


 **Sample**
n=53

 **Gender**
Female **54.7%**
Male **45.3%**

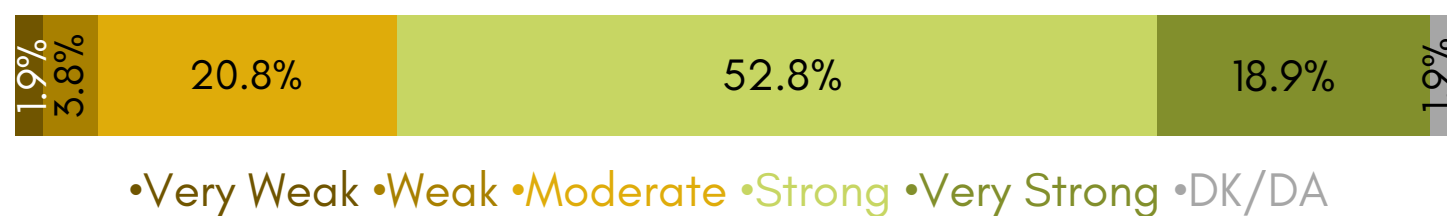
Education Level


Primary School	13.2%
High School	49.1%
University	35.8%
DK/DA	1.9%

Age Group


18-24 years old	15.1%
25-64 years old	71.7%
+ 65 years	13.2%

Current State of Tourism Development



Perception of Economic Impacts

Positive Economic Impacts*



Global Impact 3.59

Tourism promotes more investment in the municipality **4.00**

Tourism contributes to the development of local economic activities **3.96**

Tourism contributes to generate new services and businesses **3.94**

Negative Economic Impacts*



Global Impact 3.72

Tourism increases the price of houses and land **4.66**

Tourism increases the cost of living **4.38**

Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.11**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact 3.21

The residents of my municipality are hospitable and welcome tourists with courtesy **4.06**

Tourism contributes to the recognition, prestige and image of my municipality **3.69**

Tourism promotes cultural exchanges between residents and visitors **3.56**

Negative Sociocultural Impacts*



Global Impact 2.67

Tourism leads to loss or change in traditions and cultural identity **2.94**

Tourism increases stress and disturbs calm **2.94**

My municipality is overcrowded because of tourism **2.90**

SOME FACTS

Approximately 71.7% of respondents consider that the municipality registers strong or very **strong tourism development**.

Regarding residents' perception of **economic impacts** in Olhão, the respondents agree with both the positive (3.59) and negative impacts (3.72). They specifically agree with the increase of the prices of houses and land (4.66) and cost of living (4.38). However, they recognize that tourism promotes more investment in the municipality (4.00).

Concerning the **sociocultural impacts**, the respondents are almost neutral with regards to the positive impacts (3.21) and disagree with the negative ones (2.67). However, the respondents particularly agree that residents of their municipality are hospitable and welcome tourists with courtesy (4.06).

As for the perceived **environmental impacts**, respondents are almost neutral regarding negative (3.19) and positive (2.92) impacts. The negative indicator with the highest level of agreement is "Tourism generates traffic, parking and accident issues" (3.55).

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact 2.92

Tourism improves cleanliness of public spaces **3.08**

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

Tourism improves public infrastructure (roads, railways, sports facilities, etc.) **2.96**



Negative Environmental Impacts*

Global Impact 3.19

Tourism generates traffic, parking and accident issues **3.55**

Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.40**

Tourism increases pollution, noise, litter, etc. **3.23**



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 (50.9%), with the second most responded option being "respectful" (34.0%). They feel they are treated normally (52.8%), with the second most responded option being "pleasant" (37.7%). Respondents also consider that tourists spend an average amount (60.4%). In addition, respondents consider that the current **number of tourists** should be maintained (50.9%). With regard to **professional activity**, over 30% 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

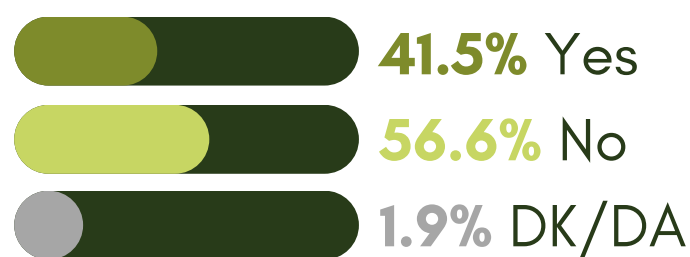
Growth of Tourists in the Municipality



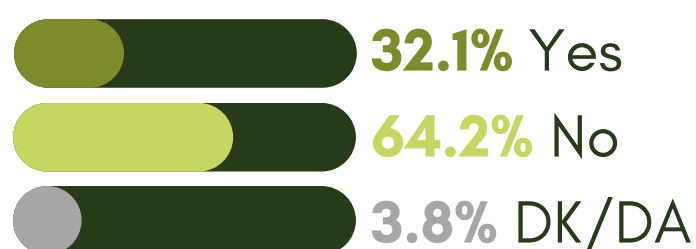
•Receive Less Tourists •Keep the Same Number of Tourists •Recieve More Tourists •DK/DA

Tourism Related Activity

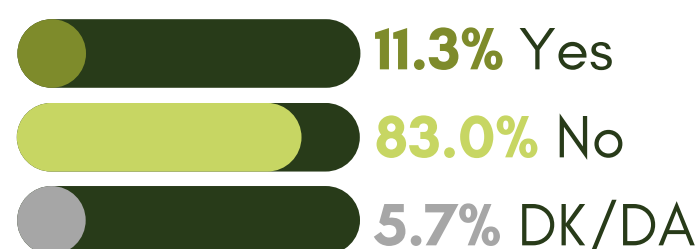
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Support to Tourism

Global Impact 3.84

I think my municipality should continue to be a tourist destination **3.98**
I believe that, overall, the impacts of tourism in my area are positive **3.70**

Behaviour towards Tourism

Global Impact 3.39

I am willing to receive tourists with kindness and hospitality **4.26**
I am willing to protect the natural and environmental resources on which tourism depends **3.96**
I am willing to accept some sacrifices in order to receive the benefits of tourism **3.20**
I am willing to pay more fees to contribute to the development of tourism **2.15**

Satisfaction with Tourism

Global Impact 3.37

Overall, I am satisfied with tourism in my municipality **3.57**
I am satisfied with the current level of tourism development in my municipality **3.51**
I am satisfied with the way tourism is being managed in my municipality **3.32**
Personally, I benefit from the development of tourism in my municipality **3.08**

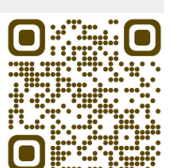


Individual Happiness*

Global Impact 3.39

In general, I consider myself to be a happy person **3.92**
Overall, I am satisfied with my life **3.81**
In general, I am satisfied with my quality of life **3.60**

Respondents show moderate **support for the tourist activity** (3.84), namely by recognising that the municipality should continue to be a tourist destination and by revealing some scepticism as to the positive impacts of tourism in the future. In parallel, they show a moderate **willingness to assuming pro-tourism behaviours** (3.39). In addition, the respondents reveal a certain neutrality with regard to the degree of **satisfaction with tourism** (3.37). Finally, the respondents reveal, in general terms, a position of moderate agreement regarding **individual happiness** (3.39).



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).