



Sample
n=58



Female **63.8%**
Male **36.2%**

Education Level



Primary School **22.4%**
High School **41.4%**
University **32.8%**
DK/NA **3.4%**

Age Group



18-24 years old **10.3%**
25-64 years old **84.5%**
+ 65 years **5.2%**

Current State of Tourism Development



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

Perception of Economic Impacts

Positive Economic Impacts*



Global Impact **3.71**

Tourism is the main economic activity **4.34**
Tourism increases employment opportunities **4.14**
Tourism contributes to generate new services and businesses **4.11**

Negative Economic Impacts*



Global Impact **3.98**

Tourism increases the price of houses and land **4.62**
Tourism increases the cost of living **4.59**
Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.33**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact **3.26**

The residents of my municipality are hospitable and welcome tourists with courtesy **4.16**
Tourism stimulates cultural activities, festivals and local traditions **3.78**
Tourism contributes to the recognition, prestige and image of my municipality **3.66**

Negative Sociocultural Impacts*



Global Impact **3.23**

Tourism increases drug and alcohol consumption **3.95**
Tourism increases stress and disturbs calm **3.63**
Tourism promotes crime and vandalism **3.32**

SOME FACTS

Approximately 60% 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 (3.71) and negative impacts (3.98). They specifically agree with the increase prices of houses and land (4.62) and of cost of living (4.59). However, they also recognize that tourism represents the main economic activity in the municipality (4.34), and it increases employment opportunities (4.14). Concerning the **sociocultural impacts**, the respondents are neutral with regards to both the positive (3.26) and negative impacts (3.23). The respondents agree that the residents are hospitable and welcome tourists with courtesy (4.16).

As for the perceived **environmental impacts**, the respondents are neutral with the negative impacts (3.50) and disagree with the positive ones (2.55). The negative indicators with the highest level of agreement are "Tourism generates traffic, parking and accident issues"(3.98) and Tourism increases pollution, noise, litter, etc." (3.86).

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact **2.55**

Tourism improves cleanliness of public spaces **2.81**
Tourism improves signage system (for access to accommodation, monuments, etc.) **2.79**
Tourism improves public infrastructure (roads, railways, sports facilities, etc.) **2.66**



Negative Environmental Impacts*

Global Impact **3.50**

Tourism generates traffic, parking and accident issues **3.98**
Tourism increases pollution, noise, litter, etc. **3.86**
Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.63**

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 (51.7%), with the second most responded option being "respectful" (25.9%). They feel they are treated normally (55.2%), as well as pleasantly (31.0%). Finally, respondents consider that tourists spend an average amount (58.6%) and that the current **number of tourists** should be maintained (65.5%). 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



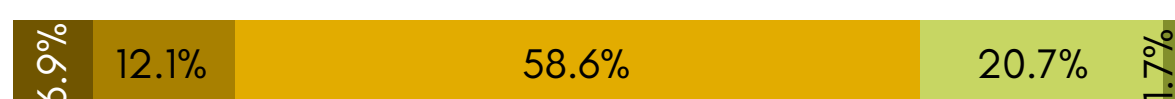
•Very Disrespectful •Disrespectful •Neutral •Respectful •Very Respectful •DK/DA

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

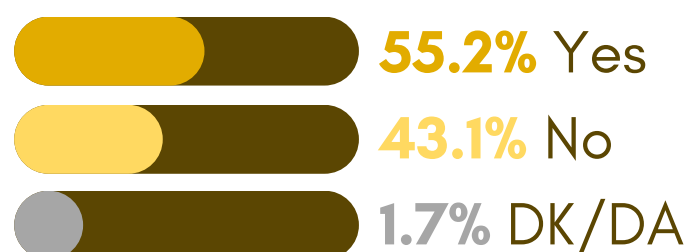
Growth of Tourists in the Municipality



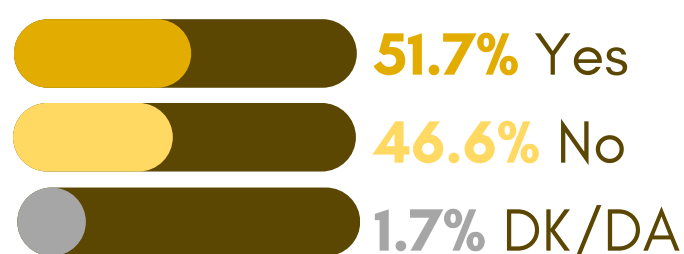
•Receive Less Tourists •Keep the Same Number of Tourists •Recieve More Tourists •DK/DA

Tourism Related Activity

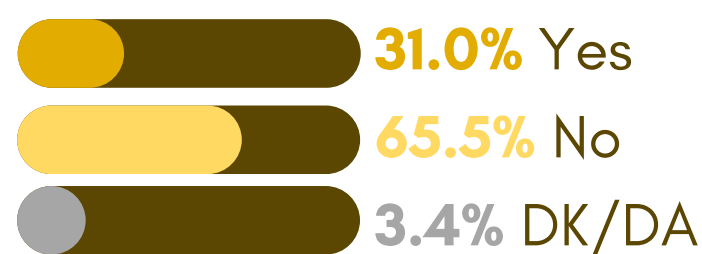
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Support to Tourism

I think my municipality should continue to be a tourist destination **4.16**
I believe that, overall, the impacts of tourism in my area are positive **3.90**

Global Impact 3.38

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 **4.00**
I am willing to accept some sacrifices in order to receive the benefits of tourism **3.38**
I am willing to pay more fees to contribute to the development of tourism **1.88**

Global Impact 3.27

Satisfaction with Tourism

Overall, I am satisfied with tourism in my municipality **3.41**
Personally, I benefit from the development of tourism in my municipality **3.36**
I am satisfied with the current level of tourism development in my municipality **3.24**
I am satisfied with the way tourism is being managed in my municipality **3.07**

Individual Happiness*

Global Impact 3.47

Overall, I am satisfied with my life **4.05**
In general, I consider myself to be a happy person **4.02**
In general, I am satisfied with my quality of life **3.61**

Respondents show **support for the tourist activity** (4.03), 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** (3.38). The respondents reveal a certain neutrality with regard to the degree of **satisfaction with tourism** (3.27). Finally, the respondents reveal, in general terms, an almost neutral position concerning **individual happiness** (3.47).

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/>

