leisure, in contrast with the local who works hard and is "selling" their own culture. Locals will feel the need to play a part in local tourism and as a result, they will try to learn languages to be able to communicate with tourists and offer products/services that will meet the tourists' needs. In contrast, tourists may grow sceptical and will obtain a feeling of being taken advantage of (Isac and Rusu, 2019).

Communication is short-termed and of transitory character due to the trip being brief. This can lead to stereotypes and inaccuracies towards the local culture and people. Communication between them is often commercialized, meaning that most of the contact is done through a commercial exchange, thus there not being a social interaction that is authentic between each other. Due to the discrepancy between the tourists and the local activities, there is an implied unequal balance of power between the participants, with the locals providing services and tourists pleasuring.

2.2.2 Tourist Offer

In order to understand tourism and all its components, I decided to study tourist offer and what motives tourists into choosing a certain destination. Tourist offer and all its elements are key tools to achieve the main goals when it comes to the tourism sector. It is imperative to correlate tourist offer and the impact it has on tourism.

Tourist offer, as stated by Ferent (2007, as cited in Albu, 2015, p.2), represents the major booster of the tourist curiosity, alongside tourist businesses (i.e. hotels, restaurants, infrastructures) and, as a result, it concentrates on the demand of potential tourists.

Tourist offer, to come to fruition, has components that are essential and can be categorized as infrastructure, accommodation, catering establishments, natural tourism potential, anthropic tourism potential (Albu, 2015, p.2).

Infrastructure is one of the most important features in tourism as it gives or limits access to tourist areas. Rural destinations, for example, can be rejected by some visitors due to its lack of infrastructures.

Accommodation must be varied, therefore, making it possible to include all types of tourists and travellers depending on their income level. When it comes to catering, a touristic spot should offer a diversity of establishments, so that tourists can buy and consume various meals and beverages.

Natural tourism potential, as the name indicates, is when natural attractions bring tourists to a certain location, such as landscapes, reserves, natural parks or protected areas. Anthropic tourism is much like heritage tourism, culture, history, religion, ethnography and folklore draws a tourist to that specific spot.

In fact, tourist offer contains factors that are consistently shifting, due to the need of adjusting to the tourists' needs and requirements throughout their stay, leading to a higher demand to customize offers (Manolescu, 2006 as cited in Albu, 2015, p.2).

Additionally, Butnaru (2012, as cited in Albu, 2015, p.3) affirms that a country's tourist offer should characterize all the factors that can be assessed during a specific time, thus encouraging the tourist interest into buying and consuming products and services.

Concluding, we can sustain that the tourist offer of a country, zone, destination or a company consists of: the natural and human potential of the territory, production equipment for tourist services in the tourism facilities, material goods for tourist consumption, the number and qualification services, specialized staff in serving tourists, the density and quality of the tourism infrastructure, as well as general infrastructure available to tourists (Albu, 2015, p.4).

2.2.3 Types of Tourist

There are miscellaneous profiles when it comes to the consumers of the tourism sector which makes it crucial to define them, in order to understand the tourism sector better and contextualize the target publics of the host company, where I carried out the internship. According to Bowen and Clarke (2009, p.3-4), tourists can be categorized into a basic framework, starting by distinguishing international from domestic tourist. International tourists are those who "travel for one night or more [...] outside of their country of

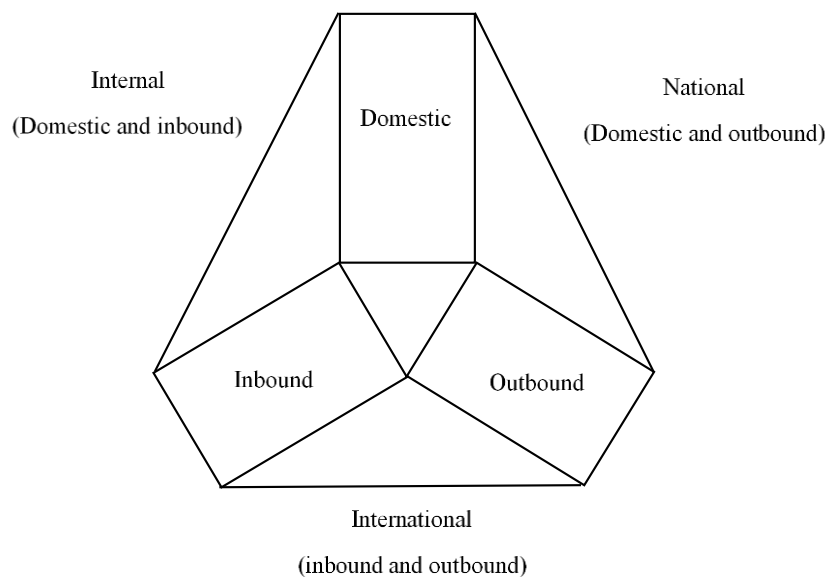
residence”, whereas domestic tourists are those who “travel for one night or more [...] within their country of residency but outside of their usual environment of home and work.”.

Following the UNWTO framework (1991, as cited in Bowen and Clarke, 2009, p.4-5) international tourists can be even more segmented into: inbound tourists and outbound tourists. Inbound tourists are “non-residents of a country visiting a country other than their own”. They are coming into a country while, outbound tourists are “residents of a country visiting a country other than their own”; they are going out of a country. Furthermore, the framework (see Figure 2) also encases other types of tourists which combines the previous definitions of tourists such as:

- International tourists –inbound and outbound
- Internal tourists –inbound and domestic as they travel within a country
- National tourists –domestic and outbound as they travel within their country and to others

Figure 2

Basic Framework for categorizing tourists



Copyright 2009 by Bowen and Clarke

Jackson (2001, as cited in Albu, 2014, p.5) indicates four groups when categorizing tourists - explorer, adventurous, guided and the grouped (see Table 2).

Table 2

Type of tourists and their characteristics

Tourist Type	Characteristics
---------------------	------------------------

<i>Explorer</i>	<ul style="list-style-type: none"> • Flexible • Organizes alone • Avoids crowds • Sets its own programme
<i>Spontaneous Adventurer</i>	<ul style="list-style-type: none"> • Curious of different cultures, destinations and places • Travels with friends or unknown tourists • Enjoys meeting new people • Not organized
<i>Guided</i>	<ul style="list-style-type: none"> • Enjoys being alone • Often travels with a spouse or close friend • Very organized as to not overspend • Visits favourite destination several times
<i>The Grouped</i>	<ul style="list-style-type: none"> • Travels in organized groups • Attends places and activities to draw tourists • Active individual

Copyright 2014 by Albu

The previous categories suggested by Jackson (2001, as cited in Albu, 2014) are categorized in distinct features on how tourists travel, how they choose their destinations, the types of tourism they practice and how much they wish to interact during their trip. Every individual is unique so to generalize everyone into just one category is not doable, so it is often possible for a tourist with various features to be inserted into various tourist categories.

2.3 Tourism in Spain

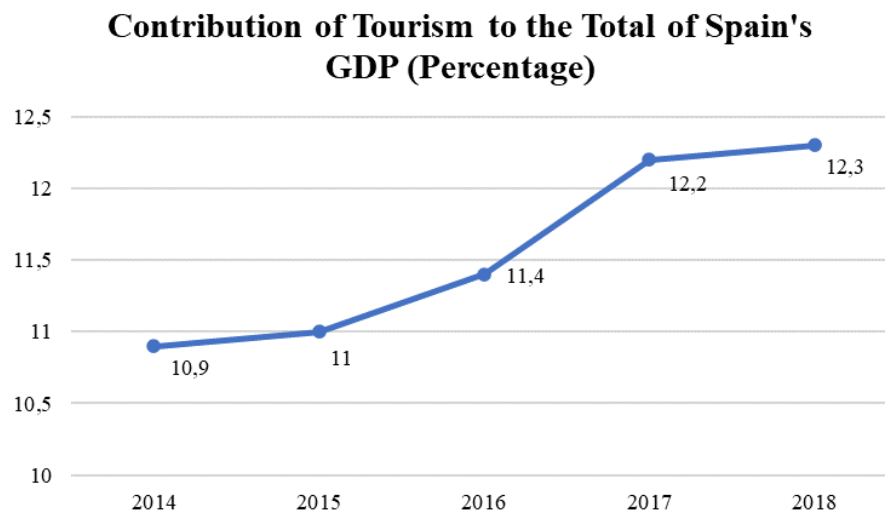
Spain, also known as the Kingdom of Spain, is the fourth largest country in Europe. It is situated in the Iberic Peninsula, bordering Portugal, Andorra, Gibraltar, France and Morocco. It contains seventeen autonomous regions and two autonomous cities: Ceuta and Melilla in North Africa. It has a population of 49 million people and it has five official languages: Castilian Spanish, Catalan, Galician, Basque and Aranese (Bailey, 2019)

As previously mentioned, tourism is crucial in today's world economy, particularly in countries in which this sector reports a large portion of the nation's economy (Alvarez-Diaz et al., 2019, p.1). Spain, in terms of income, is the second most visited country in the world, after the United States of America, and places third in terms of the number of tourists' arrivals, after France and the United States (UNWTO, 2018).

According to INE (Instituto Nacional de Estadística de España, 2019), in 2018 tourism contributed to 12.3% of the total GDP of Spain (see graph 1), generating 2.62 million jobs and representing 12.7% of total employment (see graph 2).

Graph 1

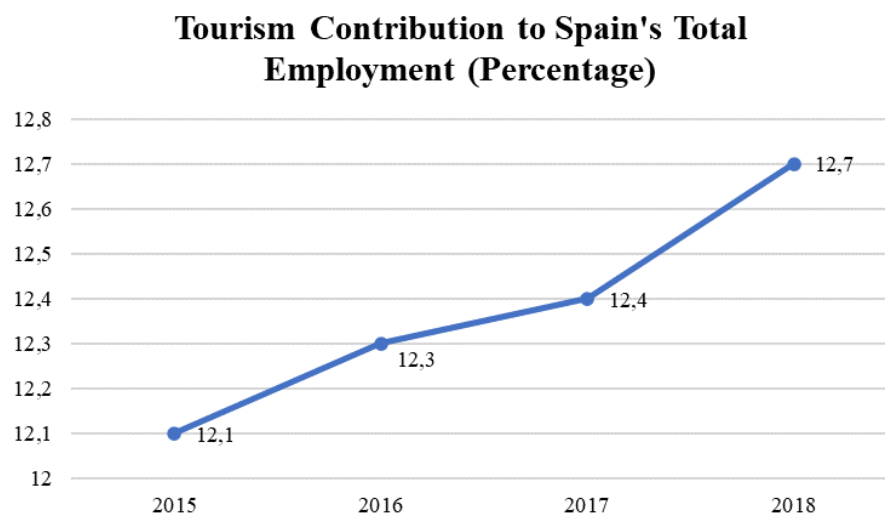
Contribution of Tourism to the Total of Spain's GDP



Copyright 2019 by Instituto Nacional de Estadística España

Graph 2

Tourism Contribution to Spain's Total Employment



Copyright 2019 by Instituto Nacional de Estadística España

As we can observe from both graphs, tourism contribution to Spain's economy has grown throughout the years. Tourism has had a great contribution to the Gross Domestic Product in the country, representing 12.3% to the total of the GDP and has generated 12.7% in the total of jobs in 2018. This demonstrates how Spain is quite dependent on the tourism sector and the impact it has on its economy.

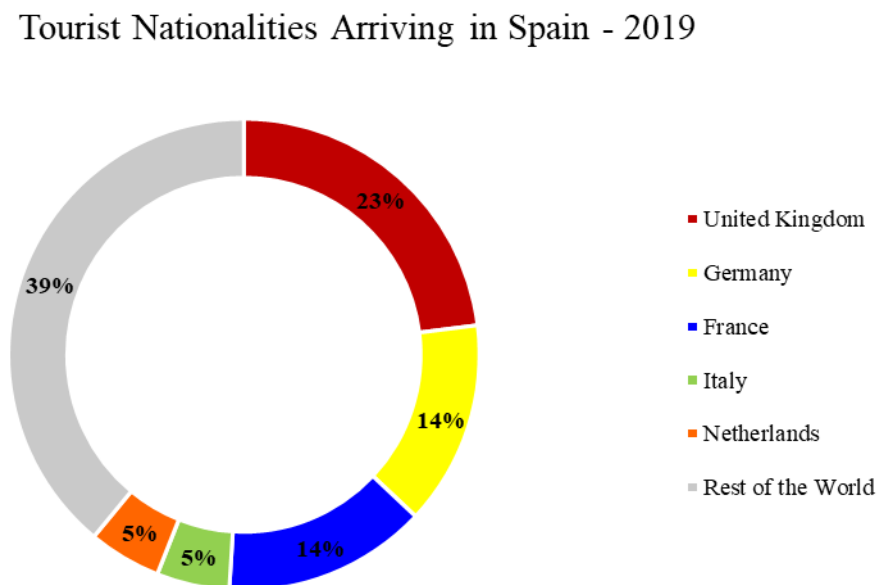
2.3.1. Inbound Tourism

In the past years, tourist arrivals have grown in Spain, reaching 83.7 million tourists in 2019 while in 2016 it reached a total of 75.3 million arrivals (INE España, 2020).

In 2019, the top nationalities arriving in Spain were (see graph 3): United Kingdom, Germany, France, Italy and the Netherlands.

Graph 3

Tourist Nationalities Arriving in Spain – 2019

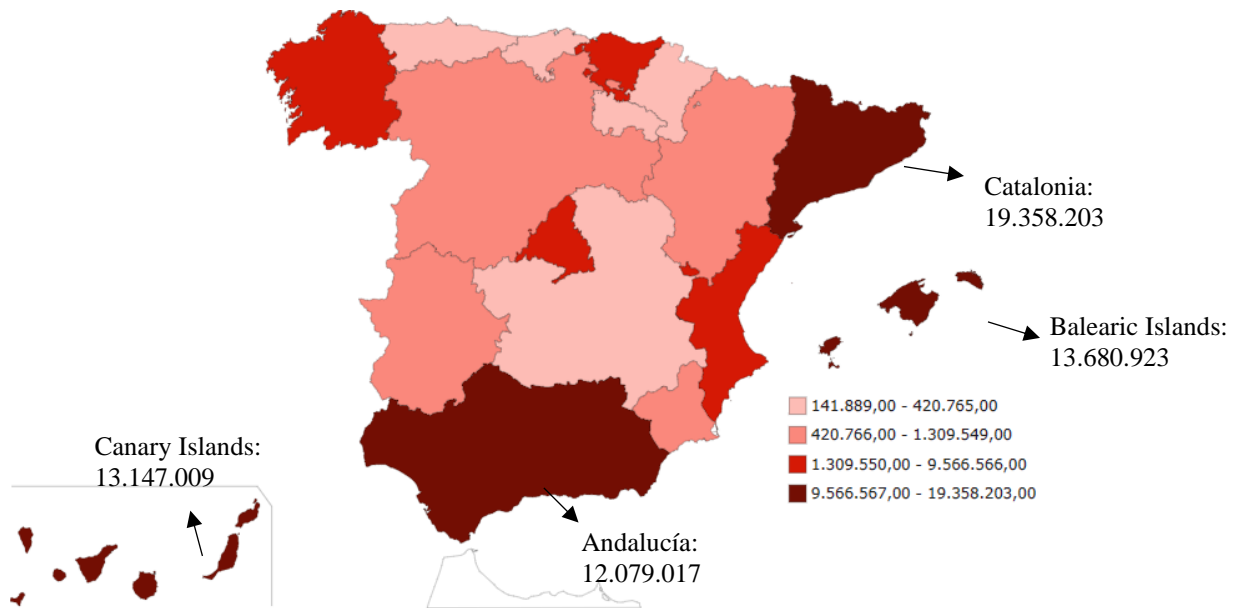


Copyright 2020 by World Travel and Tourism Council

When analysing the data per autonomous region, it can be observed that the regions that received the biggest number of international arrivals were (see figure 3) Catalonia, the Balearic Islands, the Canary Islands and Andalucía.

Figure 3

International Arrivals per Autonomous Regions – 2019



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As previously mentioned, motive plays a big part when choosing a destination. In 2019, leisure and vacation represented 83% of the total of tourist, while working motives represent only 6% of visits to Spain (INE España, 2020).

Seasonality is also very important when examining tourism in Spain. July, August and September of 2019 demonstrated the highest number of visitors throughout the whole year, particularly in leisure and vacation visits, representing 31% of the total of arrivals of the full year of 2019 (INE España, 2020). “Sea, Sun and Sand” is a huge factor to choose a destination, particularly Spain due to its vast coast.

2.3.2 Tourism in Barcelona

Barcelona stands out amongst other European city destinations due to its tourist offers. Within the autonomous region of Catalonia, the most visited region in Spain, Barcelona is the city with the greatest hotel capacity. In 2013 it recorded 365 hotels, representing 22% of hotels in Catalonia (López Palomeque, 2015, p.485). In 2017, the number of hotels had increased to 423 (Statista Spain, 2018).

The city of Barcelona has a population of 1.6 million people. Annually, it receives about 7 million international tourists and roughly 1.5 million domestic tourists (J. Moral, Garín-Muñoz, 2017, p.4). In 2019, it reached 8.5 million visitors, representing 7.8% of Spain total visitors in that year (Ajuntament de Barcelona, 2020).

According to the Global Destination Cities Index (2019), Barcelona ranked 17th in number of total international visitors worldwide, ranking 4th amongst Europeans cities (see table 3).

Table 3

Top Global Destination Cities by International Visitors

Rank	City	Total of International Visitors (Millions)
1 st	Bangkok	22.7
2 nd	Paris	19.1
3 rd	London	19.09
4 th	Dubai	15.9
5 th	Singapore	14.6
6 th	Kuala Lumpur	13.7
7 th	New York	13.6
8 th	Istanbul	13.4
9 th	Tokyo	12.9
10 th	Antalya	12.4
11 th	Seoul	11.2
12 th	Osaka	10.1
13 th	Makkah	10
14 th	Phuket	9.8
15 th	Pattaya	9.4
16 th	Milan	9.1
17 th	Barcelona	9.09
18 th	Palma de Mallorca	8.9
19 th	Bali	8.26
20 th	Hong Kong SAR	8.23

Copyright 2019 by Global Destination Cities Index

2.3.2.1 Advantages of Barcelona as a tourist city

The city is very alluring to tourists due to the diversity of attractions available to its visitors. It has immense cultural sites and historical buildings, there are 9 UNESCO World Heritage Sites in Barcelona, seven of which were designed by Antoni Gaudí.

It also possesses numerous shopping areas, bars, and restaurants wherein 22 are Michelin-starred. It also has various facilities for professional visitors for conferences and events as it

has been increasing its status in “Meeting, Incentives, Conferencing and Exhibitions”. Barcelona, in 2015, emerged into the 3rd destination with more conferences and conventions, after Berlin and Paris (J. Moral, Garín-Muñoz, 2017, p.6).

2.3.2.2 Barcelona Tourist Sociodemographic Characteristics

Sociodemographic characteristics are data regarding the gender, age, country of origin, level of education and profession. As aforementioned in section 2.2.2, according to Lupu (2010, as cited in Albu, 2014) tourist information related to their visit can also be added such as the purpose of travel, age, tourist behaviour, lifestyle, earmarked revenue for tourism and nationality.

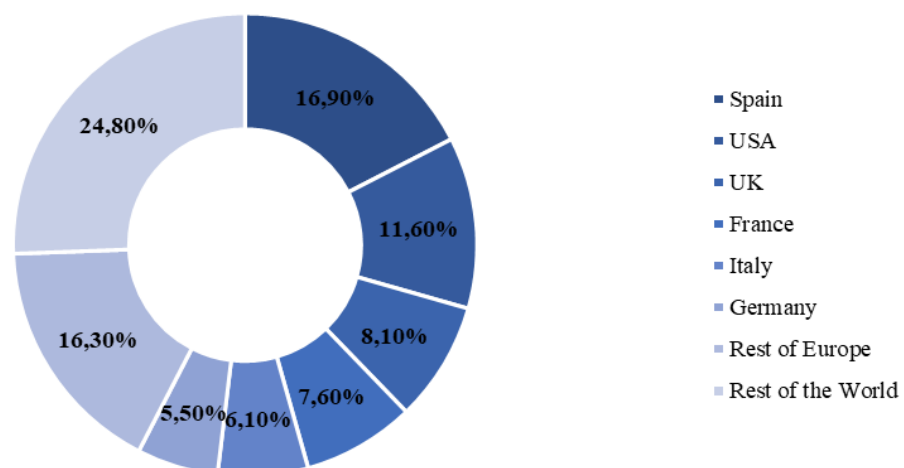
In this section, I will use the sociodemographic characteristics from Lupu (2010, as cited in Albu, 2014) to describe the tourists visiting Barcelona

As previously mentioned, in 2019, Barcelona has received 8.5 million visitors in total. The top tourists were Spaniards who represented 16.9% of the total visitors, followed by the Americans with 11.6%, the British with 8.1%, the French with 7.6%, the Italians with 6.1% and the Germans with 5.5% (see graph 4).

Graph 4

Tourists Nationalities arriving in Barcelona (Percentage)

Tourists Nationalities arriving in Barcelona (Percentage)



Copyright 2020 by Ajuntament de Barcelona

According to the Report on the Profile and Habits of Tourists in Destination Barcelona (2019) carried out by The Observatory of Tourism in Barcelona, the average age of the

traveller is 37 years old, 66.3% have university studies, 58.5% are men while 41.5% are women.

Of the total of the visitors, 38.7% were travelling with a partner, 28.2% were visiting alone and 16.1% represented those travelling with friends.

Regarding the purpose of the visit, this topic can be analysed based on the nationality of the tourist. Spanish people travel mostly for leisure (45.3%), whereas when it comes to business-related activities it only reaches 29.9% of the Spanish population.

Concerning international visitors, those who travel mostly for leisure are the Americans (82.4%) followed by the Italians (75.3%). When it comes to international business purposes Germany leads with 26.7%, followed by Italy with 18.1%.

Chapter III: The Internship at *Sailing Experience Barcelona*

3.1 Introduction

In order to complete my master's degree in Intercultural Studies for Business at ISCAP – Porto Accounting and Business School, I chose to carry out an internship in Barcelona, Spain under the Erasmus+ programme-Student Mobility for Traineeships. The internship was done at *Sailing Experience Barcelona* as a Public Relations, Marketing and Customer Support Agent in the operations department.

This company works in maritime transport, mainly renting sailboats/catamaran experiences to tourists who want to go through a unique activity while visiting Barcelona.

As a way to enrich my experience abroad as an intern in Barcelona, I applied to the Erasmus+ programme – Student Mobility for Traineeships and was also one more Erasmus student in Barcelona.

The training plan was meant for 6 months, in-presence, starting on the 3rd of February and finishing on the 31st of July of 2020, with a weekly workload of 40 hours, to accomplish at least 600 hours. However, due to the Covid-19 pandemic, the company needed to close, on the 14th of March when Spain declared a state of emergency and lockdown, and due to this situation, I needed to return to Portugal, where I should carry out the internship remotely. In total, the internship had a total of 260 hours in-presence and the rest would be carried out remotely.

As previously mentioned, the internship was carried out in Barcelona, Spain. This resulted from my search for international internships and an offer from Spain Internships, a partner from P. PORTO-ISCAP, disseminated by ISCAP's international office.

On the website of Spain Internships, I was able to create an account and apply to various positions and vacancies in numerous companies and cities in Spain, and I was eventually accepted to do my internship at the luxury tour boat company in Barcelona.

The recruitment procedure was done through Spain internships' online platform. I was asked to upload my *curriculum vitae* and then go through an interview with Spain Internships. They would then contact the companies and inform me of the result.

Eventually, I was requested to an interview via Skype with the co-owner of the company, Fabio Messina, who became my mentor throughout my stay.

It was then decided that I would start my internship on the 3rd of February and finish on the 31st of July, working 40 hours per week, making a total of 6 months, I will further describe my plan of work when reporting my activities in the company.

3.2 *Sailing Experience Barcelona*

3.2.1 Presentation of the Host Company

Sailing Experience Barcelona & Sea S.L is a luxury tour boat company, located in Marina Port Vell, Barceloneta, which was founded in 2018 by Fabio Messina and Sergio de Pablo Arabi. It is a micro company, composed of 2 co-owners, 1 marketeer and 4 skippers.

It has an official office in Calle Girona, but it primarily operates at Marina Port Vell in Barceloneta where the sailing boats are located. Marina Port Vell is a luxurious private harbour where people can port their private yachts and superyachts.

The company belongs to the segment of Coastal Tourism, which the UNWTO (2019) defines as “sea-based activities such as cruising, yachting, boating and nautical sports and includes their respective land-based services and infrastructure.”

Its focus is on “experiences”, mainly related to yacht private or shared tours. The sailing yachts take up to 11 guests, while the catamaran capacity goes from 12 up to 28 people.

The company offers both shared and private tours as well as packages, described in the following section.

3.2.2 Main products: Sailing and Shared activities

The shared activities consist of 10 experiences in total. Each one with a specific schedule throughout the day and different prices. All experiences include drinks (vermouth, wine, beer, sangria and soft drinks) and snacks (olives, cheese, salami and crackers).

Aperol Spritz & Sailing Experience Barcelona

This experience was one of the most booked ones. The tour would start at Marina Port Vell in a sailboat that could take up to 11 guests plus the skipper. The boat would then sail through the coast of Barcelona in order to contemplate the city skyline and the sea for two hours. Afterwards, they would return to the Marina and finish the experience.

It served exclusively the Aperol Spritz Cocktail (made with white wine, Aperol and sparkling water), in addition to the other drinks and snacks provided in the tour.

Vermouth Time & Sailing Experience Barcelona From Port Vell

Following the Aperol Spritz experience, this one was also one of the most booked.

The tour would start at Marina Port Vell in a sailboat that could take up to 11 guests plus the skipper. The boat would then sail through the coast of Barcelona in order to contemplate the

city skyline and the sea for one and a half hours. Afterwards, they would return to the Marina and finish the experience.

In this tour, the guests were served Vermouth wine complementing with other drinks and snacks.

Morning Light Brunch & Sailing Experience Barcelona from Port Vell

This experience would start at Marina Port Vell in a sailboat that could take up to 11 guests plus the skipper. The boat would then sail through the coast of Barcelona in order to contemplate the city skyline and the sea, in the morning, for two hours. Afterwards, they would return to the Marina and finish the experience.

This experience consisted of having a morning brunch with typical Spanish sandwiches, pastries and drinks whilst being able to sail.

Midday Aperitif & Sailing

This sailing would start at Marina Port Vell in a sailboat that could take up to 11 guests plus the skipper. The boat would then sail through the coast of Barcelona in order to contemplate the city skyline and the sea, for two hours. Afterwards they would return to the Marina and finish the tour.

As the name specifies, it involved an aperitif with vermouth, cava and other alcoholic beverages served usually with crackers, olives, salami and cheese.

Afternoon Merienda & Sailing Experience Barcelona

This tour would start at Marina Port Vell in a sailboat that could take up to 11 guests plus the skipper. The boat would then sail through the coast of Barcelona in order to contemplate the city skyline and the sea, in the afternoon, for two hours. Afterwards they would return to the Marina and finish the experience.

The afternoon *merienda* was an experience in the middle of the day, where the costumers would get an afternoon meal served with sandwiches, crackers, salami, olives and cheese.

Sunset, Wine, Cava & Sailing Experience Barcelona

This experience is also one of the most booked ones as it occurs during the sunset. This way costumers would be getting an incredible view of Barcelona and the Mediterranean Sea, in a sailboat that would take up to 11 people. The boat would sail through Barcelona's seacoast through the city skyline in this tour, the skipper would serve wine, cava, sangria, vermouth, beer and soft drinks with the addition of snacks.

Live Spanish Guitar at Sunset & Sailing Experience Barcelona

This experience, much like the previous product, is also one of the most booked ones as it occurs during the sunset with live music played from a Spanish guitar player. Thus, costumers would be getting an incredible view of Barcelona and the Mediterranean Sea, in a sailboat that would take up to 11 people. The boat would sail through Barcelona's seacoast through the city skyline.

Live Sax & Sailing Experience Barcelona From Port Vell

This experience, much like the previous two products, occurs during the sunset with live music played from a saxophonist. Thus, costumers would be getting an incredible view of Barcelona and the Mediterranean Sea, in a sailboat that would take up to 11 people. The boat would sail through Barcelona's seacoast through the city skyline.

Sunset Sailing & Catamaran Experience Barcelona

This experience happened at a luxury catamaran where it would set sail at sunset. The catamaran would take up to 11 guests and would sail through the Barcelona coast with a view towards the city's skyline. The sail would begin at Marina Port Vell lasting up to two hours. and finish at the same location.

The guests were served drinks (vermouth, wine, beer, sangria and soft drinks) and snacks (olives, cheese, salami and crackers).

Sunset Sailing & Dinner Experience

Like the previous product, this experience happened at a luxury catamaran where it would set sail at sunset. The catamaran would take up to 11 guests and would sail through the Barcelona coast with a view towards the city's skyline. The sail would begin at Marina Port Vell lasting up to two hours. and finish at the same location.

This catamaran experience offered a unique dinner experience at sunset. The dinner was served by caterers in order to have a wide variety of gastronomic choices while sailing.

All these experiences mentioned above can be found at the company's website and tourist experience websites such as Trip Advisor, Airbnb, GetYourGuide, Klook, Expedia and local travel agencies. All experiences have great reviews on each website. For example, the Vermouth time, which is available in each website has a rating of 5 stars in Trip Advisor, 4.89 stars in Airbnb, 4.8 starts in GetYourGuide, 4.9 in Klook and 4.6 in Expedia.

3.2.3 Main Products: Sailing & Exclusive Private Activities

In the private activities, guests can book a whole sailboat for their group, without having to share the experience with unknown guests.

The private activities consist of 13 experiences in total. All experiences include drinks (vermouth, wine, beer, sangria and soft drinks) and snacks (olives, cheese, salami and crackers).

Exclusive 2/3/4/5/6/8 Hours Sailing Experience Barcelona

With this experience, the customer would be able to rent an exclusive tour for a certain number of hours, from a minimum of two hours and to a maximum of eight hours. In this tour, a skipper would be provided to the guests throughout the experience. The boat would mainly stay through Barcelona's coast and sometimes anchor at sea in order for the guests to be able to enjoy the water and the city.

Sunrise Barcelona Exclusive, Breakfast & Sailing Experience Barcelona

This experience consisted of watching the sunrise with breakfast whilst sailing. The breakfast was served with pastries, fruit and drinks.

Exclusive 2/3/4 Hours Sunset, Wine, Cava & Sailing Experience Barcelona

This one took part during sunset, going from two to four hours. Like in all the tours drinks and snacks were also served.

3.2.4 Combined experiences: Packs

The combined experiences happened when the customer wished to have a tourist activity in Barcelona and complete it with a sailing experience of 1h30. Culture, action and relaxation experiences can be found in these packages.

There are a total of 8 packages available.

Escape & Sail- Escape Room & Sailing Experience Barcelona

This experience linked an experience of an escape room game, which lasted for 60 minutes. The escape room was at Room of Riddles Barcelona and the trip would be done with *Sailing Experience Barcelona* from Marina Port Vell.

Drive & Sail – Ferrari Tour & Sailing Experience Barcelona

With this package, the customer would be able to drive a luxury supercar from "Drive Me Barcelona" for 20 minutes and afterwards set sailing.

Segway & Sail- Segway Tour & Sailing Experience Barcelona

The customer would drive a Segway from “Robot City Barcelona” for 2 hours starting at the “W Barcelona” hotel and finish at Port Vell. Afterwards, the client would enjoy a sailing experience for 1h30.

Sailing Experience Barcelona & Sagrada Familia With Access Tower

With this pack, the buyer would get an excursion to the Sagrada Familia Cathedral and experience sailing through the coast of Barcelona.

Montserrat & Sail- Montserrat Tour Bus and Sailing Experience Barcelona

In this experience, the tourist could start the day with a sailboat tour and in the afternoon take a bus tour to Montserrat to visit the Royal Basilica of Montserrat and taste the typical wine of the Montserrat region.

Flamenco & Sail- Flamenco in the Palau de La Musica Catalana & Sailing Experience

Tourist would have a sailboat experience throughout the day and experience the city coastline.

The customer, afterwards, could visit the Palau de la Musica Catalana and would be able to assist a flamenco concert in the VIP area, which lasted 1h45

Fly & Sail- Helicopter Tour PM & Sailing Experience Barcelona AM/ Helicopter Tour AM & Sailing Experience Barcelona PM

These experiences were the most famous Packs.

The customer would fly the coast of Barcelona for 6 minutes, and then would have a sailing experience in a total 35-minute tour.

Sailing Experience Barcelona, Sagrada Familia & Parc Güell

It included a guided tour to the Sagrada Familia Cathedral and Parc Güell, combined with a sailing experience.

Ride & Sail- Ride a Harley Davidson & Sailing Experience Barcelona

With this pack, the customer would ride a Harley Davidson for 2h30 and then he would have a sailing experience.

Sailing Experience Barcelona, Sagrada Familia & Casa Batlló

It included a guided tour to the Sagrada Familia Cathedral and Casa Batlló, combined with the sailing experience.

3.3 Internship Activities

3.3.1 The Training Plan

As said before, the internship began on the 3rd of February of 2020, in-presence, and it was intended to end on the 31st of July of 2020.

The working plan of the internship had a total prevision of 600 hours or 6 months with a weekly workload of 40 hours, starting at 10h and ending at 18h, from Tuesday to Saturday. The company was open every day of the year and, nonetheless the initial arrangement was to work from Monday to Friday from 10h till 18h, due to the influx of tourists on the weekend, I was requested to change my schedule from Tuesday to Saturday, in order to help guests at the entrance, bookings, answering emails, etc.

During this time, I worked as a Public Relations, Marketing and Customer Support Agent at the Department of Operations under the supervision of Fabio Messina, the co-owner of *Sailing Experience Barcelona*.

As a Public Relations, Marketing and Customer Support Agent, I had the following tasks:

- To welcome guests when required at the meeting point at the Marina
- To support management in guest booking, calls and chat
- To support the skipper in the onboard procedures
- To support the skipper with guests' needs
- To handle the checkout, concerning questionnaires and collecting guest feedback from the experience

Chapter IV: Report on the activities

In this chapter, I will describe the activities performed throughout the time I was in *Sailing Experience Barcelona*, both in-presence and remote. I will also describe the booking platform used by the company and lastly, the importance for the company's success of customer services and the tasks I was expected to do.

4.1 General overview

My internship was carried out mostly at the office of Marina Port Vell. *Sailing Experience Barcelona* operates in Calle de Girona, where the official office is located, and at the Marina, where the company rented an office and a lot to dock the sailboats.

On the first week, I stayed at the office of Calle de Girona, where Fabio, my supervisor, explained how the company worked and presented the tools and platforms they used for the company's operations.

Afterwards, I started to work from the Marina, given that there was where the customers were meeting to begin the sailboat experience and where I had to accompany them.

Here I had to enter with a magnetic card provided by the company. I was given a laptop and a smartphone with all the necessary apps to manage my functions and the business. I was also given the operations email and the passwords, so I could use all the software and websites necessary to fulfil my duties.

The main source of communication between the company and the employees was WhatsApp, so I was added to multiple group chats with Fabio, Sergio, the skippers and the partners.

According to the internship plan, I had several tasks to accomplish. I would welcome the guests at the entrance of Marina Port Vell 15 minutes before their scheduled tour. I would verify who was present and who was missing. If someone were missing, my task would be calling them (if phone number were provided) and understand if they were late or if they were lost while trying to find the entrance of the Marina. Afterwards, I would take them to their designated sailboat for the tour and aid the skipper with boarding and serve their drinks and snacks. At the end of their tour, I would go back to the boat and take them back to the entrance, while asking about the experience and for a review of the experience.

Another function would be supporting management in guest booking, either through phone calls or chat communication. In order to manage bookings, I was taught how to use *Rezdy*, a booking platform used by tourist operators to aid with reservations. While managing guests' bookings, I would have to send an e-mail to the customers reminding them of their tour boat, confirming their scheduled experience and giving information on how to get to

the Marina's entrance. When the booking had been made via our partners, Airbnb or TripAdvisor, the only way of communicating with the clients would be through a chat on the website, since we were not given their phone number or e-mail address.

4.1.1. Booking System and Management

As mentioned before, the software used for bookings was *Rezdy*, which I had no knowledge about before arriving at the company.

Rezdy is a booking software intended to aid tourist operators with automated publication on booking platforms and automated management. Guests can book and pay online, and receive a confirmation email, reminder email and leave reviews. Summarising, it features:

- Online booking
- Booking types
- Online payments
- Expansion plans
- Sales report
- Manifests

In order to use this booking system, I needed to log-in and only then could I have access to the company's schedule, bookings and the products catalogue. I would only use the features of online booking, booking types and the Manifest in order to deal with scheduled tours for the day. I did not have access to online payments, expansion plans and sales report as those were not my functions as a Public Relations, Marketing and Customer Support Agent. I never dealt with payments done by the customers.

I also needed to work with the Manifest. The Manifest was an official list of the customers. The Manifest is commonly used in cargo ships and plane passengers to document the goods and people aboard a ship/plane. Much like planes, *Rezdy* manifest would document the guests and their scheduled tours of the day. Fabio and I would have access to the information displayed in *Rezdy*. After analysing the Manifest, we would then create a daily plan (which will be mentioned in the next section), and we would then give it to the skippers so that they could know their timetable and which boats to use throughout the day. When picking up the guests at the entrance of the Marina, we were able to check-in the passengers in the system. The Manifest was extremely important as it showed the guests, their chosen experience and daily schedule. When taught on how to create new orders into the system, I would have to check throughout the day if we would receive new reservations through email/phone, and

also if clients booked via Airbnb or local tourists' operators, as they did not reserve automatically into the Manifest and would have to be inserted manually.

Rezdy operates with Trip Advisor, Get Your Guide, Klook, Expedia, Viator, etc. Customers could choose and book *Sailing Experience Barcelona*'s products in these channels, which would automatically be added to the software and the Manifest (see figure 4).

Figure 4

Rezdy Manifest (Example)

Check-in	Order Number	Customer Full Name	Customer Phone	Quantities	Extras	Order Balance	Order Total Amount
5:30 AM – Helicopter Tour of Las Vegas 3 Orders 6 Passengers (6 Passenger) 4 Seater Helicopter(2/4), 6 Seater Helicopter(2/6), 2 Seater Helicopter(2/2) 2 Video Package							
✓	DU000043	Clancy Wiggum	0412365897	2 Passenger		\$0.00	\$900.00
✓	DU000040	Comic Book Guy	0412345698	2 Passenger		\$0.00	\$900.00
✓	DU000039	Lenny Leonard		2 Passenger	2 Video Package	\$0.00	\$1,100.00
11:30 AM – Helicopter Tour of Las Vegas 2 Orders 2 Passengers (2 Passenger) 4 Seater Helicopter(1/4), 6 Seater Helicopter(1/6), 2 Seater Helicopter(0/2)							
✓	DU000042	Moe Szylak	0412365892	1 Passenger		\$450.00	\$450.00
✗	DU000041	Cletus Spuckler		1 Passenger		\$450.00	\$450.00
6:00 PM – Helicopter Tour of Las Vegas 1 Order 2 Passengers (2 Passenger) 6 Seater Helicopter(2/6), 4 Seater Helicopter(0/4) 2 Video Package							
✓	DU000044	Charles Montgomery Burns	555-7334	2 Passenger	2 Video Package	\$0.00	\$1,100.00

Copyright 2020 by Rezdy

As we can see in figure 4, the manifest includes:

- Name of the reservation
- Number of the reservation
- Phone number
- How many passengers
- Status of reservation
- Chosen activity
- Date

This was crucial information for the operation of the company since it would aid to plan the day and activities. Thus, we would be able to see how many boats would be needed, how many skippers, and if the musicians would be required for that day.

As mentioned before, when booking from Airbnb, local tourist operators and through phone/email, the reservation would be added manually (see figure 5).

Figure 5

Rezdy New Order (Example)

Copyright 2020 by Rezdy

When I had to create a new order, which was a new booking that would have to be added manually into the Manifest,, I had to enter:

- The name of the customer,
- Number of people included in the reservation
- E-mail address
- Mobile phone number
- Agent (e.g. Airbnb, local operators) used for the reservation
- Chosen product

During the internship, I was asked to create new products based on the already existing experiences as a way of reorganizing the system thus the *Rezdy* platform would be simpler and more practical not just for the customer, but for the operations team.

The new products that were created were based on:

- Vermouth Time
- Midday Aperitif
- Morning Light Brunch
- Sunset Sailing
- Sunset Live Sax
- Sunset Live Guitar
- Afternoon *Merienda*

- Helicopter Tour PM & *Sailing Experience Barcelona* AM/ Helicopter Tour AM & *Sailing Experience Barcelona* PM

Every product had four different types of prices: Early, Advance, Promo, Listing. These prices are listed from cheapest to most expensive, being early the cheapest and listing the most expensive. Before creating the new product, when booking a tour through the *Sailing Experience Barcelona's* website, the customer would not be able to choose the pricing they desired. This way, when creating the new product, the customer would be able to choose which schedule and pricing they wished to pay.

Thus, I was tasked with creating a product based on the type of prices and schedule them in different times. For example, the Midday Aperitif had four prices: Early (53€), Advance (59€), Promo (63€) and Listing (69€). All these prices had a specific schedule: Early (11h56), Advance (11h58), Promo (12h), and Listing (12h02). As we can see, every price had a 2-minute schedule between each type. This type of schedule happened so that customers could choose which price they wanted (see figure 6).

For this to happen, I had to create a new product on *Rezdy* (see figure 7). Firstly, I would have to indicate the Product Name, then I would have to place the Unique Code (which was given to me by my supervisor), afterwards the pricing of the product in each schedule by adult and child. The advertised price would be equivalent to the product price and the quantity would be from 1 up till 11, given that each boat could take a maximum of 11 people.

Figure 6

Midday Aperitif Booking

Enter Number of Participants *

Adult
€53.00 1 ▾

Child
€37.10 0 ▾

Infant
€0.00 0 ▾

Choose a Date *

October 2020

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Choose a Time *

11:56 AM - Available ▾

11:56 AM - Available

11:58 AM - Available

12:00 PM - Available

12:02 PM - Available

BOOK NOW

Copyright 2020 by *Sailing Experience Barcelona*

Figure 7

Creating Midday Aperitif on Rezdy (Example)

The screenshot displays the 'Details' tab of a product configuration page in Rezdy. The product is named 'Midday Aperitif - Early' with a unique code 'Early'. The pricing section shows two categories: 'Adult' at \$53.00 and 'Child' at \$37.10. The advertised price is set to \$53.00, and the quantity is limited to a minimum of 1 and a maximum of 11.

Copyright 2020 by Rezdy

As it can be observed from figure 7, when booking this experience on the *Sailing Experience Barcelona* website, the four schedules appear making it possible to choose the preferred price of the activity.

Overall, the booking software allowed me to operate easier due to its easiness and practicality. The Manifest allowed me to check the schedules and guests of the day, thus making my daily work simpler, since dealing with customers was the one of my main roles during the internship.

4.1.2 Customer Service

Welcoming guests at the marina entrance and taking them to the boats and skippers was most of my daily work.

As Customer Support Agent, it was required of me to meet with the clients at the entrance of the marina, as it was exclusive and had barred entrance to non-clients. The guests were asked to be at the entrance 15 minutes before the experience as various tourists would get lost trying to find the entrance of the marina.

Each day, I would write the name of each reservation and its schedule on a small notebook in order to have every information needed when meeting the clients at the entrance. Also, I used it as a way of registering their nationality, which was needed to develop a case study

on the sociodemographic characteristics of the tourists coming to *Sailing Experience Barcelona*.

Every morning, when arrived at the marina office, I would communicate with the guests and remind them of the booked experience. They were contacted through 3 vias:

- E-mail
- Message
- WhatsApp message (if applicable)

In order to know how many guests we would have on that day, I was asked to create a daily plan on excel with the customer's name, how many guests in each reservation, the type of experience and who was the needed skipper at the time of the sailing (see table 4).

Table 4

Daily Plan (Example)

Guest Name	Hour	Skipper	Activity	Boat	Notes
Diogo T. x4	12h	Mariam	Aperol Spritz	B3	
Renata V. x2					
Bárbara M. x3					
Pedro C. x5	14h30	Ramon	Afternoon Merienda	Bjr	x3 don't drink alcohol
Lisa V. x3					
Philip M. x9	17h30	Mariam	Sunset	B3	x1 Child

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As we can observe in the previous table, this plan was very important to keep track of the experiences so the skippers would be able to provide the necessary snacks/drinks, prepare the boat for the correct number of guests and to manage their working hours.

To create the plan, *Rezdy* was extremely important as it contained the booking details of each guest enabled us to register how many skippers would be needed each day and which boats to use. When starting the day, and in order to prepare the daily plan, Fabio, my mentor, would inform me which skipper was available for the day and the boat that would be used as I did not have access to that information.

Upon the completion of the plan, I would share the schedule via WhatsApp in a group chat with all the skippers. Every time a guest would book at the last minute, the plan would be updated and be sent again to the skippers.

The working language was English seeing as most of the guests were foreigners and could not communicate in Spanish.

Good communication skills are crucial when working in tourism. Most tourists expect pleasantness and helpfulness when from their service providers, especially in a tour company. Since I was the first impression they would get from the company it was important to be friendly and always greet them with a smile.

When dealing with email and messages, the communication needed to be efficient, clear and coherent. Concerning requests or some questions, it was always important to ask my supervisor as some of the information needed for the answer was unknown to me, specifically in the beginning. As the weeks went by my knowledge to answer simple requests/questions would be enough, and when dealing with more complicated issues I would always forward them to Fabio.

Dealing with complaints proved to be more difficult seeing I was only a trainee with insufficient knowledge of certain features. When a guest would ask to be refunded or to cancel the experience, I would need to discuss the issue with my supervisor as he was the one who decided. However, when a complaint would happen at the entrance of the marina, I would have to apologise as a member of the company. Complaints would mostly occur when there was a windy day or any other external factor that sometimes would make us cancel the sailing.

4.1.3 The Covid-19 and the impact on the internship

Due to the Covid-19 pandemic my internship had to be halted on the 14th of March of 2020. This happened when the number of cases in Spain was going up rapidly, with a total of 5753 confirmed cases up until that day. Catalonia was the second autonomous region, after Madrid, with the highest number of cases (Departamento de Seguridad Nacional, 2020). On the 14th of March, the Spanish government declared a state of emergency in which all non-essential business would close and work remotely from home.

Beforehand, on the 12th of March, after the coronavirus was presented as a pandemic, I was approached by my supervisor to know about my decision of staying or leaving Barcelona, once the situation was getting worse and the government would most likely close the borders and most businesses.

As one should be, at the time I was mostly concerned about my internship and how I would finish it back in Portugal and on having the required amount of hours to complete the internship. Upon contact with my Internship report advisor and master's coordinator explaining the situation and what should my next decision be, given the circumstances, I was advised by both to return to Portugal and request the host company to work remotely from

Porto. When questioned, the company assured me it would be possible to work remotely as soon as the state of emergency ended.

When back in Portugal, I kept contact with my supervisor as to keep track of the company's situation and when it would open again. However, after a week in Porto, messages started to be less frequent which left me uninformed about the future of my internship.

I tried to contact the company several times to determine how the situation was in Spain and to ask for tasks that could be carried out remotely. I was however unsuccessful of obtaining an answer, which was comprehensible seeing as they were closed for many months and in a city without tourism. As it was to be expected, my internship was not a priority when dealing with the company and its difficulties.

All tourist companies in Spain stayed closed until the middle of June when tourist activities were allowed again. However, up until that date, I had still not received any further information from *Sailing Experience Barcelona*. I received an e-mail from them later in June (Attachment A) stating that everything was still closed as there were no tourists in Barcelona and that the only tasks ongoing were cancellations and refunds. Consequently, there were no tasks that I could carry out, since I was in Portugal and did not have access to the company's email and the booking platform.

Due to their lateness in answering back to my calls and to the pandemic situation, it was not possible to find another internship

Nevertheless, I decided to write the report with the few activities I had developed since those would be the activities I was expected to carry out till the end. This meaning that the impact of the incompleteness of the in-presence internship was not on the variety of tasks, but on the experience performing them. To compensate for the hours I could not work in presence, it seemed relevant to analyse the impact of the pandemic on the tourism sector in Spain, Barcelona and, till the extent possible, at the host company. Moreover, I also decided to use the data I had already collected and was available in the company, to develop a brief case study of the sociocultural characteristics of the target publics of the host company, since it could also be a useful contribution to them in the future. (see chapter VI)

Chapter V: Impact of Covid-19 in Spain, Barcelona and *Sailing Experience*
Barcelona

In this chapter, I will try to describe the impact that Covid-19 pandemic had on the Spanish Gross Domestic Product and how big the impact was compared to the Eurozone. I will specifically refer to tourism sector the impact Covid-19 had in the tourism sector of the city Barcelona and lastly in the host company. Also, I will describe which measures were taken to manage the company, since it stayed closed for months with no flow of tourists since there was no tourism.

Amidst the first outbreak of the Covid-19 pandemic, declared on the 11th of March by the WHO, throughout March, April and May, Spain was one of the countries with the highest number of cases and deaths resulting from the new coronavirus.

The first case to be diagnosed in Spain was in the Canary Islands on the 31st of January 2020 and by the 29th of September, there were 748 266 infected people (Statista Spain, 2020).

With the number of cases going up substantially, particularly in the Autonomous Region of Madrid and Catalonia, the government declared the state of emergency on the 13th of March, imposing lockdown on the 14th. On the 29th of March, all non-essential workers had to stay at home for 14 days. The state of emergency lasted until the end of June.

The pandemic and the government's measures to flatten the curve had a great impact on Spain's economy and the tourism sector.

5.1 Impact in Spain's' economy – brief approach

In the first two weeks of the lockdown, Spain suffered a decrease in economic activity, with a 34% drop between the 16th of March and the 31st of March, whereas the drop-in economic activity in the Eurozone was on average of 21% (Delle Femmine, Junquera, de Miguel, El País, 2020).

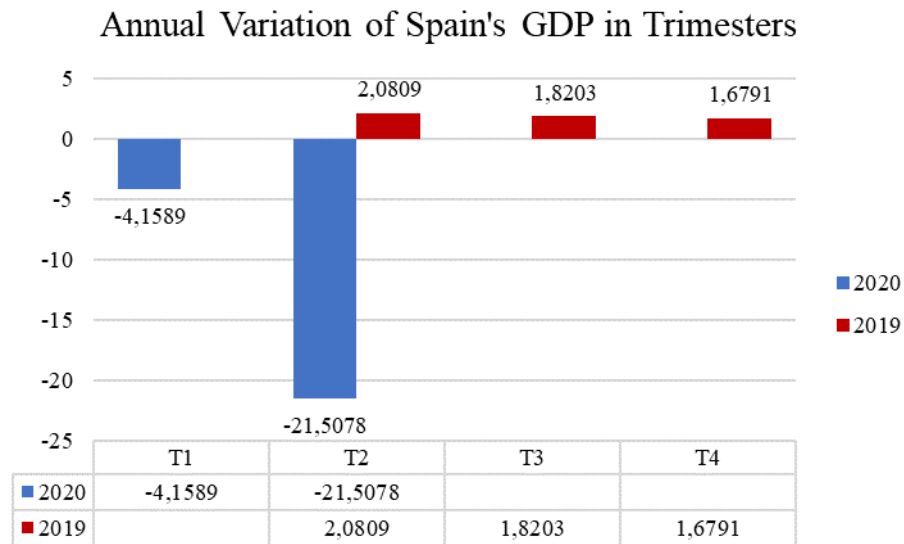
The service sector (retail, accommodation and food services) took the biggest hit within the Eurozone with a 26% drop, due to the restrictions and business cessation. In Spain, the impact on the service sector was higher than the European average, with an impact of about 50% in Spanish economy (Delle Femmine, Junquera, de Miguel, El País, 2020).

In May, it was forecasted a fall of 9.2% in 2020 of the economic output. At the beginning of September, the Bank of Spain announced a worse prospect to the economy, stating that it would decline between 10.5% and 12.6%. With the end of the lockdown, the Spanish government expected a recovery, however, with news of outbreaks and travel restrictions that were imposed at the end of July, blocked the economic activity, specifically the hospitality industry (Maqueda, El País, 2020).

In annual terms, the variation of the Gross Domestic Product is -21.5% , a rate of 17.3 points lower than that of the first quarter of 2020 (see graph 5).

Graph 5

Annual Variation of Spain's GDP in Trimesters



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Comparing to the previous year of 2019, we can observe the visible fall of the Spanish GDP in trimesters. Between the first and second trimester of 2020, there was a drop of 17.3% (INE España, 2020).

Spain will receive from the European Union a fund of €140 billion through the course of the next six years, around €61 billion given as grants instead of loans. The government, with the aid of the EU, has drawn a plan in which €150 billion will be invested in public spending within two years (Delle Femmine, Junquera, de Miguel El País, 2020).

5.1.1 Impact in the Tourism Sector

As previously mentioned in chapter II, the Spanish tourism sector represents 12.3% of the total Gross Domestic Product of 2018, generating 2.62 million jobs and representing 12.7% of total employment. Spain received 83.7 million tourists in 2019, with Catalonia being the most visited autonomous region in Spain with 19.3 million visitors., generating a substantial income to Spain’s economy.

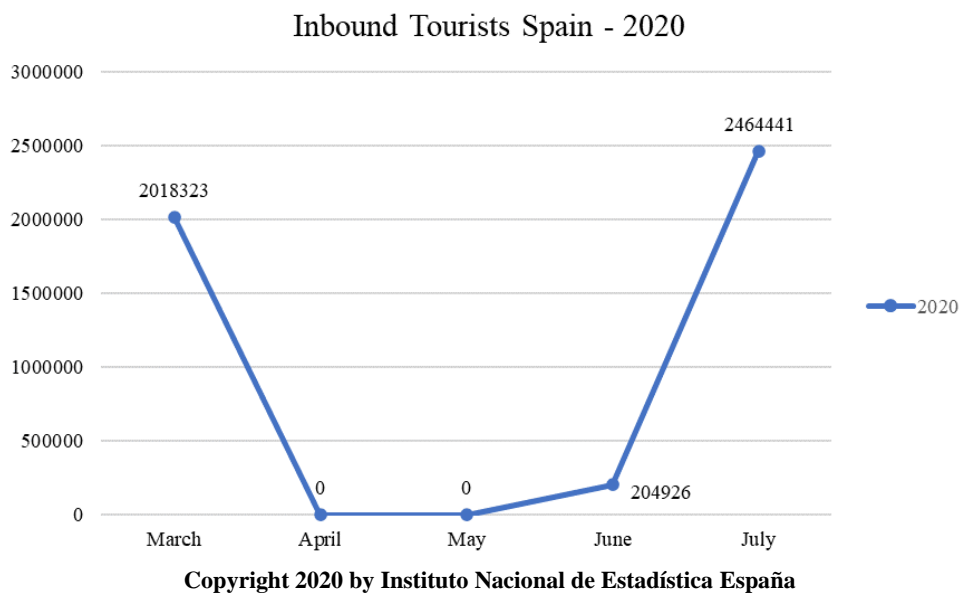
Tourism has been of the sectors that has suffered the most the impacts from the Covid-19 pandemic. On the 13th of March, the state of emergency was declared, which restricted all non-essential trips to Spain. In April, there were no outbound arrivals, which was alarming

taking into consideration that 12.3% of the national GDP occurs with tourism (Aranda, Salvatierra, El País, 2020).

Every Autonomous Region in Spain has documented a drastic drop during the first half of the year (see graph 6), in which arrivals fell 92.2% in the Balearic Islands, 74% in Catalonia, 72.2% in Andalusia and 63.8% in Madrid. With the drop of tourists, tourist spending also sank (see graph 7). In June, tourists in Spain spent €133 million, representing just 1.4% of the previous year in the same month (Aranda, Salvatierra, El País, 2020).

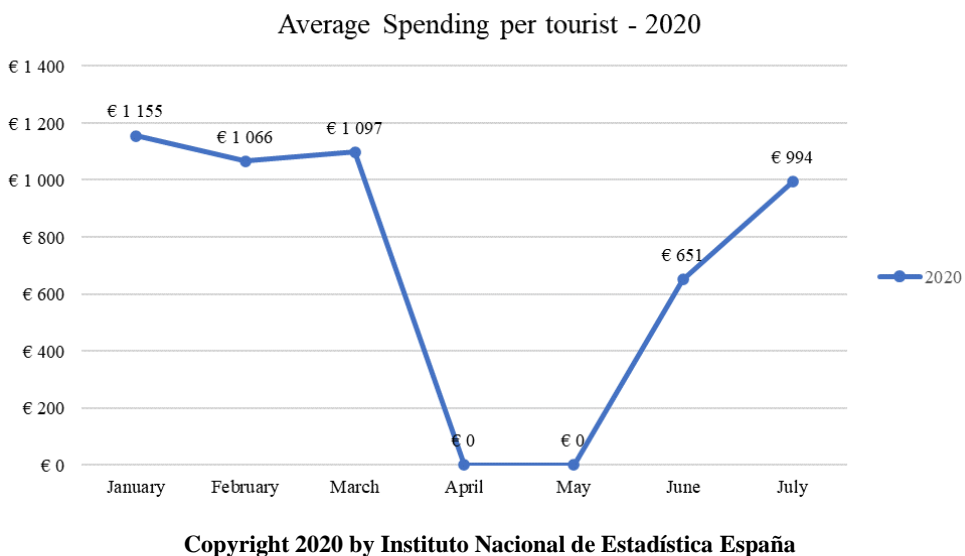
Graph 6

Inbound Tourists Spain 2020



Graph 7

Average Spending per Tourists 2020



As it can be observed from the previous graphs, starting in March, the number of inbound tourists and the average spending per tourist started to decline coming to zero during April and May. In June, there is a rising in numbers, due to the opening of lockdown and tourism starts to take place again, increasing in July with the summer vacation.

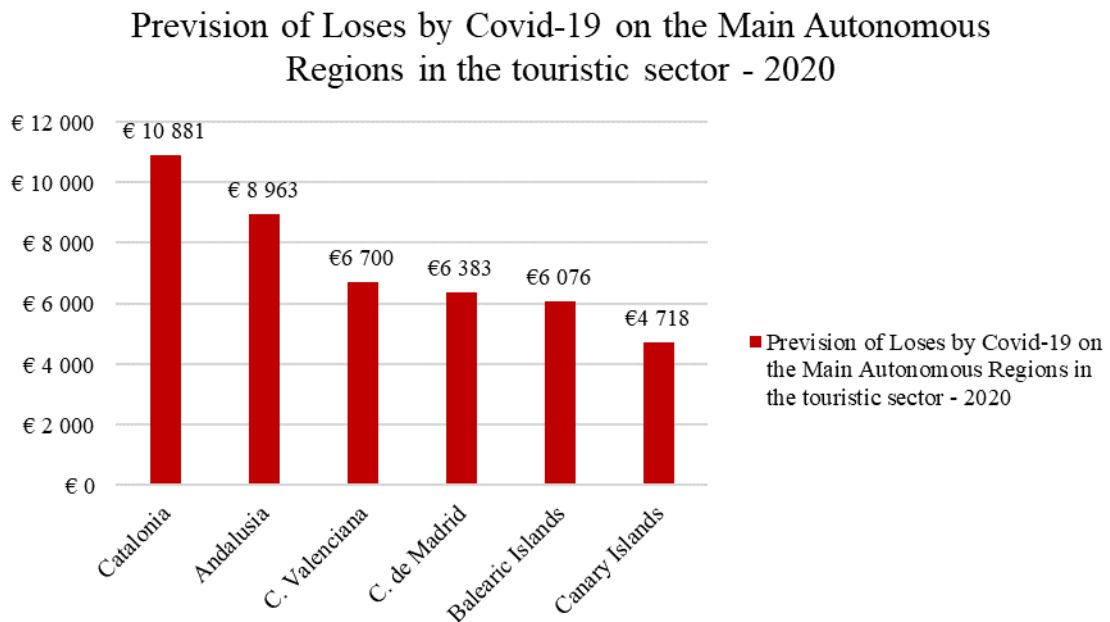
Worsening the situation, various countries (specifically the UK as they are the biggest spenders in tourism) prohibited travelling to Spain, meaning there could have been a loss higher than €40 billion, and around 750 000 people were in danger of losing their jobs. José Luis Zoreda, deputy president of Spanish tourism, stated that “It is the most catastrophic summer season in the last 50 years,” (Aranda, Salvatierra, El País, 2020).

5.1.1.1 Impact in Barcelona’s Tourism Sector

Catalan economy, particularly the tourism sector, has taken a serious blow due to the Covid-19 pandemic. It had one of the biggest losses, with a prevision of €10 881 million (see graph 8) and Barcelona with a prevision of €4 500 million (Smart travel, 2020).

Graph 8

Prevision of Losses by Covid-19 on the Main Autonomous Regions in the Tourism Sector in 2020



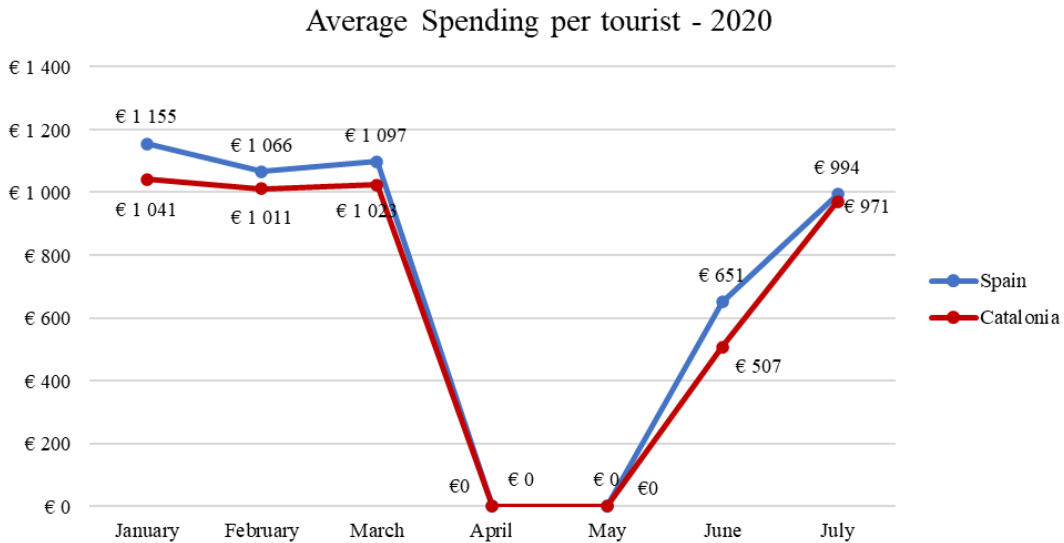
Copyright 2020 by Stadista Spain

As it can be analysed in the last graph, the Catalonian tourism sector will have the biggest impact when it comes to losses because of the lockdown, travel restriction and bans from other countries.

The loss of international visitors from countries like the United States, Great Britain and Germany, has taken a toll on Barcelona’s tourist activity and economy. US tourists, in 2019, were the second largest nationality to visit Barcelona. The halt on American visitors took a blow on spending (see graph 9), seeing as they are the biggest spenders in the city (Gutiérrez, Sánchez Orellana, Catà Figuls, El País, 2020).

Graph 9

Average Spending per Tourists in Catalonia 2020



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As it was previously referred to, with the lockdown in April and May, the spending was almost non-existing, only restarting in June, when tourists were able to travel once again to Spain.

On the 25th of July, the United Kingdom imposed a ban on travelling to Spain, which brought another hit into Barcelona’s tourism. This showed how much the city depends on the flow of visitors. Prior to the UK announcement of quarantine, only a fifth of the hotels were opened and even then with low occupancy. It is expected that 38% of all bars and restaurants in the city will be out of business by the end of 2020 (The Local, 2020).

Gabriel Jené, president of *Barcelona Oberta*, reckons that 30 000 jobs will be lost by the end of 2020. The old city and el Born had the biggest blow. El Born is made up of restaurants, bars, artisanal shops all of which are infrastructures to develop tourist activities (The Local, 2020).

Barcelona is a city that is overly dependent on tourism, despite the local’s tourism-phobia that has been happening in the last years. With the pandemic, the impact on its economy was far greater than in other cities around Spain and even globally. Businesses had to ask for

support from the government as they were and are struggling with the cease of tourism and visitors.

5.2 Impact at *Sailing Experience Barcelona*

Sailing Experience Barcelona has also suffered deeply with the lockdown and travel bans. After I left in March, the company remained closed until the end of June, which had a major impact in its tourist flow.

For the purpose of getting direct information on the impact of the pandemic at *Sailing Experience Barcelona* and also its strategies for the future, at the beginning of September I interviewed my supervisor, Fabio Medina, via email, with the following three questions:

1. With the pandemic breakout, how did you manage the operations of the company?
2. After the quarantine, how was the workflow?
3. What are the strategies to regain the previous tourist flow?

The answers (see Appendix A) from the company showed the impact of the Covid-19 in the tourism in Barcelona. When answering the first question, Fabio explains that the company stayed closed for four months and the tourist flow was exceptionally low compared to previous years and months. And that strategically, it is still difficult to forecast the company's future when it comes to management and overall tourist flow, specifically as they are dependent on other infrastructures and government regulations to be able to fully appreciate the activities.

When asked about the workflow after the quarantine, my supervisor, stated that due to the ban made by the UK and other European countries, the company has struggled to have tourist flow, taking into consideration that the majority of its clients were normally Americans and British.

The third and last question when asking of any strategies to regain the previous flow, Fabio affirmed that seeing as the situation is very dire, the strategy to regain the previous workflow is to simply wait for 2021 and a vaccine, realizing that the economic year of 2020 will be disastrous to some. *Sailing Experience Barcelona* is dependent on other infrastructures such as airlines, hotels (which only 20% opened) and tourist attractions, as they are what motivate the tourist to travel to Barcelona while *Sailing Experience Barcelona* is an activity to enjoy and experience the city.

Chapter VI: Brief Study on Sociocultural Behaviour of Tourists in *Sailing Experience Barcelona*

This brief exploratory study, based on the participated observation during my internship, aims at understanding tourist sociodemographic profile of the clients of *Sailing Experience Barcelona*

6.1 Sociocultural characteristics of the clients of *Sailing Experience Barcelona*

When doing my internship, I encountered various people from different countries and cultures, with different behaviours and interaction styles.

Throughout my work I kept a notebook in order to register the number of tourists, duties I had to perform and mostly gain data to be able to develop a case study. I would write down every tourist's name, how many people were in the reservation and ultimately their nationality. When the country was not specified, the phone number country code was extremely helpful to determine where a guest was from.

With the notebook, I was able to collect the necessary data to develop a small study on guests' sociocultural characteristics. Given the circumstances, my data is limited, as the pandemic halted my internship and the flow of tourists in Barcelona.

The purpose of this study is to reflect on how tourists from various cultural backgrounds behave given the circumstance in which they find themselves, specifically during the boat experience. I will describe their characteristics depending on their nationality and what was observed during my internship.

Throughout the internship, I had the chance of communicate with various people of different nationalities and cultures, mainly Americans, British, and Germans. My perception of cultural characteristic behaviour is based on Ozdemir & Yolal (2016,) my master's course of Intercultural Studies for Business in which culture was the main focus of the degree (specifically in English and Spanish culture), the company's previous perception of the tourists (mainly transmitted to me by the skippers and my mentor) and my own experience when dealing with customers. Even though the study takes place in Istanbul, most of the behaviour is similar due to the alike situation that tourists find themselves, specifically being in a tour and on holiday. Having this said, I thought pertinent to use a conceptual model of the authors and apply it to my particular study case.

Ozdemir & Yolal (2016, p.4), divide tourist behaviour into 20 typical characteristics (see table 5).

Table 5

Twenty Typical Tourist Behaviour

5-----4-----3-----2-----1	
Interact with other tourists	Keep to themselves
Socialize with other tourists	Avoid socializing
Congregate with tourists from other nationalities	Congregate only with tourists from same nationality
Travel in groups	Travel by themselves
Take long trips	Take short trips
Buy souvenirs	Do not buy souvenirs
Buy gifts for friends and relatives	Do not buy gifts for friends and relatives
Trust tourist-trade people	Suspicious of tourist-trade people
Interested in people	Interested in artefacts
Prefer local foods and drinks	Avoid local foods and drinks
Visit places in a loose and unplanned manner	Plan their tours rigidly
Shop constantly	Do not shop at all
Bargain at shopping	Pay asking price
Want to see the “real thing”	Satisfied with “staged” attractions/events
Adventuresome	Safe
Active	Passive
Interested in novelty	Interested in familiar things
Take photographs	Do not take photographs
Write letters/postcards	Do not write letters (postcards)
Knowledgeable about the destination and well prepared	Not knowledgeable about the destination and well unprepared

Copyright 2016 by Ozdemir and Yolal

The above table has a scale of 1 to 5, being 1 the least typical and 5 the most typical. For example, in interaction, 5 would be “interact with other tourists”, while 1 would be “keep to themselves”. To develop this scale, Turkish tour guides were requested to check from 1 to 5 the degree in which tourist behavioural characteristic was typical to a particular nationality.

6.1.1 Sociodemographic characteristics of *Sailing Experience Barcelona* tourists

As said before, each morning I would take notice of the customers who had made a reservation that day and indicate each person's inbound country.

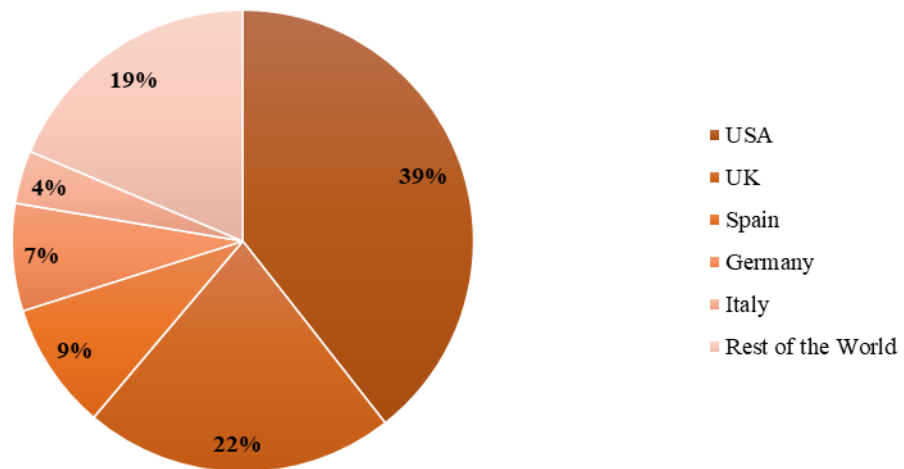
Starting from the 14th of February, which was when I actively started my position as Customer Support Agent, till the 13th of March, my last day of the in-presence internship, I came across 290 guests in total, which will be my *corpus*. The sample of 290 originated from the data I recorded in my notebook throughout the month I was working.

Americans represent the biggest portion of the total number of tourists, with 114 visitors, followed by the British with 63 visitors, and then the Spaniards with 26 visitors (see graph 10).

Graph 10

Tourists Nationalities in Sailing Experience Barcelona (percentage)

Tourists Nationalities in SEB (Percentage)



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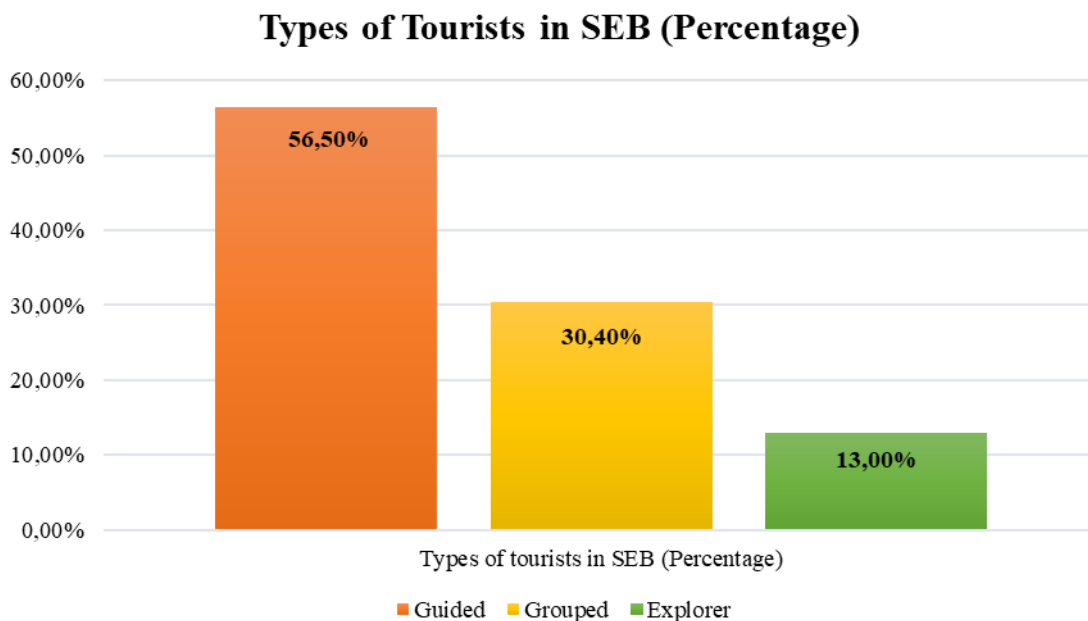
As we can observe in graph 10, tourists from the United States of America represent the biggest portion of the graph with 39%, followed by the British with 22%, and then the Spanish with 9%. As stated in Chapter II, in 2019, the Americans were the most common international visitors, followed by the British, however, the major number of tourists in Barcelona were Spaniards as domestic tourists.

When comparing nationalities beyond Americans, British, Spanish, German and Italy, the rest of the world even when combined, does not reach the percentage of the two most visiting nationalities: USA and United Kingdom.

When it comes to tourist characteristics, using the classification of Jackson (2001, as cited in Albu, 2014), explained in Chapter II, and according to my observation, the tourists in *Sailing Experience Barcelona* can be divided into four types of tourists: Explorer, Spontaneous Adventurer, Guided and the Grouped. At *Sailing Experience Barcelona*, through my observation, the most type of tourist that would book would be Guided, for the reason that most of the tourists would travel with a partner or a close friend and would mostly enjoy being alone, followed by the Grouped, who would travel in group and would visit the most tourist sites, and lastly the Explorer, who mostly travelled alone and plan the trip by themselves (see graph 11).

Graph 11

Types of Tourists in Sailing Experience Barcelona (Percentage)



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As it can be observed from the graph, guided tourists represent 56.5% of the total of 115 reservations, followed by the Grouped with 30.4%, Explorer indicating 13% of the total of reservations.

6.1.2 Cultural Behaviour of Tourists

When designing the study of the cultural characteristics of the tourists in my sample, I decided to have as reference the study by Ozdemir & Yolal (2016, p.5-6). Here, the authors

examine Istanbul’s guided tours with the aim of discovering the behavioural characteristics of travellers when touring in the city. They state that tourist behaviour is “culturally conditioned, subjective, and dependent upon time and space”.

Firstly, I will describe American, British and German behaviour while touring with *Sailing Experience Barcelona*.

I will compare typical behavioural characteristics gathered by Ozdemir & Yolal to the company’s and mine perception (see table 6, 7, 8).

Table 6

Comparison of Typical American Tourist Behaviour

Ozdemir and Yolal data - American	My perception
Interacted with other tourists in the group (4.31)	In my experience, Americans also tended to interact with other tourists while waiting at the entrance of the Marina or on the tour.
Socialize with other nations (4.19)	Most customers would be from various nationalities and the Americans would socialize not just with other people but also with the skippers and myself.
Were interested in the local food (4.03)	Frequently, I would be asked if there were “authentic” restaurants in Barcelona in which they would be able to experience the local cuisine.
Took photos (4.17)	Americans, mainly younger tourists took photos of the whole experience. When in the boat, the skipper would take photos of/for them.
Wanted to see the real thing (4.26)	American tourists would ask what to visit besides the typical and most common tourist places in the city of Barcelona.
Active during the tour (3.90)	I was not able to obtain much information on this topic as I would not be in the boat during the tour.

Knowledgeable about the destination (3.94)	As mentioned in the topic “Wanted to see the real thing”, they would generally know the most visited places, this way their knowledge of the city would normally be limited.
---------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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Overall, Ozdemir & Yolal’s perspective and mine are very comparable, specifically in the category of interaction and socialization. I was able to gather further information seeing as Americans would communicate often, asking various questions. Americans tended to be very interactive and sociable in groups, mainly due to their language being English, one that is widely spoken by most tourists, which makes it easier for them to communicate when travelling.

Table 7

Comparison of Typical British Tourist Behaviour

Ozdemir and Yolal data - British	My perception
Interacted with other tourists in the group (4.06)	The score given to the British in interaction is a bit higher than what I observed during my internship. British tourists would mostly speak when spoken to. They would mainly speak to people of the same nationality or if they spoke English.
Rarely congregated with tourists from other nationalities (2.47)	British tourists tend to communicate with people of the same nationality, when it came to other nationalities they would mostly speak to tourists who spoke English, or if their native language was English.
Active during the tour (4.09);	I was not able to obtain much information on this topic as I would not be in the boat during the tour.
Interested in localities and novelty (4.19)	While socializing, I was not able to obtain much information on this behaviour.

Not interested in locals (2.23)	I could not observe any behaviour in this category..
Well prepared about the destination (4.45)	British tourists demonstrated knowledge when speaking of the city of Barcelona, specifically of the main sites.
Took photos (4.47)	British tourists took photos of the whole experience. When in the boat, the skipper would take photos of/for them.

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The author's perspective and mine diverge regarding British typical behaviour. British tourists would mainly communicate when needed, and because of this, our socialization was shorter and with less information. When on the sailing boats, according to the skippers, British people usually spoke amongst themselves, as they mainly talk with other English native speakers.

Table 8

Comparison of Typical German Tourist Behaviour

Ozdemir and Yolal data - German	My perception
Interacted with other tourists (3.98)	From my perspective, German tourists would not usually interact with other tourists.
Not congregate with other nationalities (1.96)	Germans would mainly speak with other German tourists. When with other nationalities, they would typically speak amongst themselves and not socialize with others.
Interested in real things (4.24)	As they would not communicate often, I was not able to obtain information on this topic.
Knowledgeable about the destination (4.24)	As mentioned above, as they would not interact often with me or the skippers, I was not able to sustain my perspective on this topic.

Took photos (4.24)	Much like the other nationalities, Germans would also take photos.
Active during the tour (3.86)	I was not able to obtain much information on this topic as I was not be in the boat during the tour,

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As Germans did not tend to communicate with tourists from other nationalities, me or the skippers, information regarding their typical tourist behaviour was less than with the other studied nationalities.

As it can be observed from the previous tables, each nationality would diverse when it came to tourist behaviour. The three studied nationalities would interact within the group, mostly due to their knowledge of the English language. As the Americans and British speak English, they would communicate easier with other nationalities, however, Germans even if they would speak English, they would rather not socialize with others.

Interaction and socialization were the easiest to observe as it would be the first contact of the tourists when picking them up at the entrance, taking them to the boat and then picking them up and take them to the exit.

The authors Samovar and Porter (2004) state that intercultural communication is an “interaction between people whose cultural perceptions and symbol systems are distinct enough to alter the communication event”. Noticing that the customers were from various countries, my approach of communication had to be adapted accordingly to their culture and nation. When speaking with Americans, it was mostly informal and very relaxed as they were very friendly and easy-going. With British people and Germans, the speech would be formal and cordial as customers from these countries tended to be more reserved and did not enjoy engaging in small talk.

Throughout my internship, I was not introduced to a specific strategy regarding each nationality and how to deal with them when it came to their behaviour. When dealing with customers, I was always talkative, helpful and friendly as it was a tourist business, and the satisfaction of the customer was the most important factor.

Throughout the month and a half, I trained in the company, a strategy was never mentioned and with the start of the covid-19 pandemic that halted my internship and consequently ending it, I was not able to collect more information on their strategy,

With this study, I was able to collect perceptions on general characteristics of these three nationalities as far as communication and interpersonal relationships are concerned. For

example, the Americans tended to be very interactive and sociable in groups, thus it would be advisable to engage in conversation.

The perception of a sociocultural profile of the most relevant national customers, with general behaviour characteristics, communication-related, would be beneficial to the company as a way to facilitate the training of future interns and employees work when dealing with the guests from these nationalities.

Chapter VII: Conclusion

The internship at Sailing Experience Barcelona, although carried out mostly remotely due to Covid-19, gave me a chance to develop my intercultural communication skills by interacting with various people from numerous countries and cultures. My master's in Intercultural Studies for Business has aided me immensely when it came to interact with other people, not just in terms of language skills, seeing as the master is taught in English, but also understanding different cultures and how to approach them while interacting, seeing as the course educates us on various cultures, specifically English (including American and British) and Spanish culture, which is substantially beneficial towards the performance of this internship. When welcoming the customers at the entrance of the Marina, the manner in which I would communicate with the various nationalities would differ accordingly, something possible due to the reason that throughout my master I was taught about each culture, specifically American and British, and how they behave.

Intercultural communication goes further beyond than the knowledge of how to write and speak languages, it is also about understanding cultural differences and being able to deal with diversity.

The Erasmus+ programme and the internship proved to be essential when it came to being in an intercultural environment. Working abroad has compelled me into leaving my comfort zone and be able to accommodate into a different culture and environment.

Going abroad to perform my internship has given me the opportunity to work in a different cultural environment and gain knowledge on a foreign labour market, in this case the Spanish market. My master has aided me significantly towards understating the culture on Spanish business and how they mostly act while working and dealing with customers. Adaptability became crucial when dealing with tourists as each nationality/culture behave differently and learning this has taught me on how to approach them. It also allowed me to build up communication skills and through these encounters I was able to understand tourist's behaviour and the way they communicated, thus helping me investigating sociocultural behaviour within tourists.

In addition to studying and experiencing intercultural communication, the internship at *Sailing Experience Barcelona*, helped me explore and observe the sociocultural behaviour in an individual, consequently aiding me put into practise the knowledge gained throughout my academic course. By interacting with the tourist, I was able to observe certain behaviours that are common and specific to their nationality/culture.

In the internship, I had the chance of communicating with various people of different nationalities and cultures, mainly Americans, British, and Germans. Consequently, I was

able to observe that people of the same nationality/culture tended to respond similarly when faced with a particular circumstance.

With the impact of the coronavirus, my working plan had to be altered in order to end my master's degree in Intercultural Studies for Business as I would need to perform an internship to complete it. Due to this, the data I gathered for the study case was smaller than expected, thus it proved to be more difficult as I had to base my study of only one-month worth of work and the company's perception of tourist behaviour. Information gained from my master's degree has aided extremely as I was able to apply the knowledge taught to me throughout the years, specifically on how culture affects the working world and societies.

Most of the tasks described in my internship were performed within the month I was present in the company. Some tasks proved to be more difficult than others, specifically managing the booking system due to the lack of information regarding it. After being taught on how to operate with it the difficulty passed, however, due to Covid-19 my training on the system halted which meant my knowledge of it was underdeveloped, much to my regret. Dealing with customers became the highlight of the day as I was able to interact and communicate with people of various background.

In conclusion, the internship could have been more productive, not just because of the outbreak of the coronavirus but also when performing tasks. Most of my daily work consisted in welcoming customers and take them to the boat as every tour had a specific schedule which meant that throughout the day I would stay at the office of the marina and wait for the next schedule. This made my working day less productive than expected. It was, however, a rewarding experience in which there was an improvement in various skills that can be used in another professional scenario such as intercultural communication, adaptability, and dealing with customers.

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Attachments

Attachment A – Email received from *Sailing Experience Barcelona* regarding the internship



Sailing Experience Barcelona <info@sailingexperiencebcn.com>
16/06/2020 10:59



Para: Renata Vasconcelos

Hi Renata,

how are you? first, I hope you and your family are good!

we have zero operations since the 14th of March and there is no tourism since then in Barcelona! All contracted skipper are in Erte (working pause) and nobody is currently working except myself and Sergio for maintenance.

The only bookings we are managing are cancellations and refund requests.

I am sure you can understand there is not much to do ... the only thing I can suggest is to continue your internship as soon as we will start again our operations, even from remote ... before that, I don't really know what I can suggest.

Regards and keep safe!

Fabio



Appendices

Appendix A – Questionnaire to *Sailing Experience Barcelona* on the Impact of Covid-19

Thesis - Questions



Renata Vasconcelos <renata_vasconcelos@live.com.pt>
07/09/2020 15:54

Para: Sailing Experience Bcn

Hola Fabio!

I hope this email finds you and your family well and healthy!

As you might remember, I am doing my thesis on the internship that I did at Sailing Experience, but because of covid-19 I was pushed to finish it earlier.

Because of this, I had to alter a bit the initial plan of analysing the internship on the report and additionally mention the impact of the virus and the pandemic in Spain and the touristic sector.

Due to this, I was hoping if you wouldn't mind answering the following 3 questions so that I could use them on my thesis, this way I would have more information regarding the whole situation.

- 1 – With the pandemic breakout, how did you manage the operations of the company?
- 2- After the quarantine, how was the work flow?
- 3 – What are the strategies to regain the previous touristic flow?

Thank you for your time and attention and I hope to hear from you soon!

Kind Regards,

Renata

Re: Thesis - Questions



Sailing Experience Barcelona <info@sailingexperiencebcn.com>
08/09/2020 07:59

Para: Renata Vasconcelos

Hi Renata,

how are you? Hope you and your relatives are doing well!

We are good in health, fortunately ... could not say the same for business :-)

1. here the answer it is easy - lockdown stop all operations since 14 of march - we were not able to do any sailing even if there still potential customer in the city - since end of June we were just frozen.

2. since end of June, beginning July some tourist were coming back to Barcelona, especially from France and very few from other european countries. Then end of July new alert and countries recommendation not to travel to Catalunya first and then Spain in general slow again the market with tourist. We manage during august to revert our business into the traditional day/week end/week charters with or without skipper, so we were able to rent our boat for holidays to local customers.

3. recover has to pass through the opening of flights, hotels and so tourist attractions. Just to give you an idea only 20% of Hotels are opened in Barcelona with an occupancy of 15% average - tourist buses never start after march - and in these days with new restriction of meetings max up to 10 guests makes all this more difficult to recover in a short period. Difficult to forecast, but tourism will probably come back in the new year 2021 when a vaccine will be available and with that the tranquility for tourists to start travel again!

Wish you all the best!

Ciao

Fabio