

Assessment: Comparing Tourism Promotion in Two Cities

**Title: A Comparative Analysis of Tourism Promotion Strategies
in London and Barcelona**

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1. Introduction

The research will examine the strategic tourism practices by two smart cities, which are Barcelona and London. An in-depth comparative analysis will be done by using the analytical tools such as SWOT and ESG comparative framework. The themes of tourism will be considered and with which some articles have been chosen for evaluating a detailed analysis of the current strategic practices of the two cities. These two cities are selected as these cities have significant global presence in terms of tourism.

2. Main Methodology

2.1 Research Design

- The overall study will focus on developing by making a comparison of the tourism practices of between the cities of Barcelona and London using qualitative strategy adhering to secondary data.
- Analytical tools like ESG comparative framework have been used to measure the current strengths and weaknesses of their tourism strategies and analytical tools have helped in evaluating some similarities and differences of their strategies.
- A thematic table has been provided in terms of determining common themes of tourism, which has helped in evaluating the best practices that is applied by the destinations.

2.2 Data Collection Methods

- Secondary data collection method is used.
- Used Google Scholar to select five peer-reviewed articles related to the research topic and only last 5-years subjective articles are used concerning inclusion criteria.
- Three articles have been analysed using a thematic table, as these articles are related to the tourism strategies of both cities.

3. Analysis Tools Used

3.1 SWOT analysis of Barcelona's tourism strategies

Strengths	Weaknesses
● Barcelona has a strong brand presence and cultural attractions across the city. For example, Gaudi's architecture, several festivals, and attractive beaches (Rodríguez-Algeciras et al., 2020). ● They always follow the effective digital marketing approaches and promotional activities.	● Causing serious strain on local infrastructure and residential properties. ● There is a dependency on seasonal tourism.
Threats	Opportunities
● There is a competition with other European countries with similar kinds of tourist attractions. ● Tourism policies are being impacted by the challenges that arise from politics and economy.	● They are expanding every day to perform sustainable tourism practices in terms of managing the visitors. ● They must look for their growth in experimental and digital tourism.

Table 1: SWOT analysis of Barcelona's tourism strategies

(Source: Self-Created)

3.2 SWOT analysis of London's tourism strategies

Strengths	Weaknesses
- London has some iconic tourist destinations and is considered to be the global tourism hub (Cepeda-Pacheco & Domingo, 2022). Attractions like Buckingham Palace, Big Ben are some of the destinations, which are famous for their architecture and sculpture. - They have a strong presence in performing digital marketing campaigns for their tourism.	- The expense is very high irrespective of any destinations. - The atmosphere of London is unpredictable, which sometimes discourages the tourists from visiting.
Threats	Opportunities
- The uncertainty in the economy, which is affecting the travel demand. - There is considerable high competition across the other cities in Europe (Cepeda-Pacheco & Domingo, 2022).	- They must look to grow their tourism in terms of culture and heritage. - They must adopt the concept of eco-friendly tourism to make themselves sustainable.

Table 2: SWOT analysis of London's tourism strategies

(Source: Self-Created)

3.3 ESG Comparative Framework

Category	London	Barcelona
Environmental	• Investing in green transport • Offering eco-friendly hotels to the visitors.	• Prioritise sustainable tourism practices.
Social	• Heritage preservation • Community engagement • Cultural diversification	• Balancing tourism • Balancing or maintaining local well-being.
Governance	• Strict policies for tourism • Invest more in tourism infrastructure	• They have policies to manage over-tourism • Promotion of travelling responsibly.

Table 3: ESG Comparative Framework

(Source: Self-Created)

3.4 Justification of using SWOT analysis and ESG Comparative Framework instead of other analytical tools

SWOT analysis has been chosen to complete the whole research work, as it has provided a clear and structured understanding of the tourism strategies of the cities in terms of identifying their strengths, weaknesses, opportunities, and possible threats. The comparative analysis framework has also been chosen, as it has determined the similarities

and differences in the tourism strategies between the two cities. Accessing quantitative data would have provided more complex numerical information, which would take more to analyse.

4. Findings and Discussion

4.1 Findings

Themes from the articles	Authors	Date of publication	Findings
Best practices of tourism in terms of considering environmental measures	Rodríguez-Algeciras, J., Rodríguez-Algeciras, A., Chaos-Yeras, M., & Matzarakis, A.	2020	This article has developed the idea of studying the environmental considerations in the aspect of tourism, by considering the tourism strategies of Barcelona.
Social impacts of tourism in Barcelona.	Elorrieta, B., Cerdan Schwitzguébel, A., & Torres-Delgado, A	2022	The overall social impacts on the tourism strategies of Barcelona have been discussed in this article.
Deep learning and Internet of	Cepeda-Pacheco, J.	2022	Smart cities like London and other cities in Europe use several

Things for tourist attraction recommendation s in smart cities	C., & Domingo, M. C.		strategies like deep learning and usage of IoT devices in identifying impacts on tourism has been determined in this article.
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Table 4: Thematic table

(Source: Self-Created)

4.2 Discussion

The proposed articles have been selected to understand some different aspects of the tourism strategies that are being used by the two cities. Three articles have been chosen for analysing the real-time tourism practices in Barcelona and London. One article has provided detailed insight into identifying the social impacts of tourism in Barcelona (Elorrieta, Cerdan Schwitzguébel & Torres-Delgado, 2022). On the other hand, Cepeda-Pacheco & Domingo (2022) identified a comparison among some smart cities in terms of the number of tourists visiting within a year. The overall discussion has helped in strengthening the objectives of the research in a broader context.

5. Conclusion and Recommendations

5.1 Conclusion

The research can be concluded by evaluating the tourism best practices of Barcelona and London. With a detailed comparative analysis, it can be said that the tourism strategies of Barcelona are slightly better than the approaches of London. This is because the city always focuses on performing sustainable tourism practices and always seeks to introduce new technologies in its businesses.

5.2 Recommendations

Sustainable tourism management: Both cities must focus on controlling over-tourism (Butler & Dodds, 2022). They must direct the local tourism companies to look for long-term

sustainability in terms of considering or introducing concepts like eco-tourism and digitization.

Enhanced digital marketing: Both cities must consider the approaches to promoting tourism services by using digital platforms (Deb, Nafi & Valeri, 2024). The local companies must include the idea of using AI in their business to provide quality assistance to visitors.

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