

TAVIRA

Residents' Perception – Fact Sheet | High Season 2023



monitur



Sample
n=55



Gender

Female **56.4%**
Male **43.6%**

Education
Level



Primary School **3.6%**
High School **60.0%**
University **30.9%**
DK/DA **5.5%**

Age
Group



18-24 years old **14.5%**
25-64 years old **74.5%**
+ 65 years **10.9%**

Current State of Tourism Development



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

Perception of Economic Impacts

Positive Economic Impacts*



Global Impact 3.61

Tourism promotes more investment in the municipality **3.98**

Tourism contributes to the development of local economic activities **3.95**

Tourism is the main economic activities **3.89**

Negative Economic Impacts*



Global Impact 3.87

Tourism increases the price of houses and land **4.63**

Tourism increases the cost of living **4.44**

Goods/services are more expensive because of tourism (food, clothing, transport, etc.) **4.13**

Perception of Sociocultural Impacts

Positive Sociocultural Impacts*



Global Impact 3.24

The residents of my municipality are hospitable and welcome tourists with courtesy **3.93**

Tourism contributes to the recognition, prestige and image of my municipality **3.85**

Tourism promotes cultural exchanges between residents and visitors **3.65**

Negative Sociocultural Impacts*



Global Impact 2.79

My municipality is overcrowded because of tourism **3.25**

Tourism increases stress and disturbs calm **3.11**

Residents suffer from living in this tourist destination **3.02**

SOME FACTS

49% of respondents consider that the municipality registers **strong to very strong tourism development**.

Regarding residents' perception of **economic impacts** in Tavira, the respondents show moderate agreement with both the positive (3.61) and negative impacts (3.87). They specifically agree with the increase of prices of houses and land (4.63) and cost of living (4.44). However, they recognize that tourism promotes more investment in the municipality (3.98), and tourism contributes to the development of local economic activities (3.95).

Concerning the **sociocultural impacts**, the respondents are neutral with the positive impacts (3.24) and disagree with the negative ones (2.79). The positive indicator with the highest level of agreement is "The residents of my municipality are hospitable and welcome tourists with courtesy" (3.24).

As for the perceived **environmental impacts**, the respondents are neutral with the negative impacts (3.29) and disagree with the positive ones (2.66). The negative indicator with the highest level of agreement is "Tourism increases pollution, noise, litter, etc." (3.67).

Perception of Environmental Impacts



Positive Environmental Impacts*

Global Impact 2.66

Tourism improves signage system (for access to accommodation, monuments, etc.) **2.87**

Tourism has a positive influence on the environmental awareness of residents **2.85**

Tourism improves cleanliness of public spaces **2.71**



Negative Environmental Impacts*

Global Impact 3.29

Tourism increases pollution, noise, litter, etc. **3.67**

Tourism generates traffic, parking and accident issues **3.61**

Tourism occupies natural areas that residents have free use of (beaches, mountains, protected areas, etc.) **3.42**

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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%). They feel they are treated normally (67.3%). In addition, respondents consider that tourists spend an average amount (61.8%). Respondents consider that the current **number of tourists** should be maintained (64.5%). With regard to **professional activity**, around 40% of respondents, or someone in their household, work in the tourism sector, although tourism is not the only source of family income.

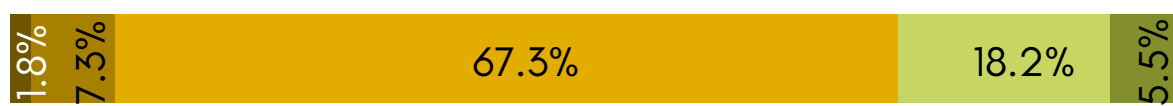
Respect, Treatment and Expenditure Incurred by Tourists

Respect



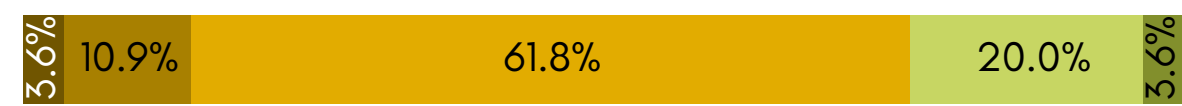
•Very Disrespectful •Disrespectful •Neutral •Respectful •Very Respectful •DK/DA

Treatment



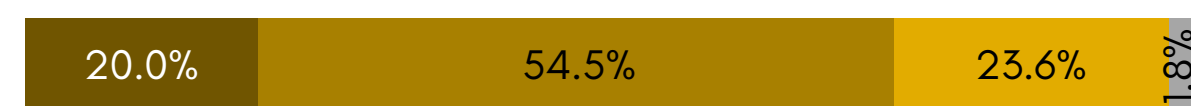
•Very Unpleasant •Unpleasant •Normal •Pleasant •Very Pleasant •DK/DA

Expenditure



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

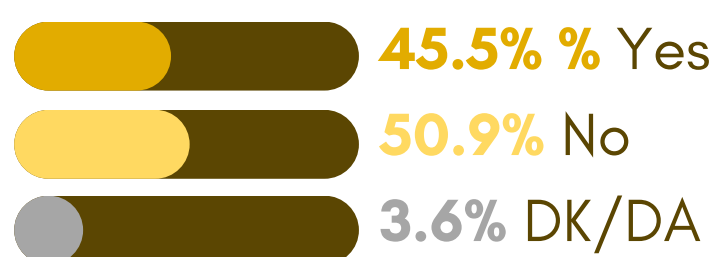
Growth of Tourists in the Municipality



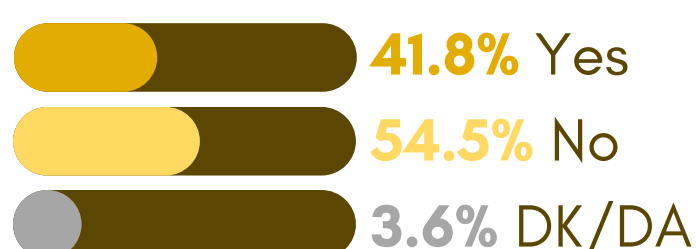
•Receive Less Tourists •Keep the Same Number of Tourists •Receive More Tourists •DK/DA

Tourism Related Activity

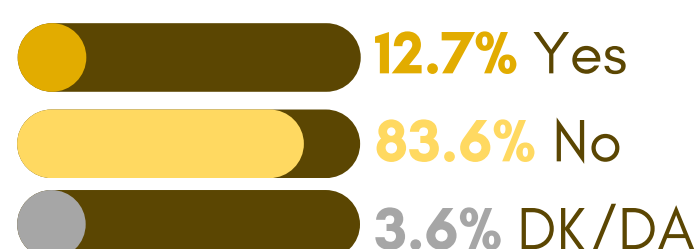
Professional activity related to the tourism sector



Someone in the household works in the tourism sector



Household income exclusively from tourism



Behaviour, Satisfaction and Support

Support to Tourism

Global Impact 4.00

I think my municipality should continue to be a tourist destination **4.09**

I believe that, overall, the impacts of tourism in my area are positive **3.91**

Behaviour towards Tourism

Global Impact 3.40

I am willing to receive tourists with kindness and hospitality **4.25**

I am willing to protect the natural and environmental resources on which tourism depends **4.02**

I am willing to accept some sacrifices in order to receive the benefits of tourism **3.32**

I am willing to pay more fees to contribute to the development of tourism **2.00**

Satisfaction with Tourism

Global Impact 3.24

Overall, I am satisfied with tourism in my municipality **3.61**

I am satisfied with the current level of tourism development in my municipality **3.35**

I am satisfied with the way tourism is being managed in my municipality **3.05**

Personally, I benefit from the development of tourism in my municipality **2.96**



Individual Happiness*

Global Impact 3.45

In general, I consider myself to be a happy person **3.92**

Overall, I am satisfied with my life **3.87**

In general, I am satisfied with my quality of life **3.74**

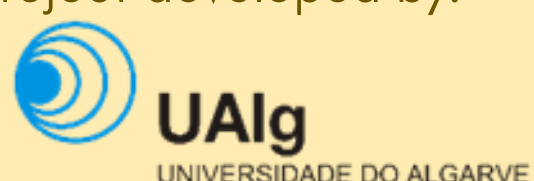
Respondents show **support for the tourist activity** (4.00), namely by recognising that the municipality should continue to be a tourist destination and that, overall, the impacts of tourism in their area are positive. Respondents are neutral in their **willingness to assume pro-tourism behaviours** (3.40), but agree to be willing to receive tourists with kindness and hospitality (4.25). In parallel, they are neutral with regard to the degree of **satisfaction with tourism** (3.24). Finally, the respondents reveal, in general terms, an almost neutral position concerning **individual happiness** (3.45).

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/>



Project developed by:



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