

TAVIRA

Residents' Perception - Fact Sheet

Low Season 2022/2023



monitor



Sample
n=29



Gender

Female **75.9%**
Male **24.1%**

Age
Group



18-24 years old **10.3%**
25-64 years old **86.2%**
+ 65 years **3.4%**

Education

Level



Primary School **3.4%**
High School **62.1%**
University **34.5%**

Current State of Tourism Development



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

Perception of Economic Impacts

Positive Economic Impacts*



Global Impact 3.69

Tourism contributes to the development of local economic activities **4.17**

Tourism increases employment opportunities **4.11**

Tourism contributes to generate new services and businesses **4.07**

Negative Economic Impacts*



Global Impact 3.79

Tourism increases the price of houses and land **4.72**

Tourism increases the cost of living **4.68**

Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.34**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact 3.25

The residents of my municipality are hospitable and welcome tourists with courtesy **4.04**

Tourism contributes to the recognition, prestige and image of my municipality **3.96**

Tourism stimulates cultural activities, festivals and local traditions **3.71**

Negative Sociocultural Impacts*



Global Impact 2.74

Tourism increases stress and disturbs calm **3.14**

Tourism increases drug and alcohol consumption **3.04**

My municipality is overcrowded because of tourism **2.93**

SOME FACTS

Approximately 51.7% of respondents consider that the municipality registers strong or very **strong tourism development**.

Regarding residents' perception of **economic impacts** in Tavira, respondents agree with the positive (3.69) and negative (3.79) impacts. They specifically agree with the increase of prices of houses and land (4.72), cost of living (4.68) and goods and services (4.34). However, they recognize that tourism contributes to the development of local economic activities (4.17) and increases employment opportunities (4.11).

Concerning the **sociocultural impacts**, respondents moderately agree with the positive impacts (3.25) and moderately disagree with the negative ones (2.74). However, they particularly agree that residents of their municipality are hospitable and welcome tourists with courtesy (4.04).

As for the perceived **environmental impacts**, respondents were moderately in favour of the negative impacts (3.32) and approximately neutral with the positive ones (2.96). The negative indicator with the highest level of agreement is "Tourism generates traffic, parking and accident issues" (4.00).

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact 2.96

Tourism improves the protection of natural heritage and natural resources **3.28**

Tourism improves signage system (for access to accommodation, monuments, etc.) **3.21**

Tourism improves cleanliness of public spaces **3.21**



Negative Environmental Impacts*

Global Impact 3.32

Tourism generates traffic, parking and accident issues **4.00**

Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.66**

Tourism increases pollution, noise, litter, etc. **3.41**



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 (62.1%), with the second most responded option being "respectful" (27.6%). They feel they are treated normally (65.5%), with the second most responded option being "pleasant" (24.1%). Respondents also consider that tourists spend an average amount (62.1%). In addition, respondents consider that the current **number of tourists** should be maintained (51.7%). With regard to **professional activity**, the majority of respondents, or members of their household, do not work in the tourism sector, hence tourism is not the main source of family income.

Respect, Treatment and Expenditure Incurred by Tourists

Respect



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

Treatment



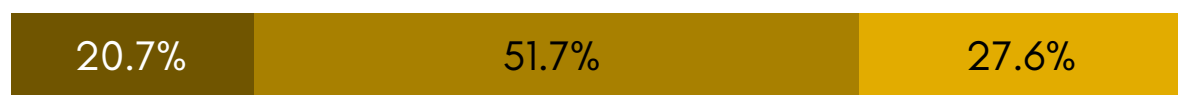
•Very Unpleasant •Unpleasant •Normal •Pleasant •Very Pleasant •DK/DA

Expenditure



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

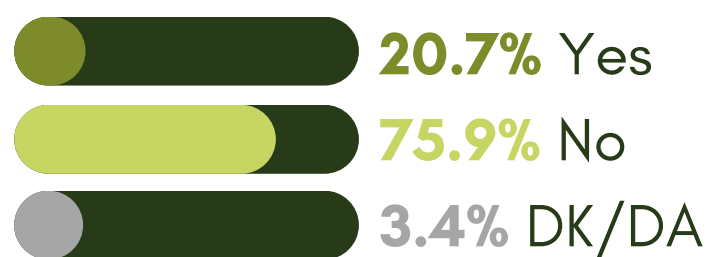
Growth of Tourists in the Municipality



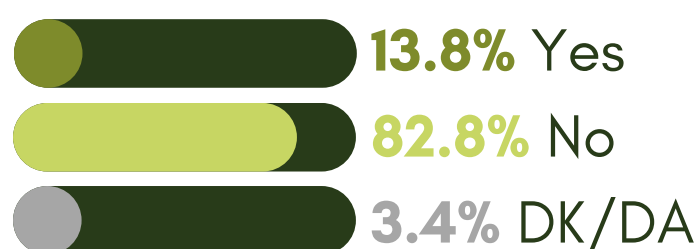
•Receive Less Tourists •Keep the Same Number of Tourists •Receive More Tourists •DK/DA

Tourism Related Activity

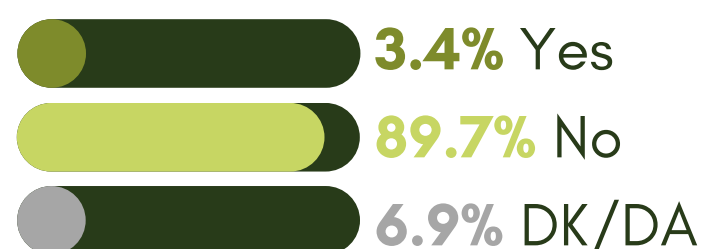
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Support to Tourism

I think my municipality should continue to be a tourist destination **4.10**
I believe that, overall, the impacts of tourism in my area are positive **3.97**

Global Impact 4.04

Behaviour towards Tourism

I am willing to receive tourists with kindness and hospitality **4.24**
I am willing to protect the natural and environmental resources on which tourism depends **3.83**
I am willing to accept some sacrifices in order to receive the benefits of tourism **3.00**
I am willing to pay more fees to contribute to the development of tourism **1.59**

Global Impact 3.17

Satisfaction with Tourism

Overall, I am satisfied with tourism in my municipality **3.62**
I am satisfied with the current level of tourism development in my municipality **3.52**
I am satisfied with the way tourism is being managed in my municipality **3.45**
Personally, I benefit from the development of tourism in my municipality **2.72**

Global Impact 3.33

Individual Happiness*

In general, I consider myself to be a happy person **4.07**
Overall, I am satisfied with my life **4.00**
In general, I am satisfied with my quality of life **3.90**

Global Impact 3.65

Respondents show **support for the tourist activity** (4.04), namely by agreeing that the municipality should continue to be a tourist destination and showing optimism that, overall, the impacts of tourism in their area are positive. In parallel, they show a certain neutrality towards **assuming pro-tourism behaviours** (3.17). In addition, the respondents are almost neutral with regard to the degree of **satisfaction with tourism** (3.33). Finally, the respondents reveal, in general terms, a moderate position concerning **individual happiness** (3.65).

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/>

