



Sample
n=30



Gender

Female **66.7%**
Male **33.3%**

Age Group

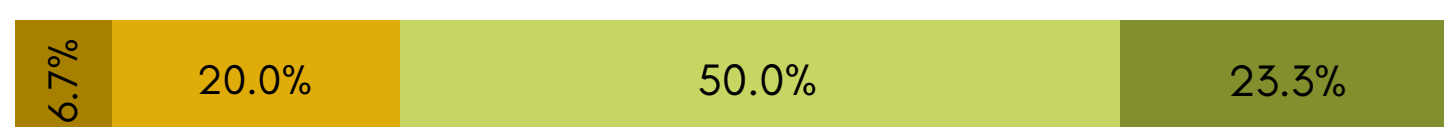
18-24 years old **6.7%**
25-64 years old **83.3%**
+ 65 years **10.0%**

Education Level Primary School **20.0%**



High School **50.0%**
University **23.3%**
DK/DA **6.7%**

Current State of Tourism Development



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

Perception of Economic Impacts

Positive Economic Impacts*



Global Impact 4.01

Tourism is the main economic activity **4.50**
Tourism increases employment opportunities **4.43**
Tourism creates more businesses for the resident population **4.34**

Negative Economic Impacts*



Global Impact 4.11

Tourism increases the price of houses and land **4.73**
Tourism increases the cost of living **4.60**
Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.45**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact 3.55

Tourism contributes to the recognition, prestige and image of my municipality **4.30**
The residents of my municipality are hospitable and welcome tourists with courtesies **4.27**
Tourism stimulates cultural activities, festivals and local traditions **3.93**

Negative Sociocultural Impacts*



Global Impact 3.13

Tourism increases drug and alcohol consumption **3.73**
Tourism increases stress and disturbs calm **3.53**
Residents suffer from living in this tourist destination **3.33**

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact 2.98

Tourism improves signage system (for access to accommodation, monuments, etc.) **3.27**
Tourism improves cleanliness of public spaces **3.17**
Tourism improves public infrastructure (roads, railways, sports facilities, etc.) **2.93**



Negative Environmental Impacts*

Global Impact 3.62

Tourism generates traffic, parking and accident issues **4.03**
Tourism increases pollution, noise, litter, etc. **3.97**
Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.90**

SOME FACTS

Approximately 73.3% of respondents consider that the municipality registers strong or very **strong tourism development**.

Regarding residents' perception of **economic impacts** in Lagoa, the respondents agree with both the positive (4.01) and negative impacts (4.11). They specifically highlight the increase of the prices of houses and land (4.73) and cost of living (4.60). At the same time, they recognize that tourism is the main economic activity (4.50) and increases employment opportunities (4.43) in the municipality. With regards to the **sociocultural impacts**, respondents agree with the positive impacts (3.55) and show neutrality with regards to the negative ones (3.13). However, they particularly agree that tourism contributes to the recognition, prestige and image of the municipality (4.30) and that residents of the municipality are hospitable and welcome tourists with courtesy (4.27) while showing some concern that tourism increases drug and alcohol consumption (3.73).

As for the perceived **environmental impacts**, the respondents show moderate agreement with the negative impacts (3.62) and show an approximately neutral position with the positives (2.98). The negative indicator with the highest level of agreement is "Tourism generates traffic, parking and accident issues" (4.03).



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 is neutral (60.0%), with the second most responded option being "respectful" (26.7%). They feel they are treated normally (53.3%), with the second most responded option being "pleasant" (40.0%). Respondents also consider that tourists spend an average amount (66.7%). In addition, respondents consider that the current **number of tourists** should be maintained (53.3%). With regard to **professional activity**, the majority of respondents, or someone in their household, work in the tourism sector, but tourism is not the only source of family income.

Respect, Treatment and Expenditure Incurred by Tourists

Respect



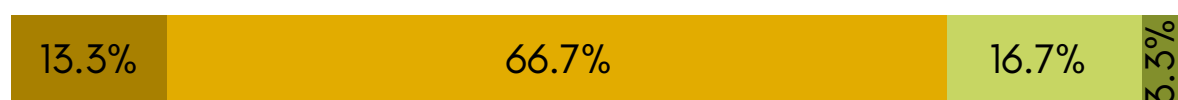
•Very Disrespectful •Disrespectful •Neutral •Respectful •Very Respectful •DK/DA

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

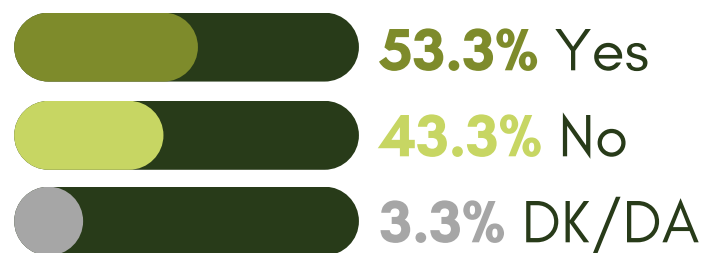
Growth of Tourists in the Municipality



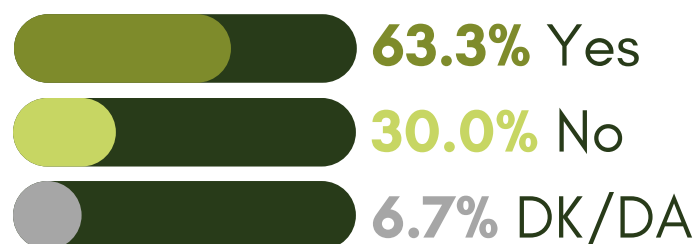
•Receive Less Tourists •Keep the Same Number of Tourists •Recieve More Tourists •DK/DA

Tourism Related Activity

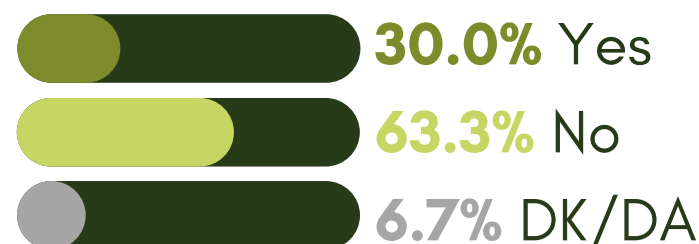
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Global Impact 4.23

Support to Tourism

I think my municipality should continue to be a tourist destination **4.33**

I believe that, overall, the impacts of tourism in my area are positive **4.13**

Global Impact 3.59

Behaviour towards Tourism

I am willing to receive tourists with kindness and hospitality **4.30**

I am willing to protect the natural and environmental resources on which tourism depends **4.07**

I am willing to accept some sacrifices in order to receive the benefits of tourism **3.57**

I am willing to pay more fees to contribute to the development of tourism **2.40**

Global Impact 3.68

Satisfaction with Tourism

Overall, I am satisfied with tourism in my municipality **4.00**

I am satisfied with the current level of tourism development in my municipality **3.67**

I am satisfied with the way tourism is being managed in my municipality **3.57**

Personally, I benefit from the development of tourism in my municipality **3.48**



Individual Happiness*

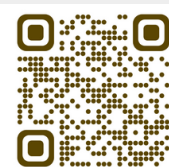
Global Impact 3.26

In general, I consider myself to be a happy person **3.83**

Overall, I am satisfied with my life **3.53**

In general, I am satisfied with my quality of life **3.43**

Respondents show **support for the tourist activity** (4.23), namely by agreeing that the municipality should continue to be a tourist destination and that, overall, the impacts of tourism in their area are positive. In parallel, they show a moderate **willingness to assume pro-tourism behaviours** (3.59). In addition, the respondents show moderate agreement with regards to their **satisfaction with tourism** (3.68). Finally, the respondents reveal, in general terms, a neutral position concerning **individual happiness** (3.26).



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

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).