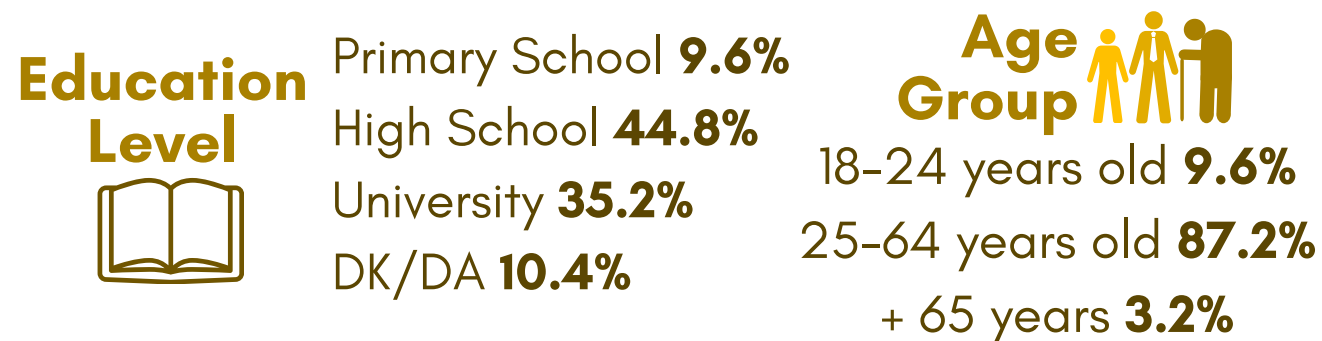


PORTIMÃO

Residents' Perception – Fact Sheet | High Season 2023



monitur



Current State of Tourism Development



Perception of Economic Impacts

Positive Economic Impacts*



Global Impact 3.56

Tourism increases employment opportunities **4.08**

Tourism is the main economic activity **4.02**

Tourism creates more businesses for the resident population **4.02**

Negative Economic Impacts*



Global Impact 3.86

Tourism increases the price of houses and land **4.36**

Tourism increases the cost of living **4.28**

Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.09**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact 3.03

The residents of my municipality are hospitable and welcome tourists with courtesy **3.74**

Tourism contributes to the recognition, prestige and image of my municipality **3.48**

Tourism stimulates cultural activities, festivals and local traditions **3.40**

Negative Sociocultural Impacts*



Global Impact 3.23

Tourism increases drug and alcohol consumption **3.96**

Tourism increases prostitution and moral degradation **3.34**

Tourism increases sexually transmitted infections **3.33**

SOME FACTS

Approximately 49% of respondents consider that the municipality registers strong or very strong tourism development.

Regarding residents' perception of **economic impacts** in Portimão, the respondents are neutral regarding both the positive (3.56) and negative impacts (3.86). They specifically agree with the increase of prices of houses and land (4.36) and cost of living (4.28). At the same time, they recognize that tourism increases employment opportunities (4.08), and that tourism is the main economic activity (4.02).

Concerning the **sociocultural impacts**, the respondents are neutral with regards to both positive (3.03) and negative impacts (3.23). However, they showed some concern that tourism increases drug and alcohol consumption (3.96).

As for the perceived **environmental impacts**, the respondents are neutral with the negative impacts (3.47) and disagree with the positive ones (2.45). The negative indicator with the highest level of agreement is "Tourism generates traffic, parking and accident issues" (4.05).

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact 2.45

Tourism improves signage system (for access to accommodation, monuments, etc.) **2.68**

Tourism has a positive influence on the environmental awareness of residents **2.64**

Tourism improves public infrastructure (roads, railways, sports facilities, etc.) **2.61**



Negative Environmental Impacts*

Global Impact 3.47

Tourism generates traffic, parking and accident issues **4.05**

Tourism increases pollution, noise, litter, etc. **3.86**

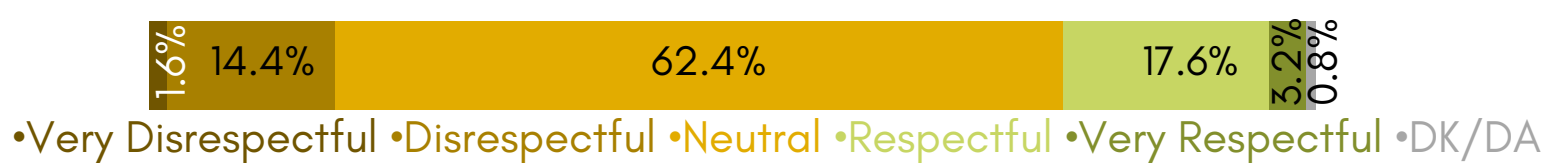
Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.41**

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 (62.4%). They feel they are treated normally (68.8%). Finally, respondents consider that tourists spend an average amount (43.2%) and that the current **number of tourists** should be maintained (49.6%).

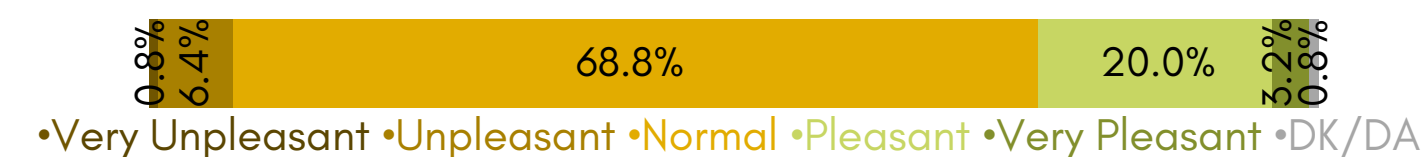
With regard to **professional activity**, over 60% of respondents, or someone in their household, does not work in the tourism sector and tourism is not the only source of family income.

Respect, Treatment and Expenditure Incurred by Tourists

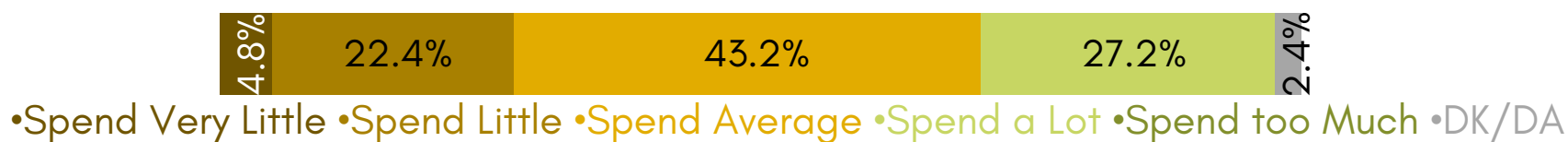
Respect



Treatment



Expenditure

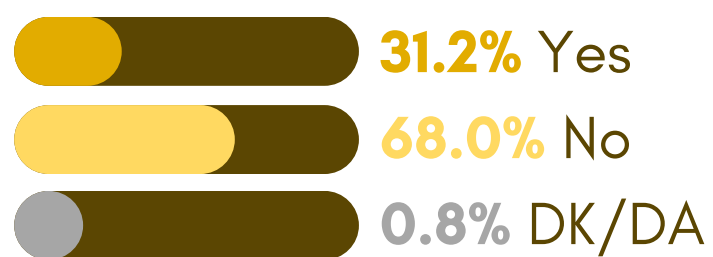


Growth of Tourists in the Municipality

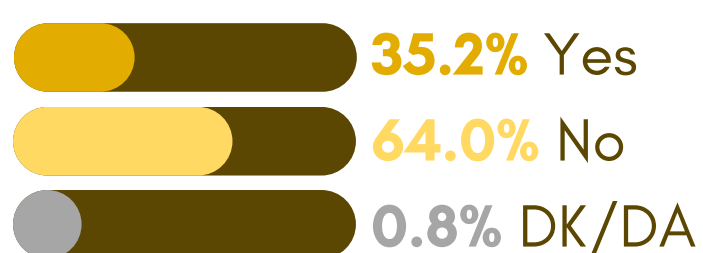


Tourism Related Activity

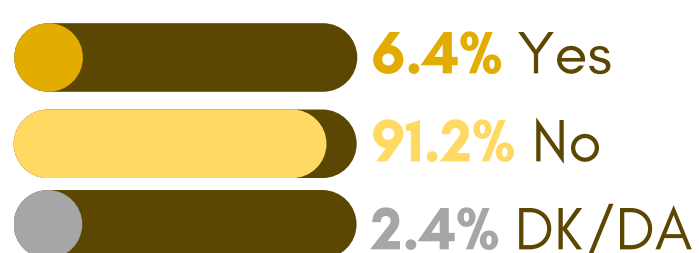
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Support to Tourism

Global Impact 3.87
I think my municipality should continue to be a tourist destination **4.02**
I believe that, overall, the impacts of tourism in my area are positive **3.72**

Behaviour towards Tourism

Global Impact 3.26
I am willing to receive tourists with kindness and hospitality **4.07**
I am willing to protect the natural and environmental resources on which tourism depends **3.84**
I am willing to accept some sacrifices in order to receive the benefits of tourism **3.24**
I am willing to pay more fees to contribute to the development of tourism **1.89**

Satisfaction with Tourism

Global Impact 2.92
Overall, I am satisfied with tourism in my municipality **3.11**
I am satisfied with the current level of tourism development in my municipality **2.93**
Personally, I benefit from the development of tourism in my municipality **2.87**
I am satisfied with the way tourism is being managed in my municipality **2.76**



Individual Happiness*

Global Impact 3.38
In general, I consider myself to be a happy person **3.77**
Overall, I am satisfied with my life **3.64**
In general, I am satisfied with my quality of life **3.54**

Respondents show moderate **support for the tourist activity** (3.87), namely towards their municipality continuing to be a tourist destination. In parallel, they are neutral regarding their **willingness to assume pro-tourism behaviours** (3.26), and are moderately **unsatisfied with tourism** (3.03). Finally, the respondents reveal, in general terms, a neutral position concerning **individual happiness** (3.38).

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/>

