



Sample  
n=56



Gender

Female **64.3%**  
Male **35.7%**

Education  
Level



Primary School **16.0%**  
High School **42.9%**  
University **41.1%**

Age  
Group



18–24 years old **10.7%**  
25–64 years old **78.6%**  
+ 65 years **10.7%**

### Current State of Tourism Development



•Very Weak •Weak •Moderate •Strong •Very Strong •DK/DA

### Perception of Economic Impacts

#### Positive Economic Impacts\*



**Global Impact 3.82**

Tourism increases employment opportunities **4.41**

Tourism is the main economic activity **4.32**

Tourism promotes more investment in the municipality **4.22**

#### Negative Economic Impacts\*



**Global Impact 3.98**

Tourism increases the cost of living **4.50**

Tourism increases the price of houses and land **4.41**

Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.20**

### Perception of Sociocultural Impacts

#### Positive Sociocultural Impacts\*



**Global Impact 3.33**

The residents of my municipality are hospitable and welcome tourists with courtesy **4.21**

Tourism contributes to the recognition, prestige and image of my municipality **3.86**

Tourism stimulates cultural activities, festivals and local traditions **3.70**

#### Negative Sociocultural Impacts\*



**Global Impact 3.07**

Tourism increases drug and alcohol consumption **3.70**

Tourism increases stress and disturbs calm **3.45**

Tourism leads to loss or change in traditions and cultural identity **3.21**

### SOME FACTS

Approximately 55.4% of respondents consider that the municipality registers strong or very **strong tourism development**.

Regarding residents' perception of **economic impacts** in Lagoa, the respondents show moderate agreement with both the positive (3.82) and negative impacts (3.98). They specifically agree with the increase of cost of living (4.50) and prices of houses and land (4.41). However, they also recognize that tourism increases employment opportunities (4.41) and that it represents the main economic activity in the municipality (4.32).

Concerning the **sociocultural impacts**, the respondents are neutral with regards to both the positive (3.33) and negative impacts (3.07). The respondents agree that the residents are hospitable and welcome tourists with courtesy (4.21).

As for the perceived **environmental impacts**, the respondents are neutral with the negative impacts (3.57) and disagree with the positive ones (2.43). The negative indicators with the highest level of agreement are "Tourism generates traffic, parking and accident issues" (4.21) and "Tourism increases pollution, noise, litter, etc." (3.94).

### Perception of Environmental Impacts



#### Positive Environmental Impacts\*

**Global Impact 2.43**

Tourism improves signage system (for access to accommodation, monuments, etc.) **2.98**

Tourism improves public infrastructure (roads, railways, sports facilities, etc.) **2.58**

Tourism improves cleanliness of public spaces **2.57**



#### Negative Environmental Impacts\*

**Global Impact 3.57**

Tourism generates traffic, parking and accident issues **4.21**

Tourism increases pollution, noise, litter, etc. **3.94**

Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.55**

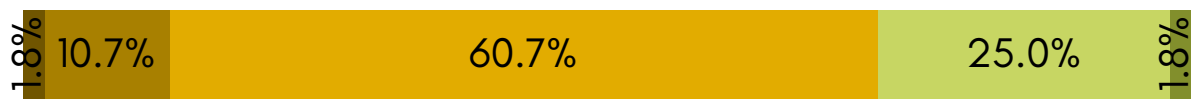


In terms of the respondents' perception of **how tourists treat** and **respect residents**, as well as **how much they spend** during their holidays, it is considered that respect was neutral (60.7%), with the second most responded option being "respectful" (25.0%). They feel they are treated normally (67.9%) while some consider that the treatment is pleasant (26.8%). Finally, respondents consider that tourists spend an average amount (55.4%) and that the current **number of tourists** should be maintained (51.8%).

With regard to **professional activity**, around half of respondents, or someone in their household, work in the tourism sector, although tourism is not the only source of family income.

### Respect, Treatment and Expenditure Incurred by Tourists

#### Respect



•Very Disrespectful •Disrespectful •Neutral •Respectful •Very Respectful •DK/DA

#### Treatment



•Very Unpleasant •Unpleasant •Normal •Pleasant •Very Pleasant •DK/DA

#### Expenditure



•Spend Very Little •Spend Little •Spend Average •Spend a Lot •Spend too Much •DK/DA

### Growth of Tourists in the Municipality



•Receive Less Tourists •Keep the Same Number of Tourists •Receive More Tourists •DK/DA

### Tourism Related Activity

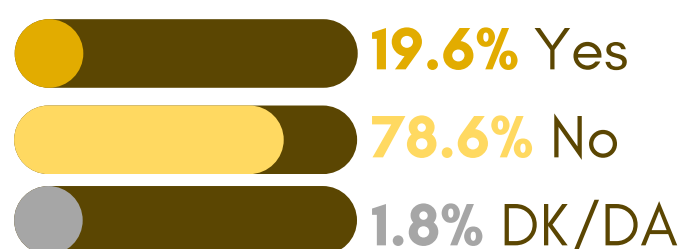
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



### Behaviour, Satisfaction and Support

#### Support to Tourism

**Global Impact 4.15**  
I think my municipality should continue to be a tourist destination **4.32**  
I believe that, overall, the impacts of tourism in my area are positive **3.95**

#### Behaviour towards Tourism

**Global Impact 3.49**  
I am willing to receive tourists with kindness and hospitality **4.27**  
I am willing to protect the natural and environmental resources on which tourism depends **4.27**  
I am willing to accept some sacrifices in order to receive the benefits of tourism **3.15**  
I am willing to pay more fees to contribute to the development of tourism **2.20**

#### Satisfaction with Tourism

**Global Impact 3.21**  
Overall, I am satisfied with tourism in my municipality **3.45**  
I am satisfied with the current level of tourism development in my municipality **3.29**  
I am satisfied with the way tourism is being managed in my municipality **3.13**  
Personally, I benefit from the development of tourism in my municipality **3.06**



### Individual Happiness\*

**Global Impact 3.56**  
In general, I consider myself to be a happy person **4.08**  
Overall, I am satisfied with my life **4.00**  
In general, I am satisfied with my quality of life **3.61**

Respondents show **support for the tourist activity** (4.15), namely by agreeing that the municipality should continue to be a tourist destination and by showing moderate agreement that, overall, the impacts of tourism in their area are positive. In parallel, they show a moderate **willingness to assume pro-tourism behaviours** (3.49).

The respondents reveal a certain neutrality with regard to the degree of **satisfaction with tourism** (3.21).

Finally, the respondents reveal, in general terms, an almost neutral position concerning **individual happiness** (3.56).

Scale: 1- Strongly Disagree; 5-Strongly Agree | DK/DA-Do not know/Do not answer  
\*The indicators presented are the three with the highest average scores (top 3).

Additional information may be found in the global report at <https://monitur.ualg.pt/en/residents-global-report/>

