1. Studied phenomenon: the marketplace
2. The marketplace as an urban CPR problem
3. IAD framework
4. The action arena
5. Research question
6. Operationalisation
7. Limitations and recommendations
1. STUDIED PHENOMENON: THE MARKETPLACE

• Immaterial heritage: mediterranean atmosphere, street lifestyle

• Visitors seek to experience: local marketplace -> massive influx

• Crowds; prepared, non-traditional food replacing groceries

• FOCUS: ban on big groups

“That extremely popular saying of ‘the market where you can find everything’ has become ‘the market where you can’t buy quietly’. City Council Report, p. 3
2. THE MARKETPLACE AS AN URBAN CPR

- **Focus**: lived notion of the marketplace: quotidian shopping, social space, sense of locality, etc.

- **CPR**: SUBTRACTABILITY + EXCLUDABILITY

- **High SUBTRACTABILITY**
  1. Closed space, limited capacity
  2. Impact on experience

- **High EXCLUDABILITY**: 1. Publicness + 2. Tourist attraction

<table>
<thead>
<tr>
<th>Difficulty of excluding potential beneficiaries</th>
<th>Subtractability of use</th>
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<tr>
<td>Low</td>
<td>Low</td>
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<td></td>
<td>Toll goods</td>
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<td>High</td>
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<td>Private goods</td>
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<td>Public goods</td>
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<td>Common-pool resources</td>
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Source: Ostrom, 2005
2. THE MARKETPLACE AS AN URBAN CPR II

• Problem of *Appropriation*:

  • By definition, only locals can provide the good (lived notion)

  • Tourists are free-riders

“Currently, we address the market as a ‘museum effect’, where tourists barely make purchases but instead take pictures and touch the food”. Mulà, p. 26

• Conclusively:

  • Crowds in *La Boqueria* can be addressed as a Common Pool Resource Problem

“Common-pool resources yield benefits where beneficiaries are hard to exclude but each person’s use of a resource system subtracts units of that resource from a finite total amount available”. Ostrom, 2005, p. 24
3. IAD FRAMEWORK

• CPR problem: IAD framework

• Why IAD?

• Focus on **rules**: diagnostic analysis

“Our confidence in the usefulness of the IAD framework has grown steadily (...) it has helped colleagues identify the key variables to undertake a systematic analysis of the structure of the situations that individuals faced and how **rules**, the nature of the events involved, and community affected these situations over time”. Ostrom 2005, p. 9

Source: Ostrom, 2005, p. 15
4. THE ACTION ARENA

- **Participants:**
  - Attendees
  - Vendors
  - Security staff

- **Regulation:**
  - Sets criteria to be fulfilled by ‘visitors’

"Boundary rules (...) define who is eligible to enter a position (...). Some entry rules, then, specify the criteria to be used to determine whether an actor is eligible to fill a particular position. Ascribed and acquired attributes are frequently used in this type of entry rule”. Ostrom, 2005, p. 194.
5. RESEARCH QUESTION

Does the BAN ON BIG GROUPS influence LOCALS’ EXPERIENCE attending the marketplace?

• IV: ban (law) -> ‘treatment’

• DV: local’s experience

• Justification:
  • Critical role of laws
  • Dissatisfaction with their outcomes

“The law is seen as a strategic tool for saving public spaces from disorder and unruly individuals, and at the same time way for promoting an attractive image of the city”. Konzen, p. 27
6. OPERATIONALISATION: METHOD

• Independent variable:
  1. Content analysis of the law (municipal competence) -> no need to search higher levels
  2. Qualitative research: interview to security

• Dependent variable:
  3. Quantitative research: questionnaire to locals (impact analysis)
  4. Control: comparison with another market
6.1. RESEARCH DESIGN: CONTENT ANALYSIS

- Rule-in-form

- Ostrom’s characterisation of all regulatory rules

- Focus: *Butlletí Oficial de la Diputació de Barcelona: Institut Municipal de Mercats*, 2/04/15

  - **ATTRIBUTES**: people part of a big group -> definition of big group?
  
  - **CONDITIONS**: specific times/days when ban applies?
  
  - **FORBIDDEN**: to attend the market in general or specific actions?
  
  - **OR ELSE**: which sanctions?

“ATTRIBUTES of participants who are OBLIGED, FORBIDDEN OR PERMITTED to ACT (or AFFECT an outcome) under specified CONDITIONS, OR ELSE.” Ostrom, 2005, p. 185.
6.2. RESEARCH DESIGN: INTERVIEW

• Rule-in-form -> rule-in-use: rule of law?

• Responsible of applying the rule: security guards

• Interview:

  • How do you usually identify a guide?
  
  • Could you define one?
  
  • Do you always apply the law even if the market is not full?
  
  • ...

“In an open society governed by a ‘rule of law’ (...) the rules-in-form are consistent with the rules-in-use (Sproule-Jones 1993)” . Ostrom, 2005, p. 20
6.3. RESEARCH DESIGN: QUESTIONNAIRE

• Method: n-size study

• Target: local residents (both from and outside the district)

• Wide range of questions (answer 1-5) such as:
  
  • How comfortable do you feel buying in *La Boqueria*?

  • To what extent do you regard *La Boqueria* as a social meeting point?

  • How quiet do you find the market?

  • ...
6.4. RESEARCH DESIGN: CONTROL

- Aim: make sense of numerical data from questionnaire

- What we need: another market
  - No ban on tourist groups
  - Same features and problems

- Mediterranean style
- Long history
- Tradition for locals
- Intrinsic social value
- Highly touristic city
- Tourists: brief time
- Market: tourist attraction
- Concern: massive tourism -> market disappear
- Citizens actively fighting it

"If the market, with its life and colours, disappears, what will tourists see? An empty monument". Market vendor in Rialto.

Best match: Mercato di Rialto in Venice
7. LIMITATIONS AND RECOMMENDATIONS

- In general, not enough information available
- Interview to security: social desirability bias
- Survey: extreme bias
- Control group: Venice ≠ Barcelona or Rialto ≠ La Boqueria

Number or visitors, or behaviour? -> Attributes of the community

“the values of behavior generally accepted in the community; the level of common understanding that potential participants share (or do not share) about the structure(…)”. Ostrom 2005, p. 26.

“If the participants in a situation come from many different cultures, speak different languages, and are distrustful of one another, the costs of devising and sustaining effective rules are substantially increased”. Ostrom 2005, p. 27.
MAIN SOURCES


