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ALMERE

Alternative tourism in Mediterranean Regions. Forms of sustainable tourism, contributing to mutual understanding, mutual respect, and empathy between visitors and guests

National Report

Results from the survey that Mediterranean Regions Residents perceptions towards tourism activities

“Associació Educativa i Cultural BLUE BEEHIVE”

Introduction

Understanding resident perceptions and responses is fundamental to the successful and sustainable development of tourism. This document presents the outputs of the survey related to residents' perceptions towards tourism activities in 5 different Mediterranean countries.

General information

- Location: Spain
- Dates: April – May 2021
- Number of participants: 82
- Contest link: <https://forms.gle/GNrUK5hggaf44oPP8>

Methodology

The measurement instrument followed the three-pillar sustainability model, which supposes the classification of economic, environmental and socio-cultural tourism impacts. A list of tourism impacts questionnaire based on Šegotan, Mihalič and Kuščer (2017).

Sample Characteristics

The survey also asked participants to answer some relevant demographic questions like age, gender, education, type of economic benefit from tourism (e.g. personal employment, family member's employment), and net monthly household income. The partners should provide charts and data for each question and one paragraph about each section.

Data analysis

This section will be based on the results of the questionnaires filled in by the participants. The partners should provide charts and data for each question and one paragraph about each section.

a) Economic Impacts

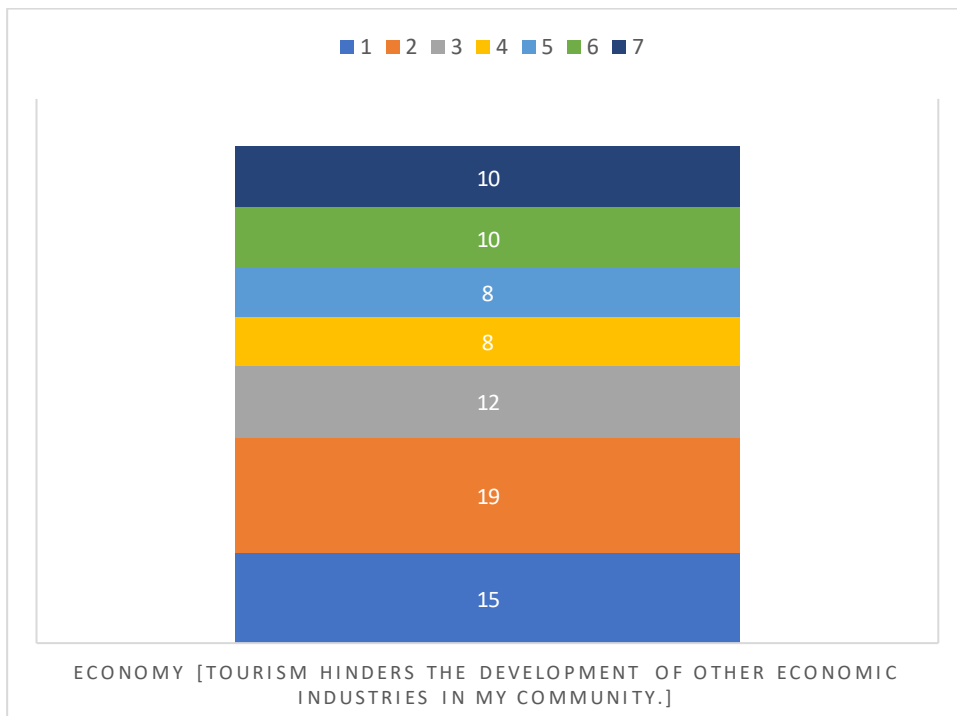
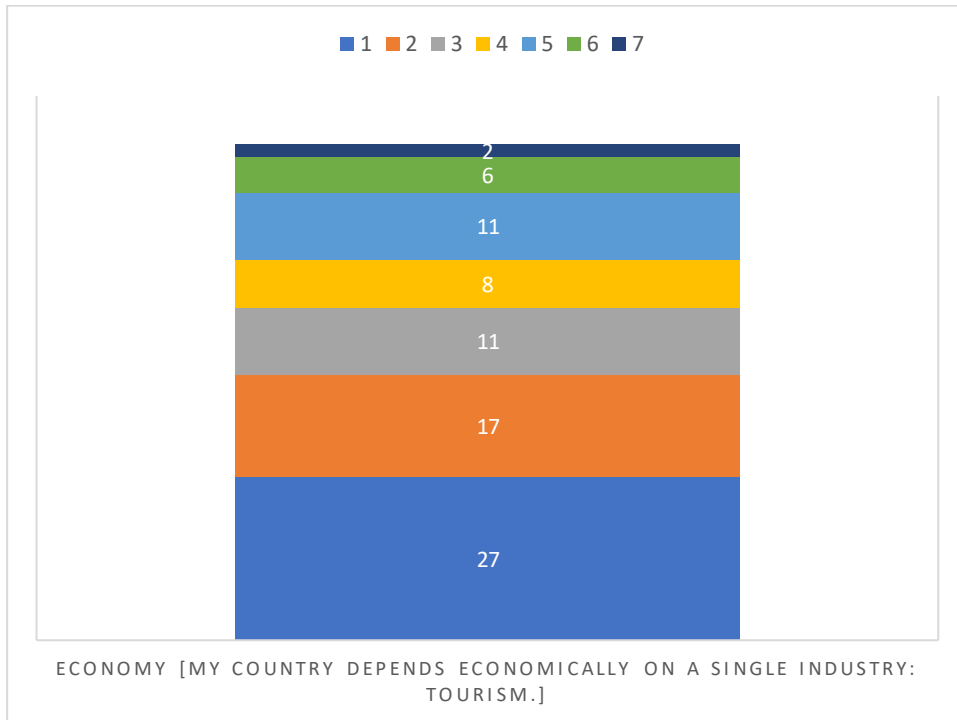
Provide charts (pie charts or histograms). Write a few sentences of overall findings for the questions.

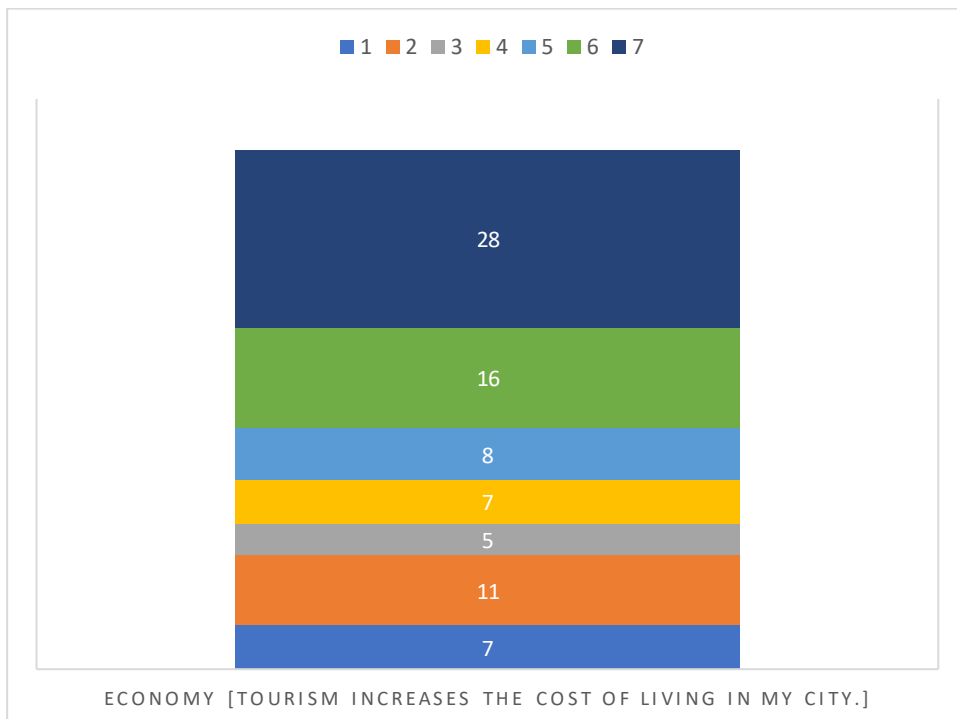
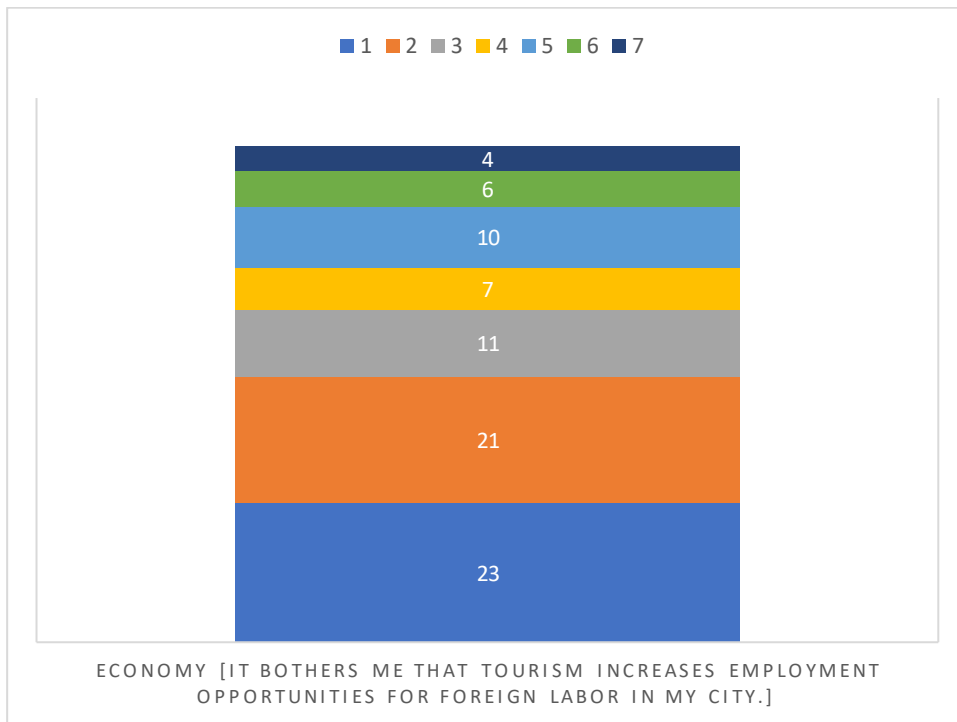
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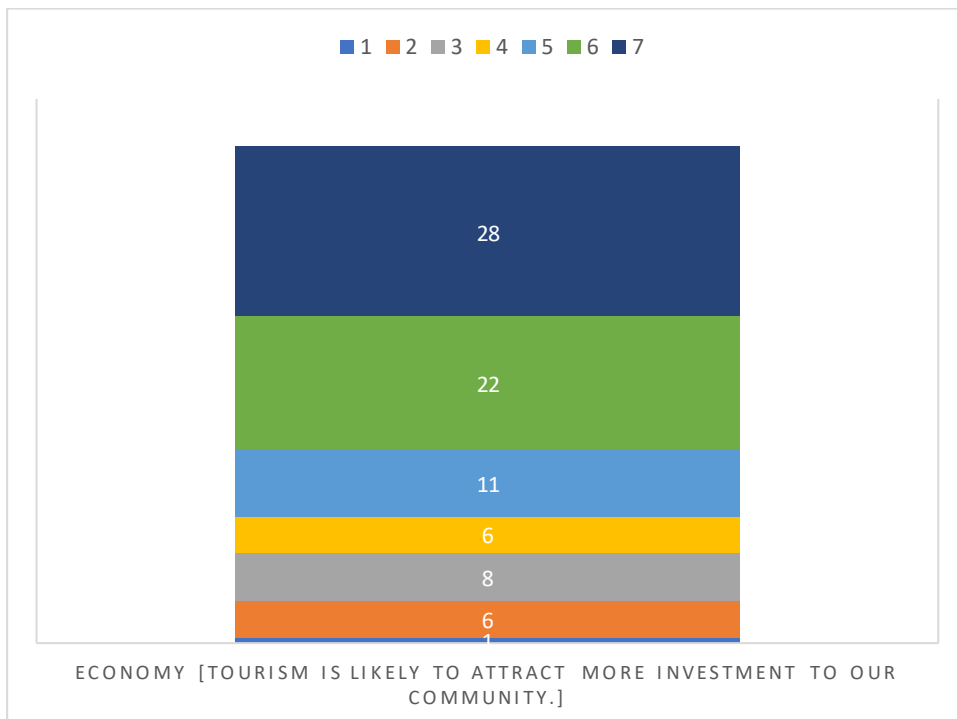
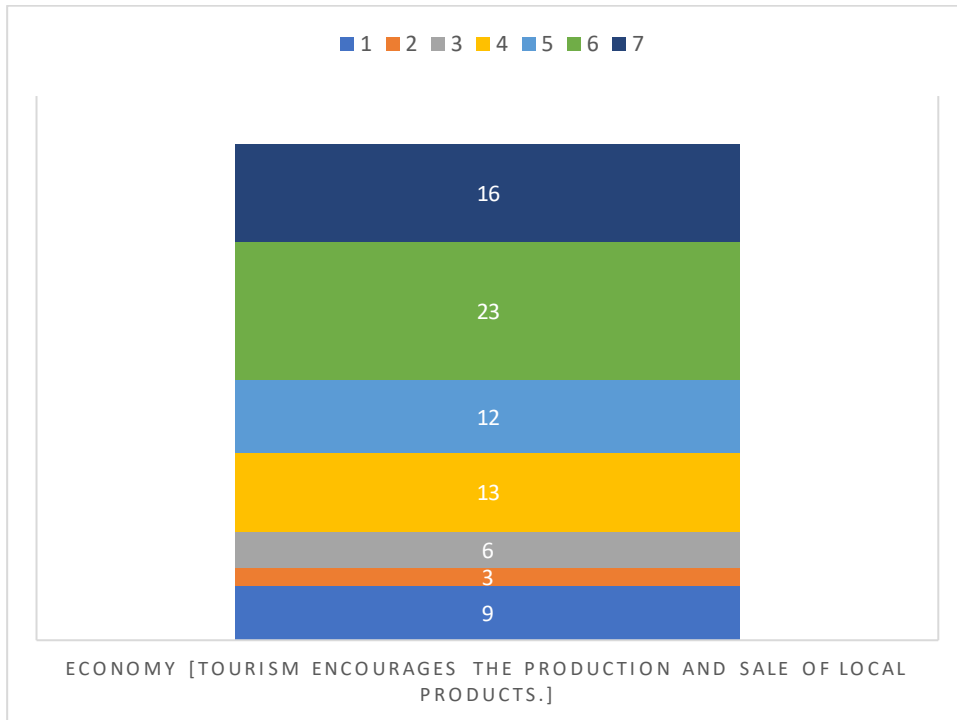
	Negative Impacts (Mean)
1) My country is economically over-dependent on only one industry-tourism.	2,82857143
2) Tourism hinders the development of other economic industries in my community.	3,55297619
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238
4) Tourism increases the cost of living in my town.	4,91666667
	Positive Impacts (Mean)
5) Tourism encourages the production and sales of local products.	4,81964286
6) Tourism is likely to attract more investment to our community.	5,41130952
7) Tourism helps to increase the price of land and property	5,35416667

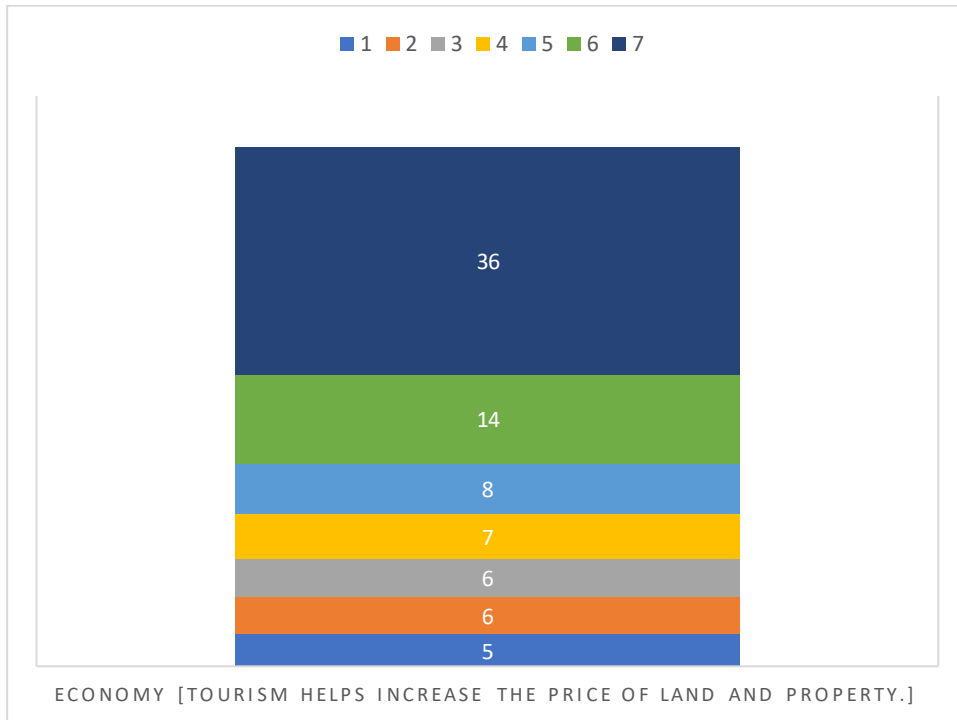
Strangely from what can be perceived internationally, the Spanish citizen in the Alicante area (interior and exterior) believes that the Spanish economy not only depends on tourism and considers that tourism directly affects the cost of things in their day to day.

It is also very receptive to tourism and scoring high values about positive impact of tourism in its area.





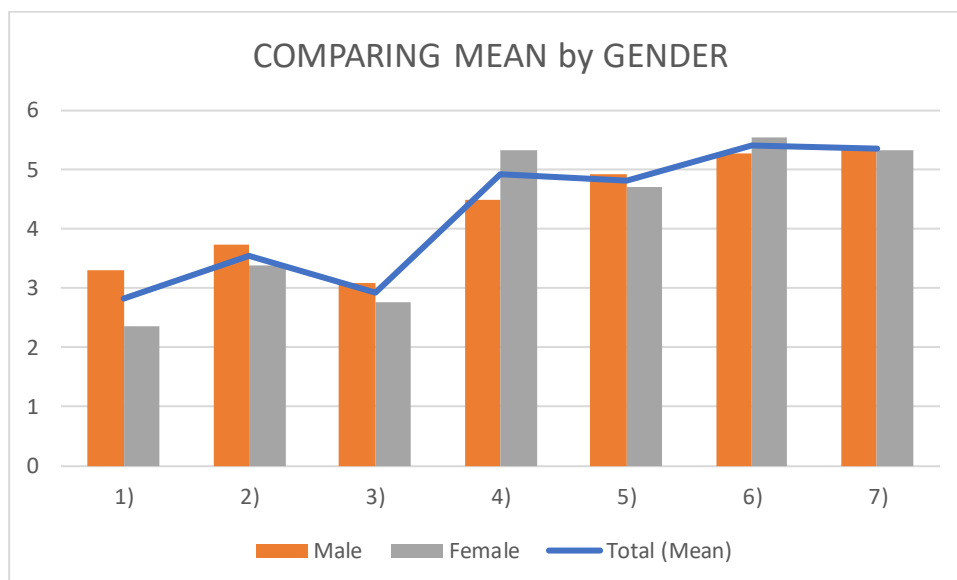




BY GENDER

	Negative Impacts Total (Mean)	Gender	
		Male	Female
1) My country is economically over-dependent on only one industry-tourism.	2,82857143	3,3	2,35714286
2) Tourism hinders the development of other economic industries in my community.	3,55297619	3,725	3,38095238
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238	3,1	2,76190476
4) Tourism increases the cost of living in my town.	4,91666667	4,5	5,33333333
	Positive Impacts (Mean)		
5) Tourism encourages the production and sales of local products.	4,81964286	4,925	4,71428571
6) Tourism is likely to attract more investment to our community.	5,41130952	5,275	5,54761905
7) Tourism helps to increase the price of land and property	5,35416667	5,375	5,33333333

It is important to observe how the female gender is less negative with respect to the impact of tourism, scoring lower values in questions 1, 2 and 3. In the positive aspects there is no difference in appreciation between the two genders.

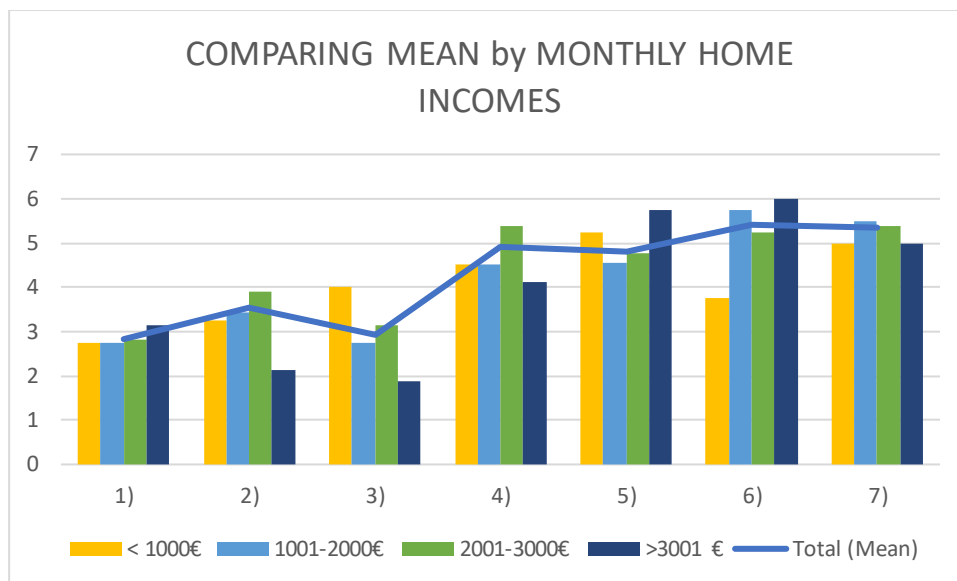


BY MONTHLY INCOME AT HOME

	Negative Impacts Total (Mean)	Economy at Home			
		< 1000€	1001-2000€	2001-3000€	>3001 €
1) My country is economically over-dependent on only one industry-tourism.	2,82857143	2,75	2,74074074	2,81395349	3,125
2) Tourism hinders the development of other economic industries in my community.	3,55297619	3,25	3,44444444	3,90697674	2,125
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238	4	2,74074074	3,13953488	1,875
4) Tourism increases the cost of living in my town.	4,91666667	4,5	4,51851852	5,37209302	4,125
	Positive Impacts (Mean)				
5) Tourism encourages the production and sales of local products.	4,81964286	5,25	4,55555556	4,76744186	5,75
6) Tourism is likely to attract more investment to our community.	5,41130952	3,75	5,74074074	5,25581395	6
7) Tourism helps to increase the price of land and property	5,35416667	5	5,48148148	5,37209302	5

Classifying the answers by purchasing power at home, it is logical to understand that citizens with lower monthly income consider a higher threat for a foreigner to work (question 3), while it is also normal that citizens with economic income do not give importance to the increased cost of living.

We could understand in the same way that the citizen with a higher income can be the owner of some small local business and that is why they see with good eyes the opportunities that tourism offers them (5) in the same way that the citizen with a lower budget does not consider attractive tourism (6)

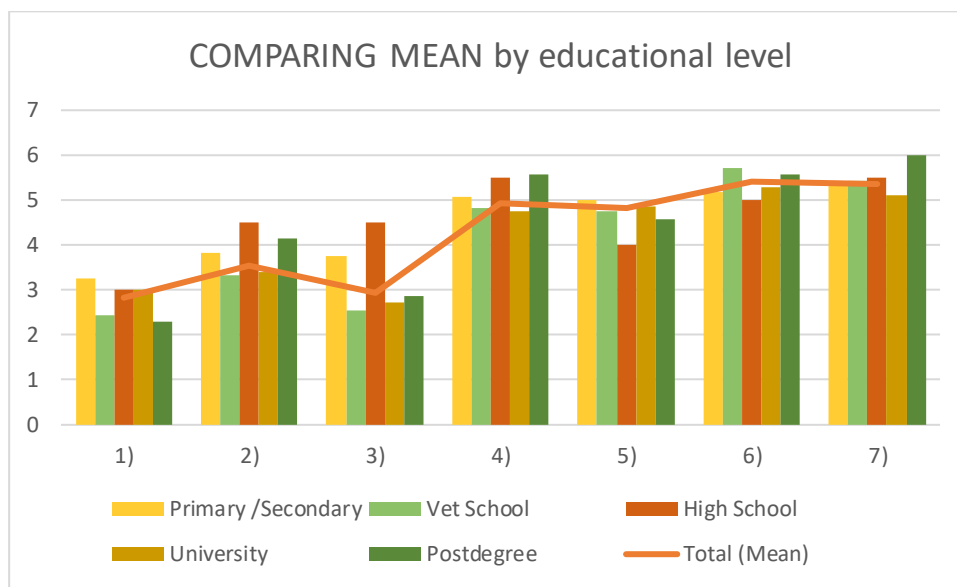


BY EDUCATIONAL LEVEL COMPLETED

	Negative Impacts Total (Mean)	Education Level Completed				
		Primary /Secondary	Vet School	High School	University	Postdegree
1) My country is economically over-dependent on only one industry-tourism.	2,82857143	3,25	2,44	3	3	2,28571429
2) Tourism hinders the development of other economic industries in my community.	3,55297619	3,8125	3,32	4,5	3,40625	4,14285714
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238	3,75	2,56	4,5	2,71875	2,85714286
4) Tourism increases the cost of living in my town.	4,91666667	5,0625	4,84	5,5	4,75	5,57142857
	Positive Impacts (Mean)					
5) Tourism encourages the production and sales of local products.	4,81964286	5	4,76	4	4,875	4,57142857
6) Tourism is likely to attract more investment to our community.	5,41130952	5,1875	5,72	5	5,28125	5,57142857

7) Tourism helps to increase the price of land and property	5,35416667	5,375	5,44	5,5	5,125	6
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Comparing the responses by educational level of the citizen, no great differences in appreciation are observed in the perception of tourism at an economic level, highlighting if possible that the citizen with a high school diploma stands out negatively supporting the threats of tourism at an economic level in questions 2 and 3 and do not consider the benefit of tourism as important in question 5.



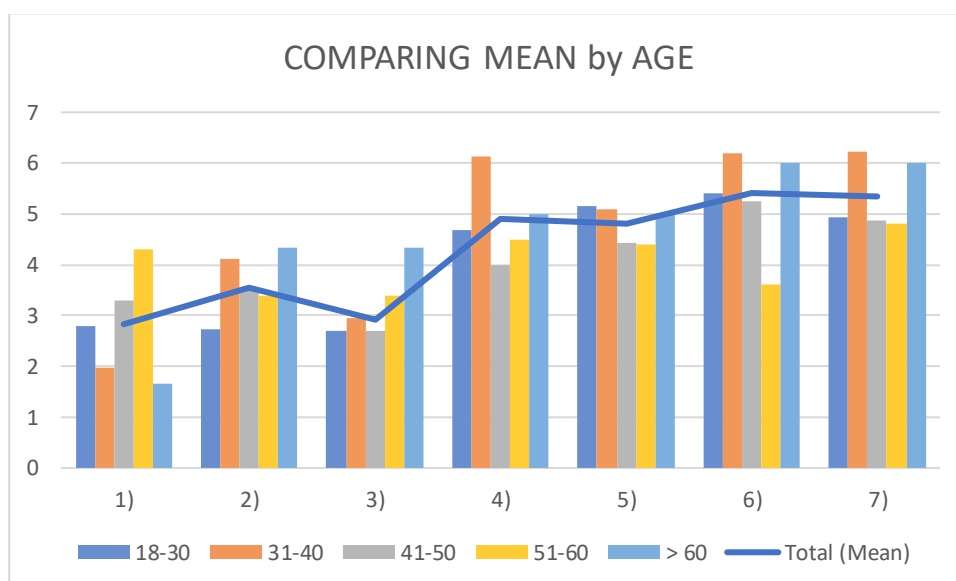
BY AGE RANGE

	Negative Impacts Total (Mean)	Age				
		18-30	31-40	41-50	51-60	> 60
1) My country is economically over-dependent on only one industry-tourism.	2,82857143	2,78947368	1,96153846	3,29166667	4,3	1,66666667
2) Tourism hinders the development of other economic industries in my community.	3,55297619	2,73684211	4,11538462	3,54166667	3,4	4,33333333
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238	2,68421053	2,96153846	2,70833333	3,4	4,33333333
4) Tourism increases the cost of living in my town.	4,91666667	4,68421053	6,11538462	4	4,5	5
	Positive Impacts (Mean)					

5) Tourism encourages the production and sales of local products.	4,81964286	5,15789474	5,07692308	4,41666667	4,4	5
6) Tourism is likely to attract more investment to our community.	5,41130952	5,42105263	6,19230769	5,25	3,6	6
7) Tourism helps to increase the price of land and property	5,35416667	4,94736842	6,23076923	4,875	4,8	6

By age range, it is noteworthy that citizens over 60 years of age, given their extensive experience in the labor market, are totally against the fact that Spain only depends on tourism (question 1) and it is important to note that they really consider tourism a threat (in questions 2 and 3).

In general, all users highlight the positive aspect of tourism and its impact on the city.

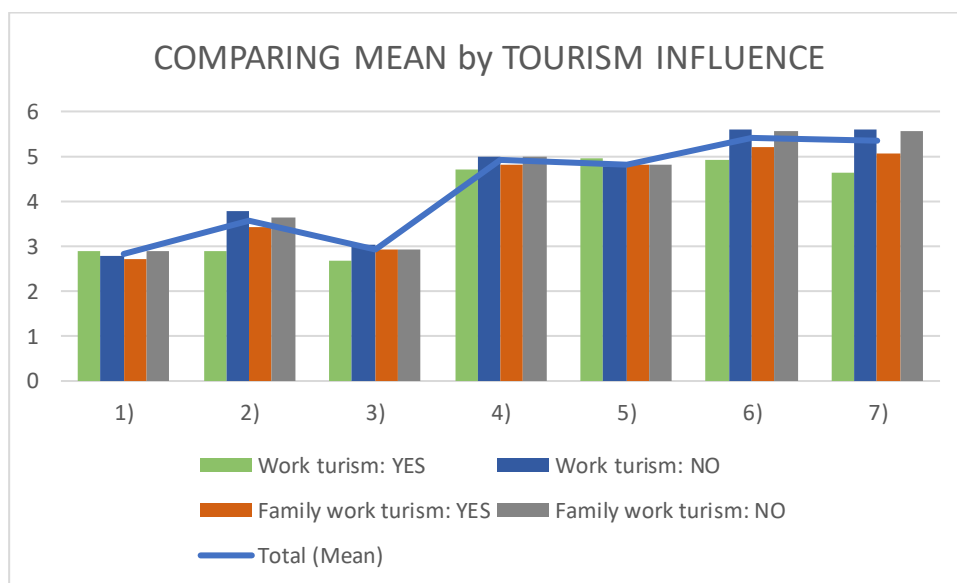


BY WORKING IN TOURISM

	Negative Impacts Total (Mean)	Working in tourism		Family working in tourism	
		yes	No	Yes	No
1) My country is economically over-dependent on only one industry-tourism.	2,82857143	2,9047619	2,78688525	2,71428571	2,89361702

2) Tourism hinders the development of other economic industries in my community.	3,55297619	2,9047619	3,7704918	3,42857143	3,63829787
3) I'm bothered that tourism increases employment opportunities for foreign labor in my town.	2,93095238	2,66666667	3,01639344	2,94285714	2,91489362
4) Tourism increases the cost of living in my town.	4,91666667	4,71428571	5	4,82857143	5
	<i>Positive Impacts (Mean)</i>				
5) Tourism encourages the production and sales of local products.	4,81964286	4,95238095	4,7704918	4,82857143	4,80851064
6) Tourism is likely to attract more investment to our community.	5,41130952	4,9047619	5,59016393	5,2	5,57446809
7) Tourism helps to increase the price of land and property	5,35416667	4,61904762	5,60655738	5,05714286	5,57446809

This comparison, although it could initially be considered of interest, hardly provides information since regardless of whether the citizen himself works in the tourism sector or has an affected family member, the results are quite balanced and symmetrical in all ranges.



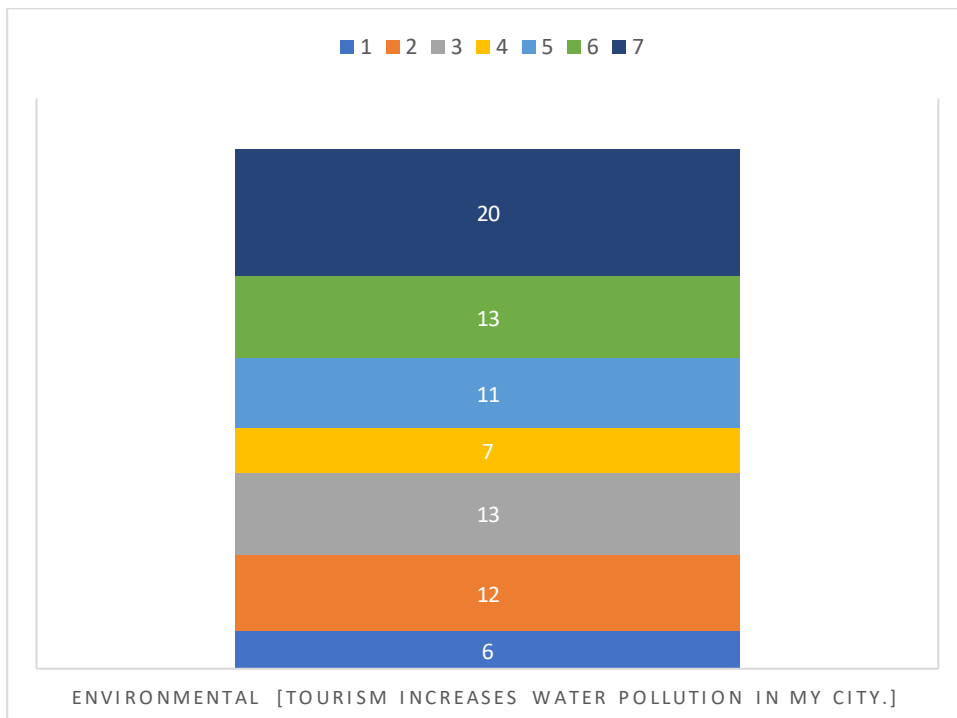
b) Environmental Impacts

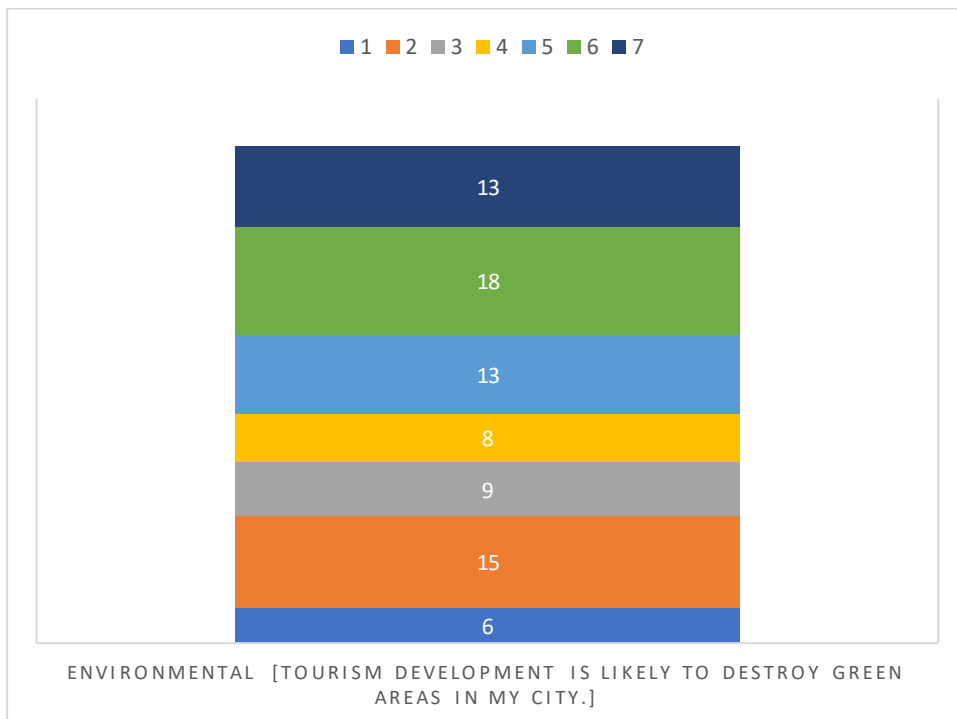
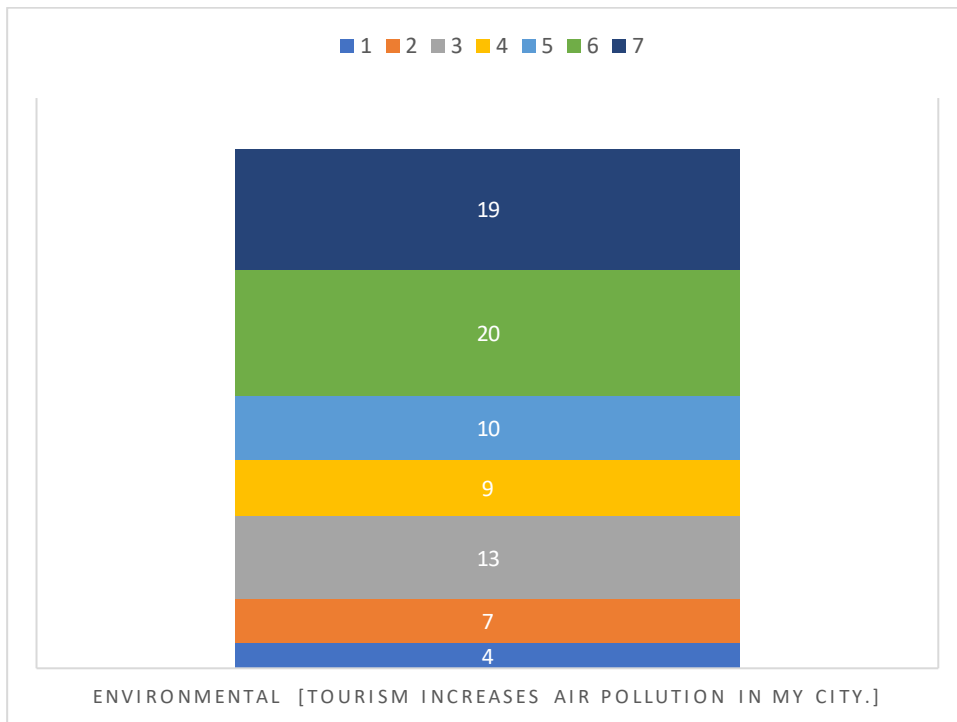
Provide charts (pie charts or histograms). Write a few sentences of overall findings for the questions.

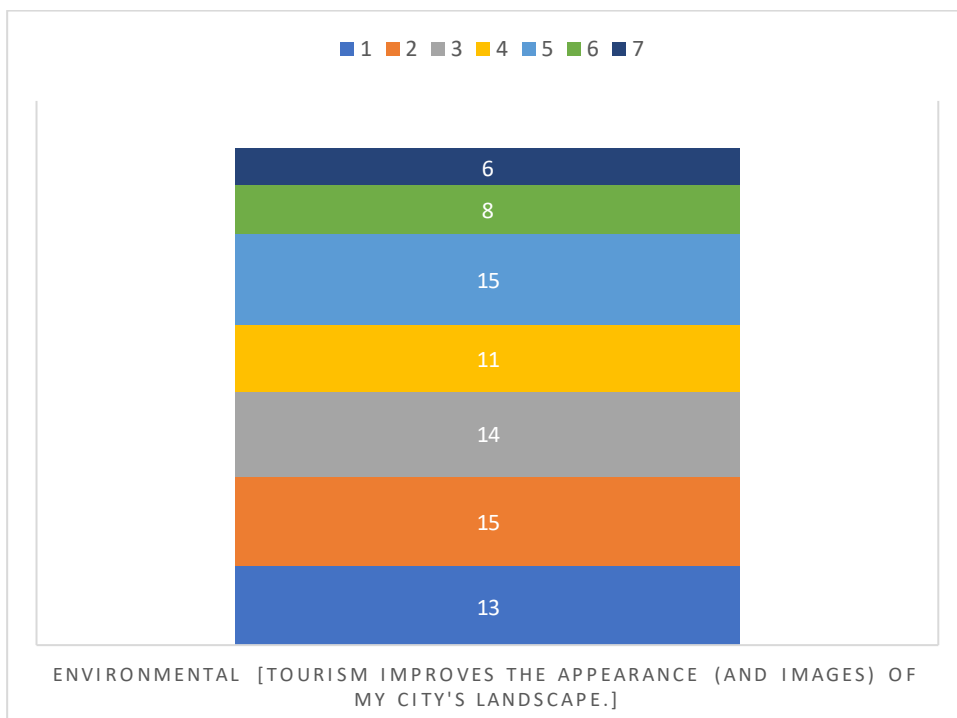
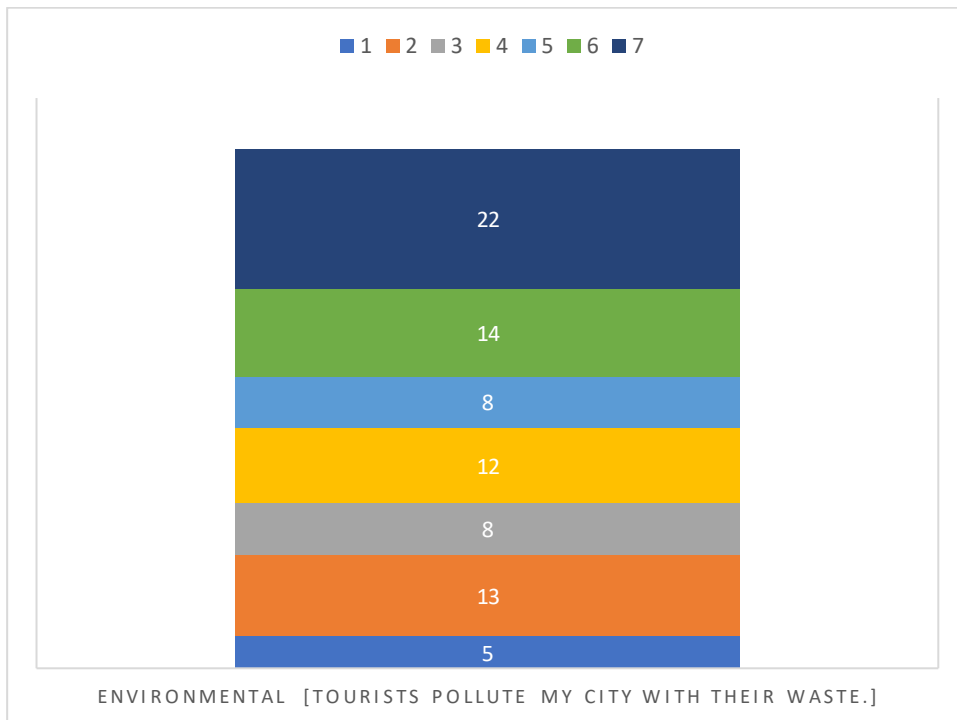
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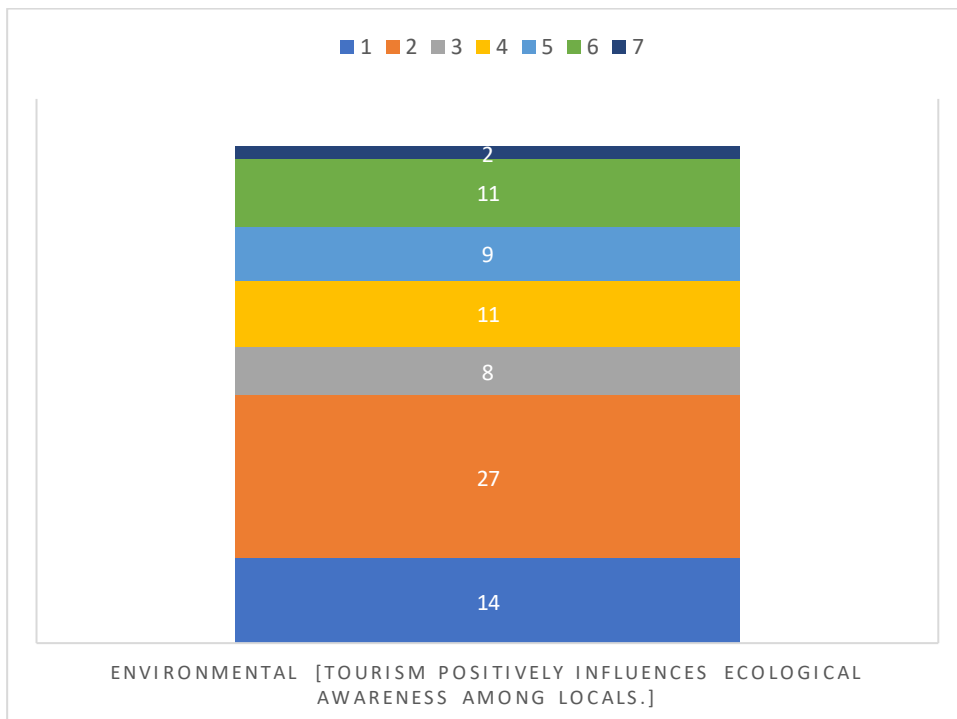
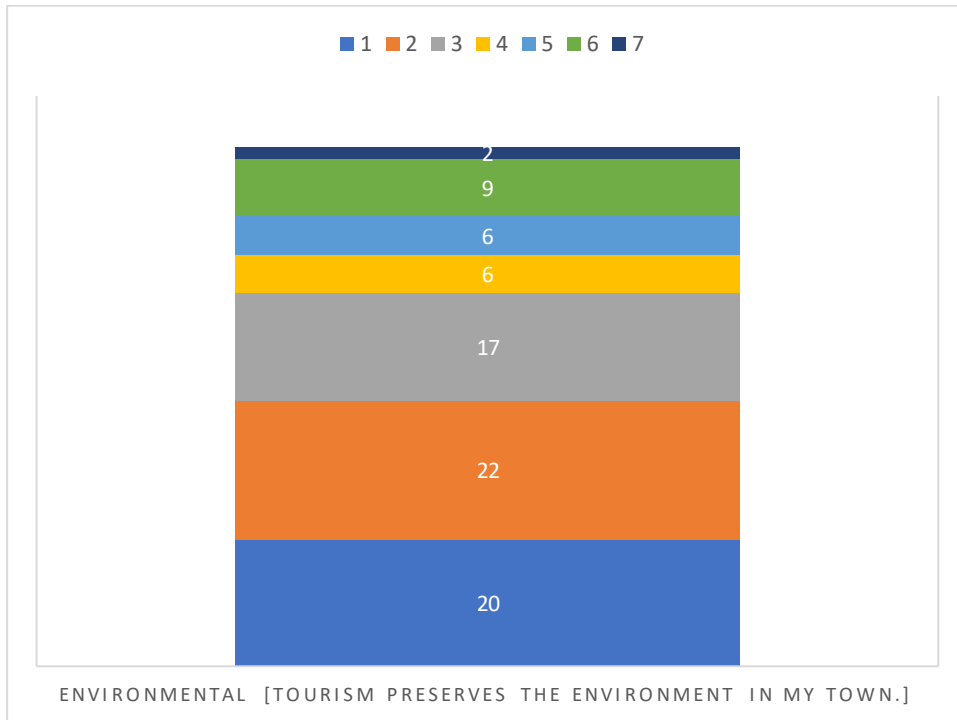
	Negative Impacts (Mean)
8) Tourism increases water pollution of my town.	4,50416667
9) Tourism increases air pollution in my town.	4,82142857
10) Tourism development is likely to destroy green areas in my town.	4,37678571
11) Tourists pollute my town with their waste	4,63869048
	Positive Impacts (Mean)
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905
13) Tourism preserves the environment in my town.	2,89345238
14) Tourism positively influences ecological awareness among locals	3,18809524

Initially, the citizen is aware and affirms, in a general way, that tourism affects the environment and negatively in the environmental impact of their community. In the same way, it does not consider that there are environmental advantages due to tourism and does not consider that it is improved in that aspect thanks to tourism.







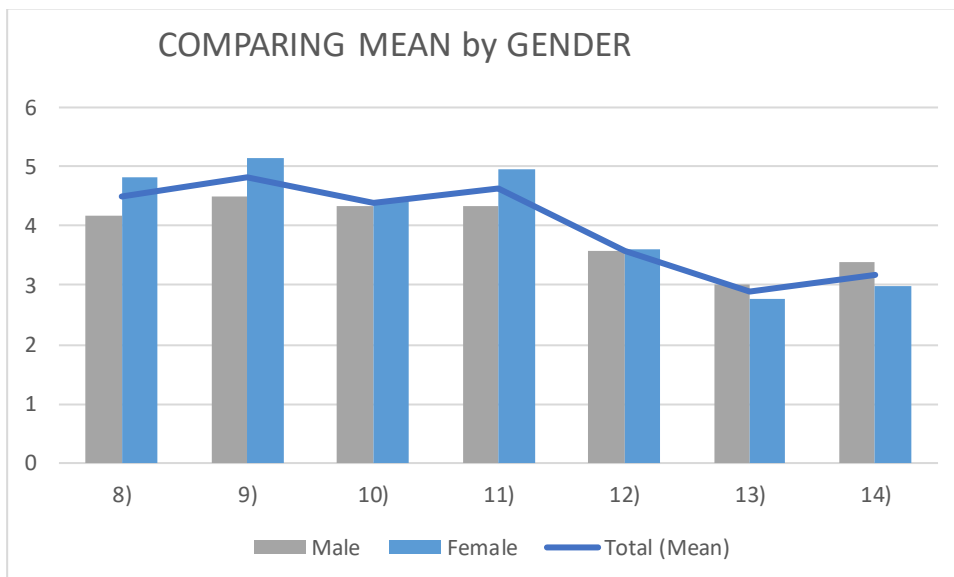


BY GENDER

	Negative Impacts	Gender
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	(Mean)	Male	Female
8) Tourism increases water pollution of my town.	4,50416667	4,175	4,83333333
9) Tourism increases air pollution in my town.	4,82142857	4,5	5,14285714
10) Tourism development is likely to destroy green areas in my town.	4,37678571	4,325	4,42857143
11) Tourists pollute my town with their waste	4,63869048	4,325	4,95238095
	Positive Impacts (Mean)		
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905	3,575	3,5952381
13) Tourism preserves the environment in my town.	2,89345238	3,025	2,76190476
14) Tourism positively influences ecological awareness among locals	3,18809524	3,4	2,97619048

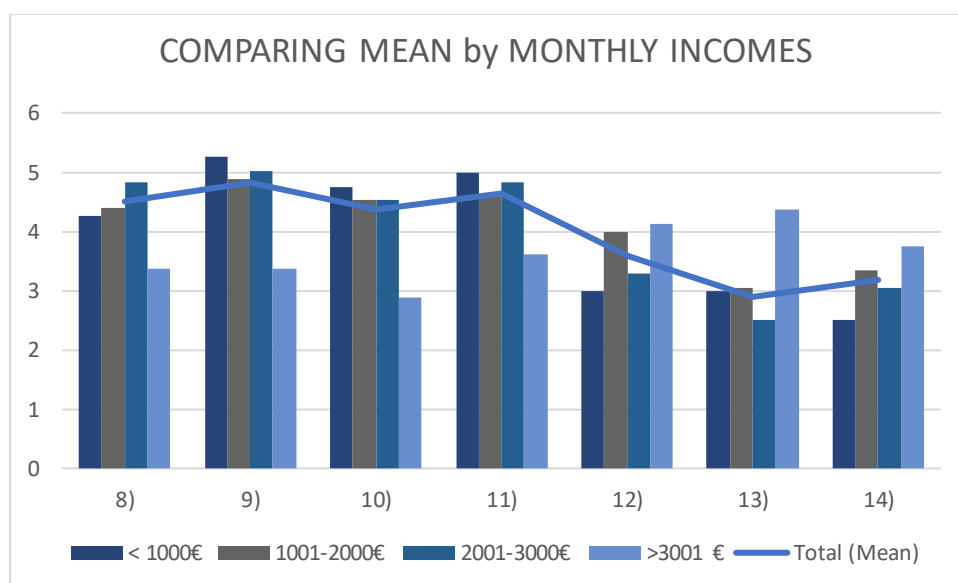
In this case, there are no major notable differences in the result of the survey, analyzing the result from this category.



BY MONTHLY INCOMES AT HOME

	Negative Impacts (Mean)	Economy at Home			
		< 1000€	1001-2000€	2001-3000€	>3001 €
8) Tourism increases water pollution of my town.	4,50416667	4,25	4,40740741	4,81395349	3,375
9) Tourism increases air pollution in my town.	4,82142857	5,25	4,88888889	5,02325581	3,375
10) Tourism development is likely to destroy green areas in my town.	4,37678571	4,75	4,51851852	4,53488372	2,875
11) Tourists pollute my town with their waste	4,63869048	5	4,59259259	4,8372093	3,625
	Positive Impacts (Mean)				
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905	3	4	3,27906977	4,125
13) Tourism preserves the environment in my town.	2,89345238	3	3,03703704	2,51162791	4,375
14) Tourism positively influences ecological awareness among locals	3,18809524	2,5	3,33333333	3,04651163	3,75

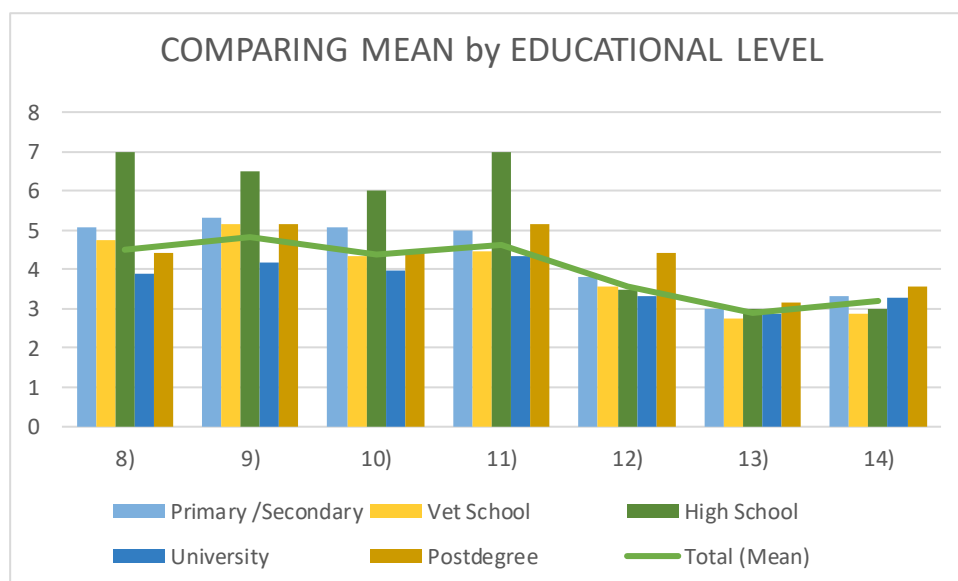
In this case, it is interesting to observe how the citizen with the highest income does not perceive environmental problems related to tourism (possibly because they are citizens with businesses or small companies that benefit from it). It is the only case in which we observe how the negative environmental impact is not so critical and it seems that it recognizes positive improvements in tourism.



BY EDUCATIONAL LEVEL COMPLETED

	Negative Impacts (Mean)	Education Level Completed				
		Primary /Secondary	Vet School	High School	University	Postdegree
8) Tourism increases water pollution of my town.	4,50416667	5,0625	4,76	7	3,90625	4,42857143
9) Tourism increases air pollution in my town.	4,82142857	5,3125	5,16	6,5	4,15625	5,14285714
10) Tourism development is likely to destroy green areas in my town.	4,37678571	5,0625	4,32	6	3,96875	4,42857143
11) Tourists pollute my town with their waste	4,63869048	5	4,48	7	4,34375	5,14285714
	Positive Impacts (Mean)					
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905	3,8125	3,56	3,5	3,3125	4,42857143
13) Tourism preserves the environment in my town.	2,89345238	3	2,76	3	2,875	3,14285714
14) Tourism positively influences ecological awareness among locals	3,18809524	3,3125	2,88	3	3,28125	3,57142857

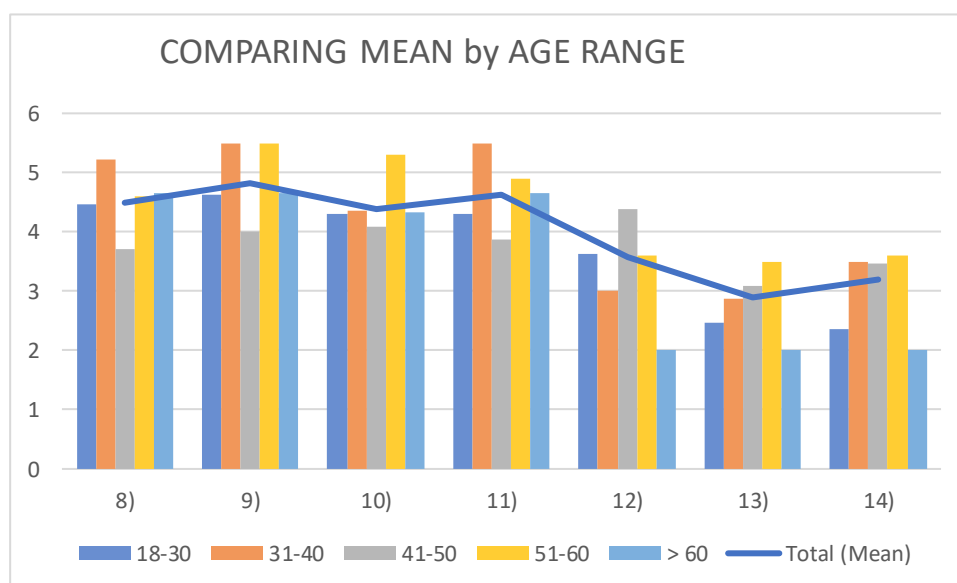
In the educational aspect, it is interesting to observe that once again the citizen with a high school education (as in the previous section) is the most critical user with respect to the negative impact of tourism on the environment.



BY AGE RANGE

	Negative Impacts (Mean)	Age				
		18-30	31-40	41-50	51-60	> 60
8) Tourism increases water pollution of my town.	4,50416667	4,47368421	5,23076923	3,70833333	4,6	4,66666667
9) Tourism increases air pollution in my town.	4,82142857	4,63157895	5,5	4	5,5	4,66666667
10) Tourism development is likely to destroy green areas in my town.	4,37678571	4,31578947	4,34615385	4,08333333	5,3	4,33333333
11) Tourists pollute my town with their waste	4,63869048	4,31578947	5,5	3,875	4,9	4,66666667
	Positive Impacts (Mean)					
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905	3,63157895	3	4,375	3,6	2
13) Tourism preserves the environment in my town.	2,89345238	2,47368421	2,88461538	3,08333333	3,5	2
14) Tourism positively influences ecological awareness among locals	3,18809524	2,36842105	3,5	3,45833333	3,6	2

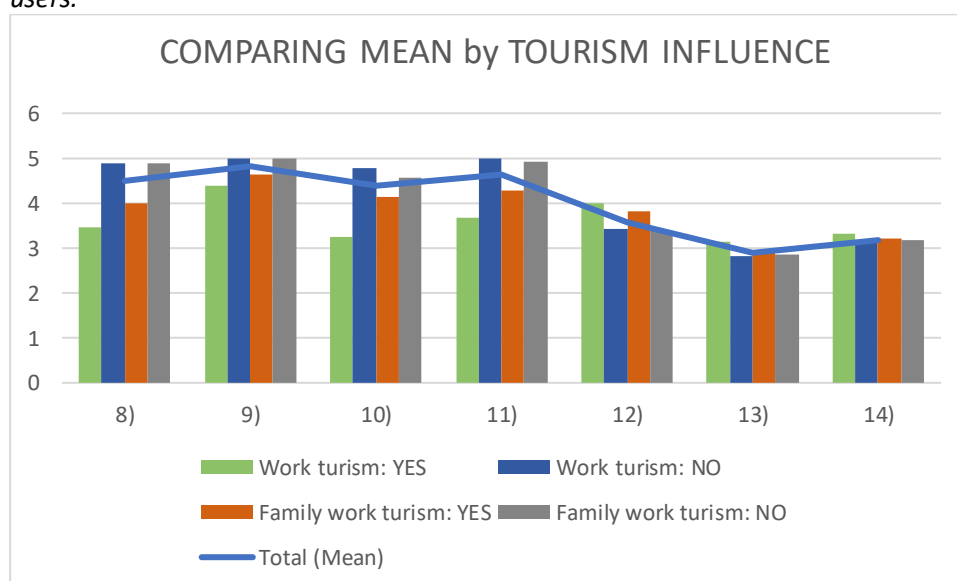
The citizen of the age range between 31 to 40 years is the most critical citizen with the environmental impact, in the same way that the citizen of more than 60 years is the user who considers that tourism does not improve or positively affect environmental conditions local environment.



BY WORKING IN TOURISM

	Negative Impacts (Mean)	Working in tourism		Family working in tourism	
		yes	No	Yes	No
8) Tourism increases water pollution of my town.	4,50416667	3,47619048	4,86885246	4	4,89361702
9) Tourism increases air pollution in my town.	4,82142857	4,38095238	4,98360656	4,62857143	4,9787234
10) Tourism development is likely to destroy green areas in my town.	4,37678571	3,23809524	4,7704918	4,14285714	4,55319149
11) Tourists pollute my town with their waste	4,63869048	3,66666667	4,98360656	4,28571429	4,91489362
	Positive Impacts (Mean)				
12) Tourism improves the appearance (and images) of my town's landscape.	3,58511905	4	3,44262295	3,82857143	3,40425532
13) Tourism preserves the environment in my town.	2,89345238	3,14285714	2,80327869	2,94285714	2,85106383
14) Tourism positively influences ecological awareness among locals	3,18809524	3,33333333	3,13114754	3,2	3,17021277

In this case, it mainly stands out that the citizen who in one way or another is affected at work by work, does not consider that tourism has a negative impact or at least not as much as the rest of the users.



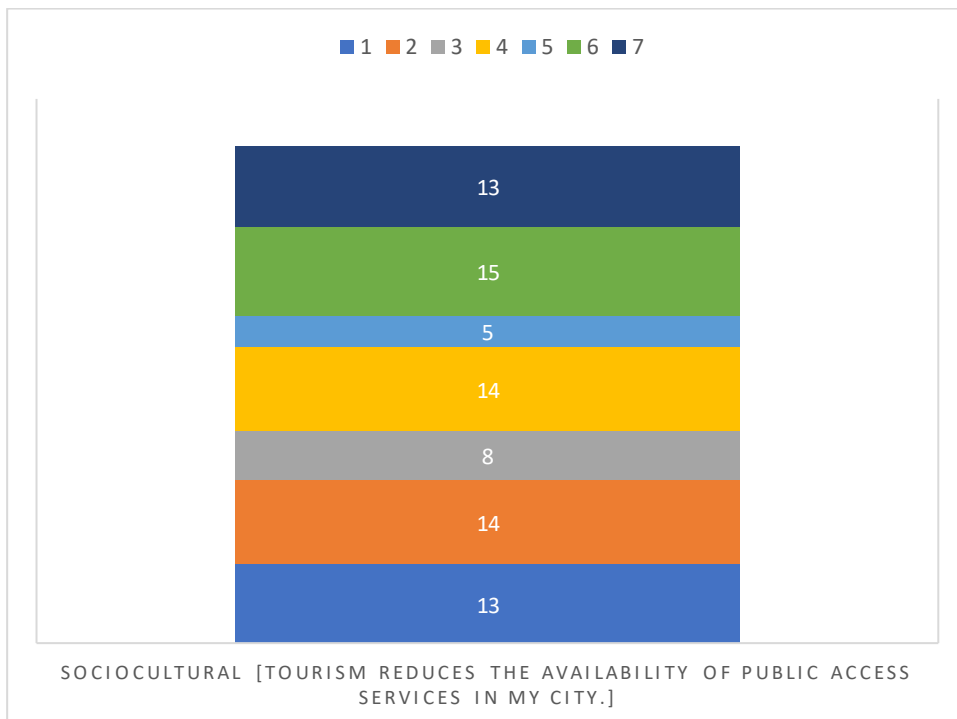
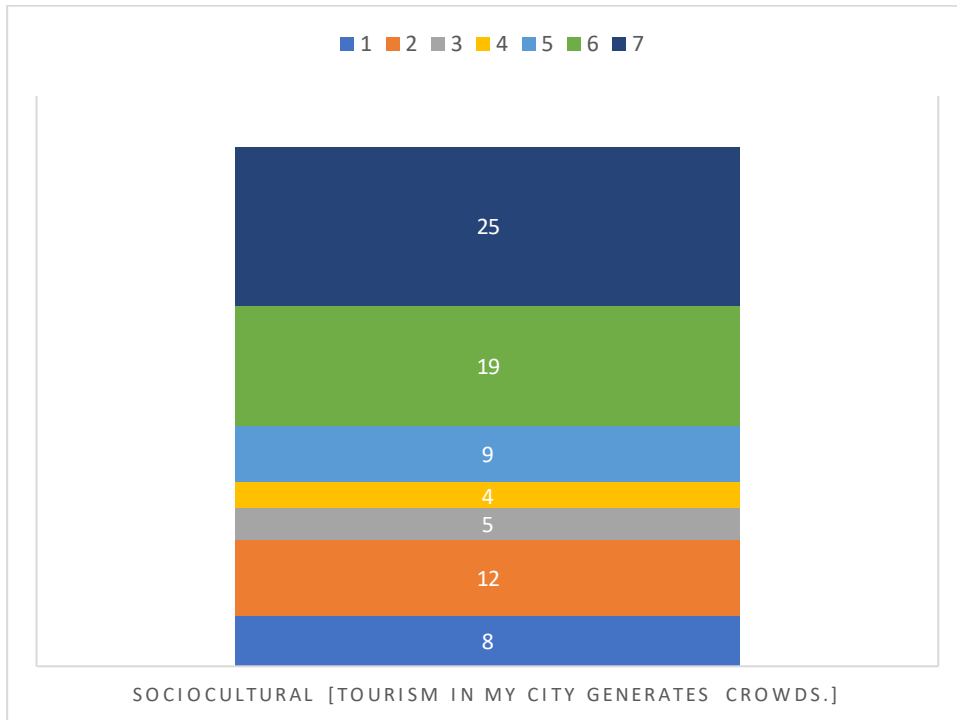
c) Socia-cultural Impacts

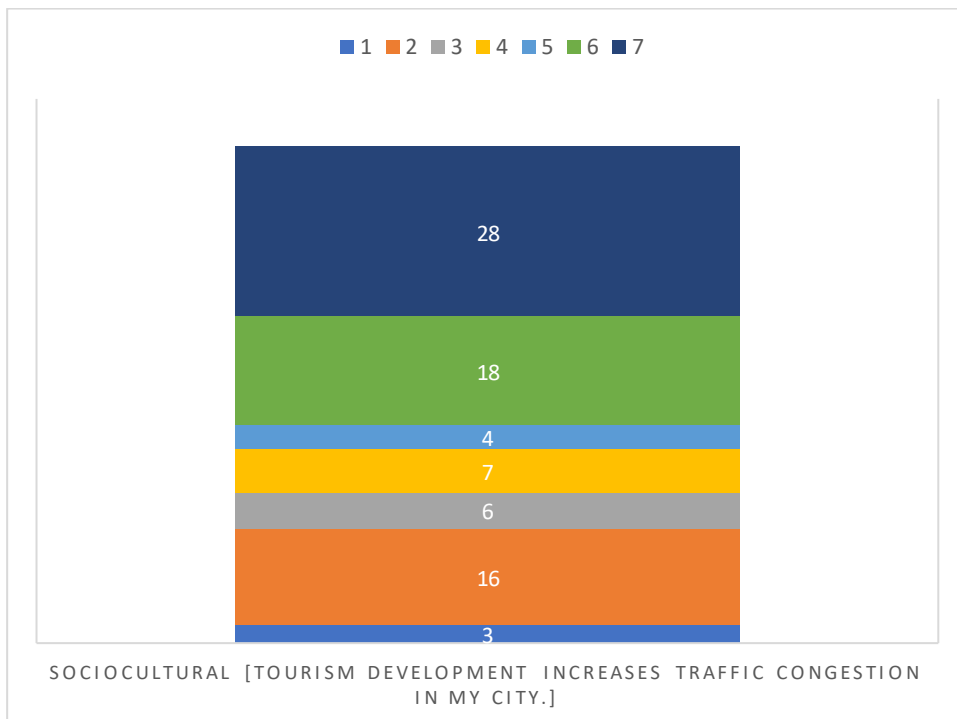
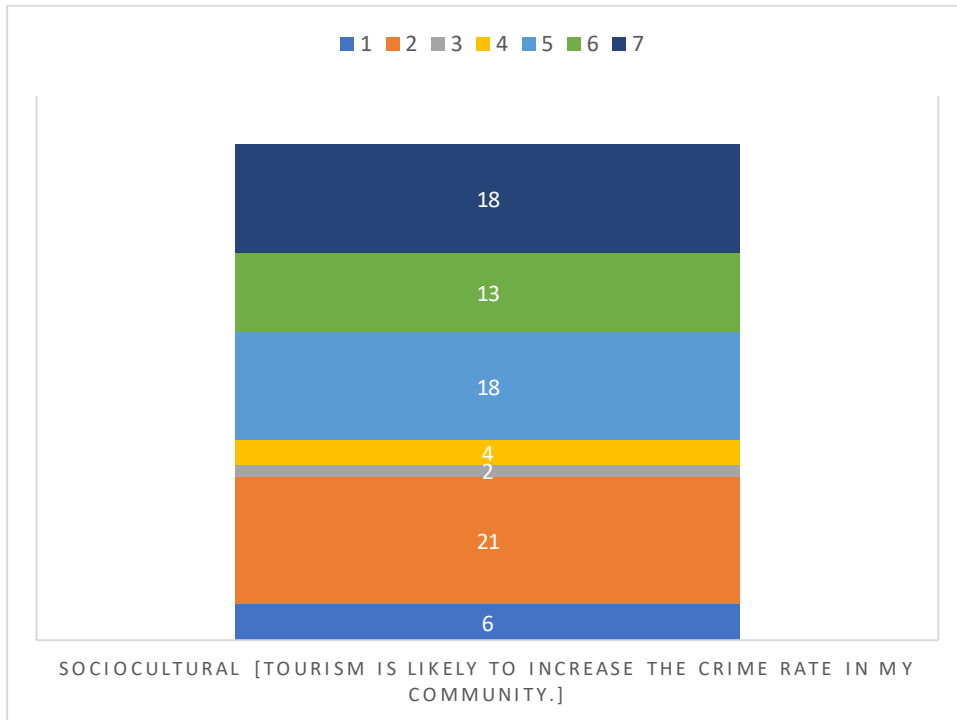
Provide charts (pie charts or histograms). Write a few sentences of overall findings for the questions.

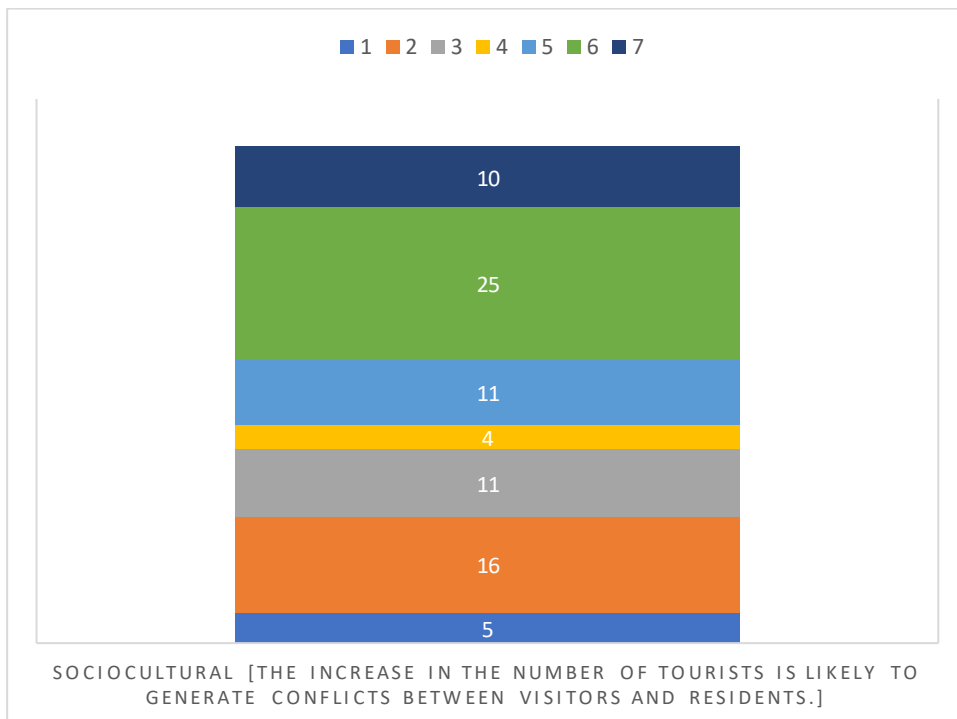
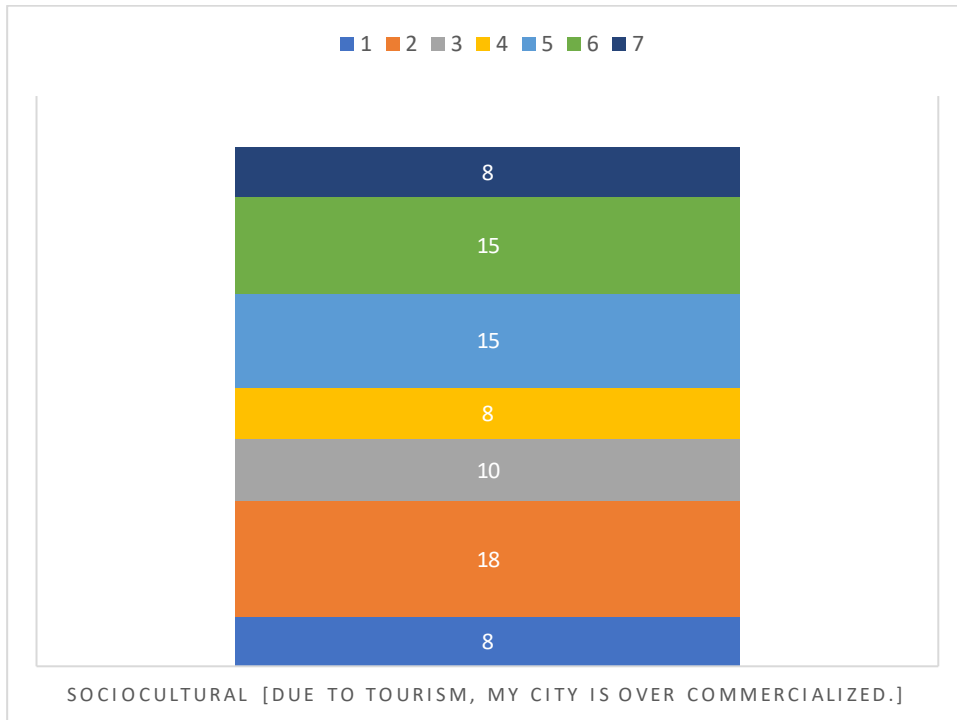
TOTAL FIGURES:

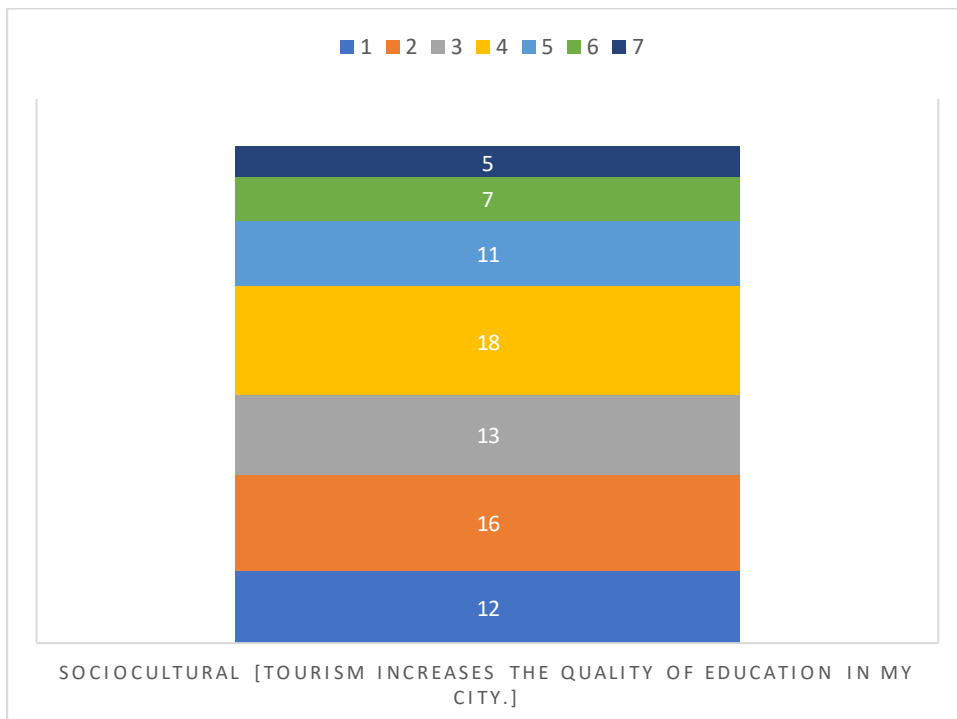
	Negative Impacts (Mean)
15) Tourism in my town results in crowding.	4,83571429
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286
17) Tourism is likely to increase the crime rate in my community.	4,43392857
18) Tourism development increases traffic congestion in my town.	4,93035714
19) Because of tourism, my town is over commercialized.	3,98928571
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333
	Positive Impacts (Mean)
21) The quality of public services (fire protection, police protection, public health services, welfare and social services etc) in my town is better due to more tourism.	3,46130952
22) Tourism increases the quality of education in my town.	3,49761905
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524
25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714

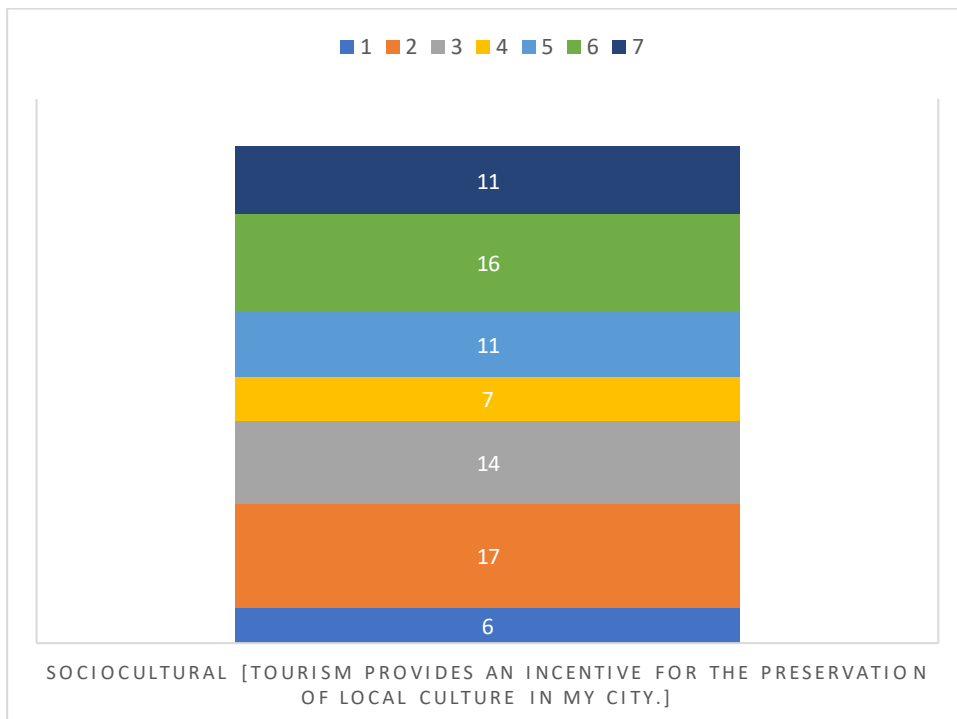
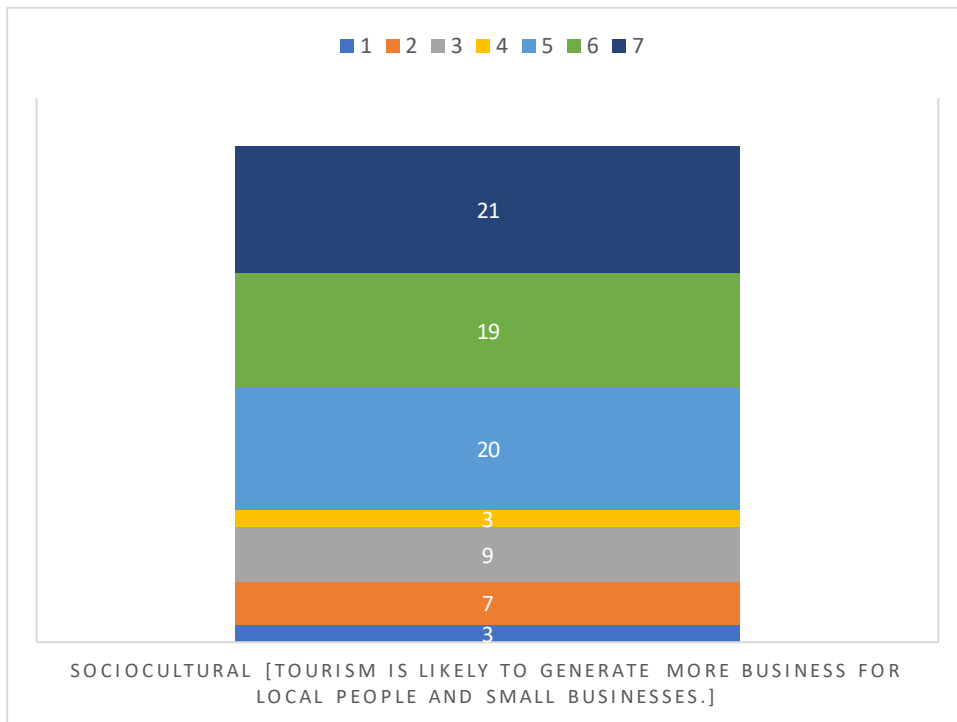
It is interesting, in this last block of questions, to highlight that residents are aware of the negative impact of tourism on the socio-cultural aspects of the community in the same way that they are aware of its positive aspects, mainly highlighting question 25, in which With the highest scores, they consider that tourism generates and improves the city's socio-cultural offer.

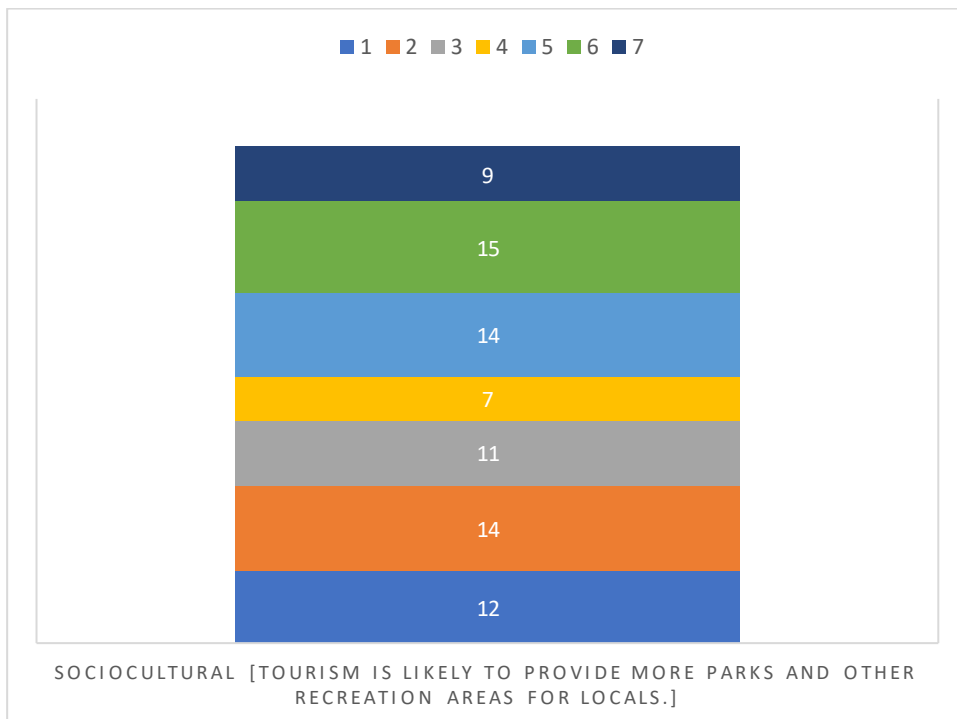
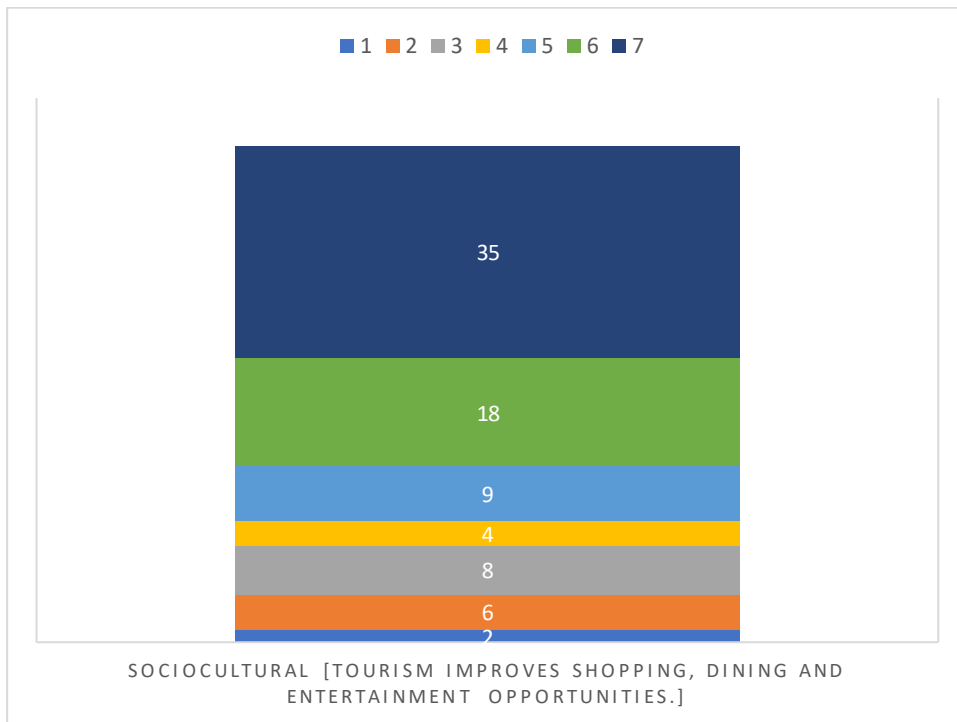










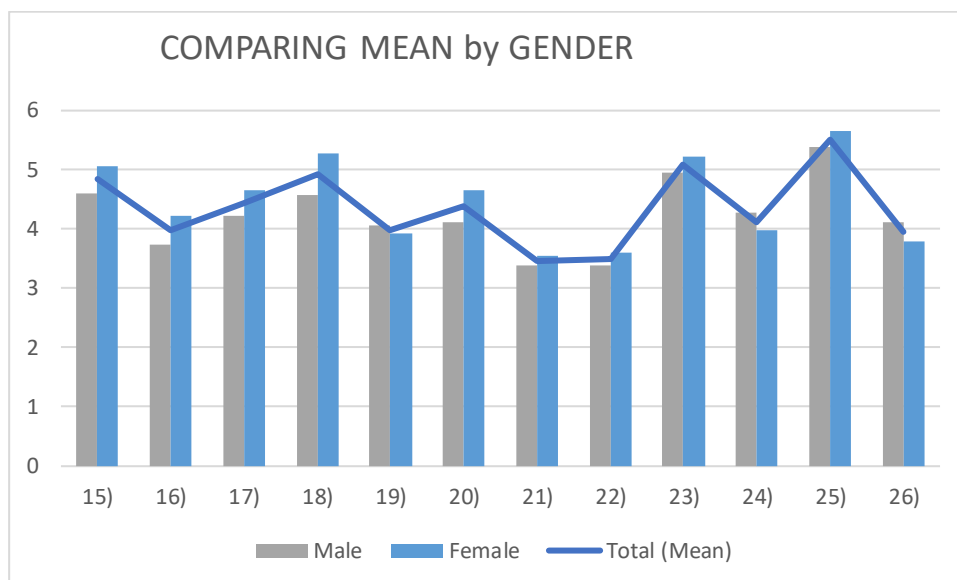


BY GENDER

	Negative Impacts	Gender

	(Mean)	Male	Female
15) Tourism in my town results in crowding.	4,83571429	4,6	5,07142857
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286	3,75	4,21428571
17) Tourism is likely to increase the crime rate in my community.	4,43392857	4,225	4,64285714
18) Tourism development increases traffic congestion in my town.	4,93035714	4,575	5,28571429
19) Because of tourism, my town is over commercialized.	3,98928571	4,05	3,92857143
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333	4,125	4,66666667
	<i>Positive Impacts (Mean)</i>		
21) The quality of public services (fire protection, police protection, public health services, welfare and social services etc) in my town is better due to more tourism.	3,46130952	3,375	3,54761905
22) Tourism increases the quality of education in my town.	3,49761905	3,4	3,5952381
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286	4,95	5,21428571
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524	4,275	3,97619048
25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857	5,375	5,64285714
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714	4,125	3,78571429

In this block of questions, it is important to highlight that, in general, the female citizen reinforces with a higher score the negative aspects of tourism in the socio-cultural impact of the community, in the same way, that the female gender also reinforces with a higher score the positive aspects of tourism, especially in question 25, referring to the increase in the supply of shops, restaurants and entertainment.



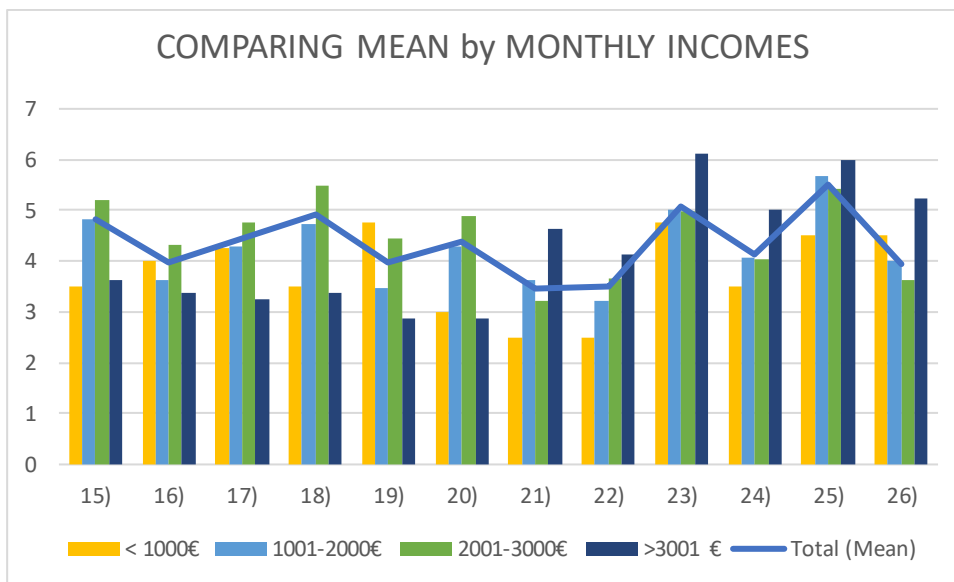
BY MONTHLY INCOMES AT HOME

	Negative Impacts (Mean)	Economy at Home			
		< 1000€	1001-2000€	2001-3000€	>3001 €
15) Tourism in my town results in crowding.	4,83571429	3,5	4,81481481	5,20930233	3,625
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286	4	3,62962963	4,3255814	3,375
17) Tourism is likely to increase the crime rate in my community.	4,43392857	4,25	4,2962963	4,76744186	3,25
18) Tourism development increases traffic congestion in my town.	4,93035714	3,5	4,74074074	5,48837209	3,375
19) Because of tourism, my town is over commercialized.	3,98928571	4,75	3,48148148	4,44186047	2,875
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333	3	4,2962963	4,88372093	2,875
	Positive Impacts (Mean)				
21) The quality of public services (fire protection, police protection, public health services, welfare and social services etc) in my town is better due to more tourism.	3,46130952	2,5	3,62962963	3,23255814	4,625
22) Tourism increases the quality of education in my town.	3,49761905	2,5	3,22222222	3,65116279	4,125
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286	4,75	5	4,97674419	6,125
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524	3,5	4,07407407	4,04651163	5



25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857	4,5	5,66666667	5,41860465	6
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714	4,5	4	3,62790698	5,25

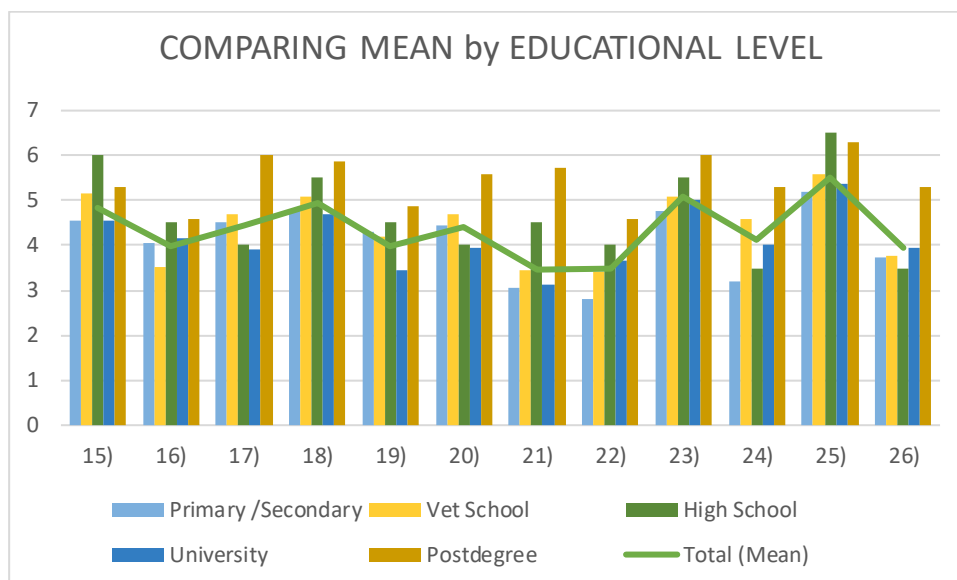
As in the previous blocks, it is interesting to discover how the users with higher income approve or highlight the positive aspects of tourism and do not give so much importance to the negative aspects. Contrary to the average user (€ 1001-2000 and € 2001-3000) who is the most aware of both the negative and positive aspects of tourism. The citizen with the lowest income at home does not value the positive aspects of tourism in his socio-cultural environment because, obviously, he does not economically aspire to be able to enjoy socio-cultural activity either due to the lack of a monthly budget.



BY EDUCATIONAL LEVEL COMPLETED

	Negative Impacts (Mean)	Education Level Completed				
		Primary /Secondary	Vet School	High School	University	Postdegree
15) Tourism in my town results in crowding.	4,83571429	4,5625	5,16	6	4,5625	5,28571429
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286	4,0625	3,52	4,5	4,15625	4,57142857
17) Tourism is likely to increase the crime rate in my community.	4,43392857	4,5	4,68	4	3,90625	6
18) Tourism development increases traffic congestion in my town.	4,93035714	4,75	5,08	5,5	4,6875	5,85714286
19) Because of tourism, my town is over commercialized.	3,98928571	4,3125	4,2	4,5	3,4375	4,85714286
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333	4,4375	4,68	4	3,9375	5,57142857
	Positive Impacts (Mean)					
21) The quality of public services (fire protection, police protection, public health services, welfare and social services etc) in my town is better due to more tourism.	3,46130952	3,0625	3,44	4,5	3,125	5,71428571
22) Tourism increases the quality of education in my town.	3,49761905	2,8125	3,4	4	3,65625	4,57142857
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286	4,75	5,08	5,5	5,03125	6
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524	3,1875	4,6	3,5	4	5,28571429
25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857	5,1875	5,6	6,5	5,375	6,28571429
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714	3,75	3,76	3,5	3,9375	5,28571429

Once again, the user with High School studies is once again the most critical user in the negative aspects of tourism, in this case, added to the citizen with Postgraduate studies. In the same way, it is these groups of citizens that also stand out and consider that the socio-cultural offer is improved thanks to tourism.



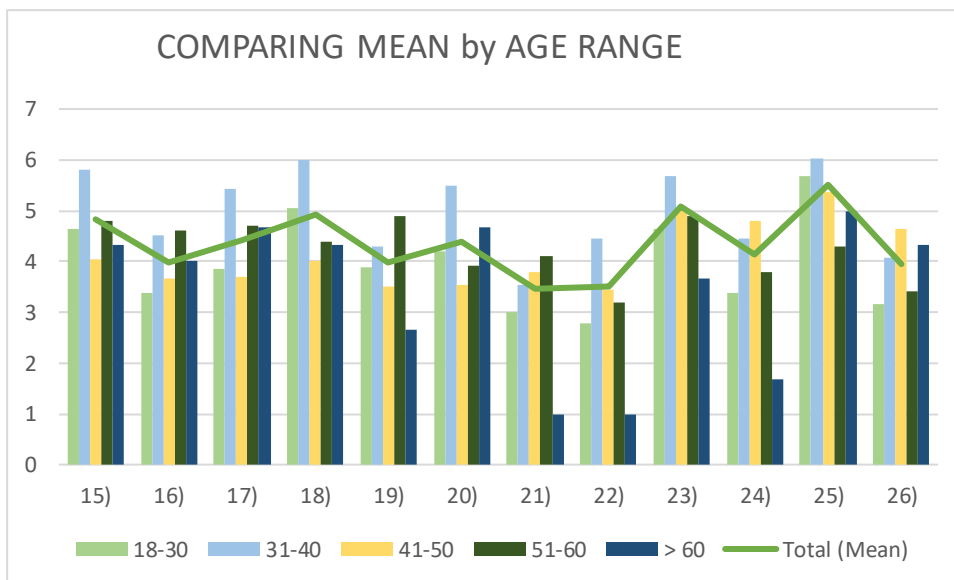
BY AGE RANGE

	Negative Impacts (Mean)	Age				
		18-30	31-40	41-50	51-60	> 60
15) Tourism in my town results in crowding.	4,83571429	4,63157895	5,80769231	4,04166667	4,8	4,33333333
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286	3,36842105	4,5	3,66666667	4,6	4
17) Tourism is likely to increase the crime rate in my community.	4,43392857	3,84210526	5,42307692	3,70833333	4,7	4,66666667
18) Tourism development increases traffic congestion in my town.	4,93035714	5,05263158	6	4	4,4	4,33333333
19) Because of tourism, my town is over commercialized.	3,98928571	3,89473684	4,30769231	3,5	4,9	2,66666667
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333	4,21052632	5,5	3,54166667	3,9	4,66666667
	Positive Impacts (Mean)					
21) The quality of public services (fire protection, police protection, public health services, welfare and social	3,46130952	3	3,53846154	3,79166667	4,1	1

services etc) in my town is better due to more tourism.						
22) Tourism increases the quality of education in my town.	3,49761905	2,78947368	4,46153846	3,45833333	3,2	1
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286	4,63157895	5,69230769	5,04166667	4,9	3,66666667
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524	3,36842105	4,46153846	4,79166667	3,8	1,66666667
25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857	5,68421053	6,03846154	5,375	4,3	5
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714	3,15789474	4,07692308	4,625	3,4	4,33333333

In the age range, it is noteworthy that the 31-40 year-old user is the age range that most emphatically agrees with all the statements of all the questions (except for 21).

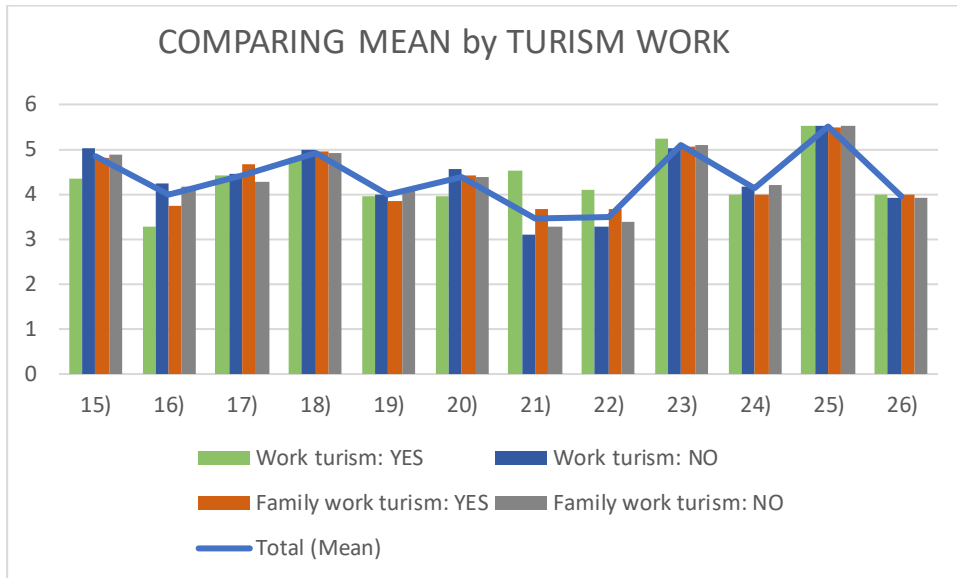
It is also interesting to observe how the citizen of more than 60 years does not consider at all, a very low average score, that tourism increases the socio-cultural offer of the city (questions 12, 22 and 24).



BY WORKING IN TOURISM

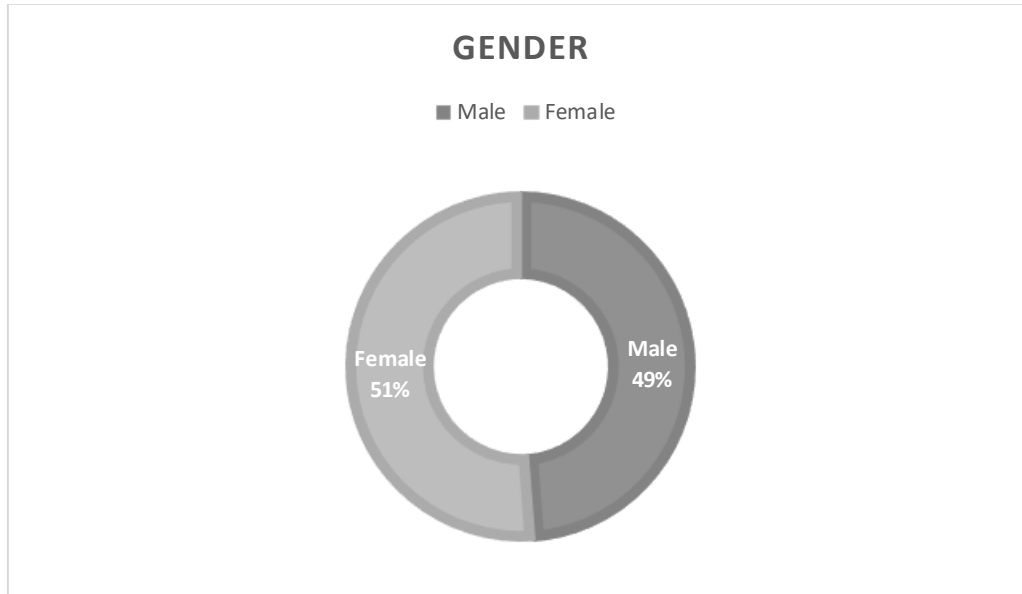
	<i>Negative Impacts (Mean)</i>	Working in tourism		Family working in tourism	
		yes	No	Yes	No
15) Tourism in my town results in crowding.	4,83571429	4,33333333	5,01639344	4,8	4,87234043
16) Tourism decreases the availability of publicly accessible utilities in my town.	3,98214286	3,28571429	4,2295082	3,74285714	4,17021277
17) Tourism is likely to increase the crime rate in my community.	4,43392857	4,42857143	4,44262295	4,65714286	4,27659574
18) Tourism development increases traffic congestion in my town.	4,93035714	4,80952381	4,98360656	4,97142857	4,91489362
19) Because of tourism, my town is over commercialized.	3,98928571	3,95238095	4	3,85714286	4,08510638
20) Increasing tourist numbers is likely to result in conflicts between visitors and residents.	4,39583333	3,95238095	4,55737705	4,42857143	4,38297872
	<i>Positive Impacts (Mean)</i>				
21) The quality of public services (fire protection, police protection, public health services, welfare and social services etc) in my town is better due to more tourism.	3,46130952	4,52380952	3,09836066	3,68571429	3,29787234
22) Tourism increases the quality of education in my town.	3,49761905	4,0952381	3,29508197	3,65714286	3,38297872
23) Tourism is likely to provide more business for local people and small businesses.	5,08214286	5,23809524	5,03278689	5,05714286	5,10638298
24) Tourism provides an incentive for the preservation of local culture in my town.	4,12559524	4	4,16393443	4	4,21276596
25) Tourism improves shopping, restaurant and entertainment opportunities.	5,50892857	5,52380952	5,50819672	5,48571429	5,53191489
26) Tourism is likely to provide more parks and other recreational areas for locals.	3,95535714	4	3,93442623	4	3,91489362

Once again, it is interesting to discover that the result of the survey does not affect whether or not the citizen works in the tourism sector or if he has a family member who lives from him.



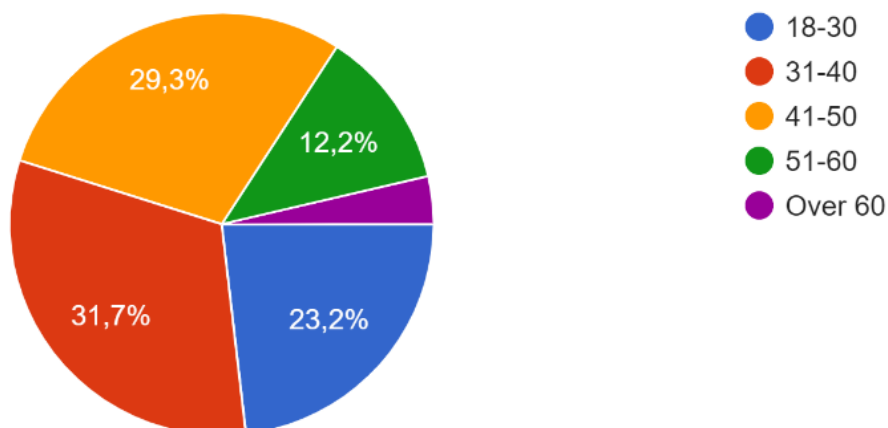
II. SECTION - Demographic characteristics

GENDER



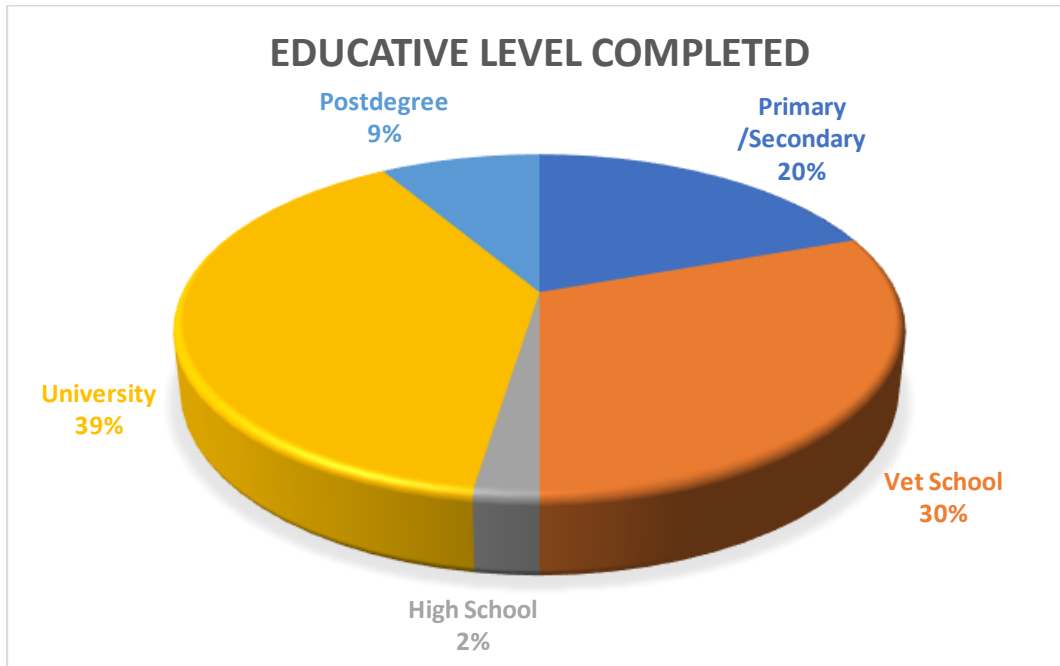
We tried to work with a equilibrated distribution between Males and Females, having 40 answers from Male (49%) and 42 from Females (51%).

Age Range



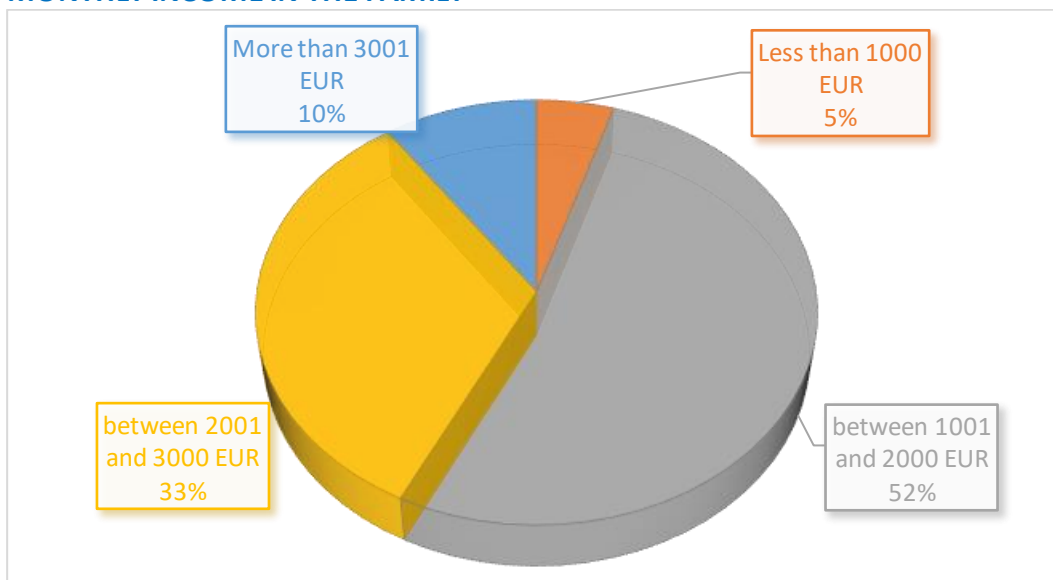
We was working to have an equilibrated profile taking into account Youth between 18-30 years old (23,2%), adults between 31-40 years old (31,7%), adults between 41-50 years old (29,3 %), between 51-60 year old (12,2%) and more than 60 (3,6%)

Completed level education



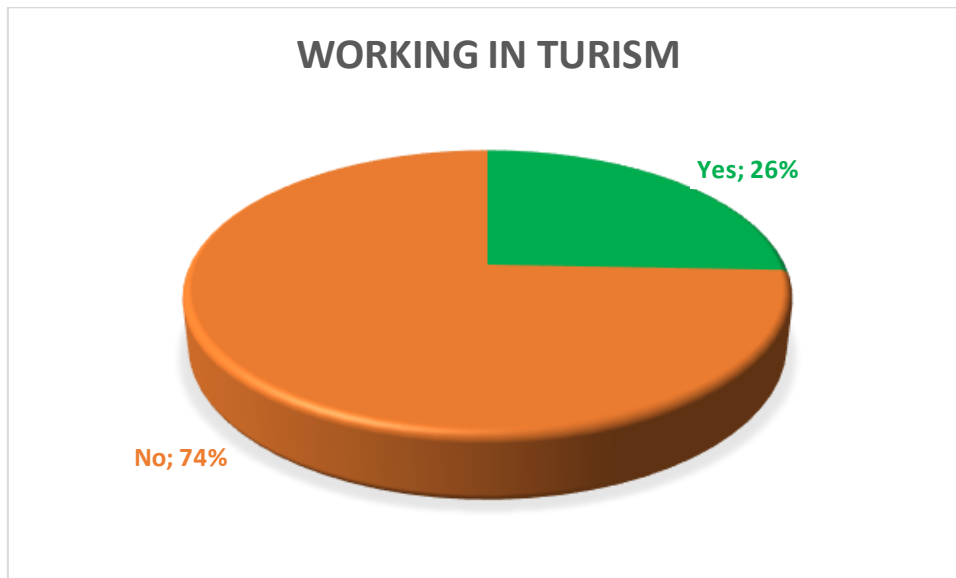
Completed level education was equilibrated distribution between Primary/Secondary (20%), Vet school (30%) and University (39%) studies completed.

MONTHLY INCOME IN THE FAMILY



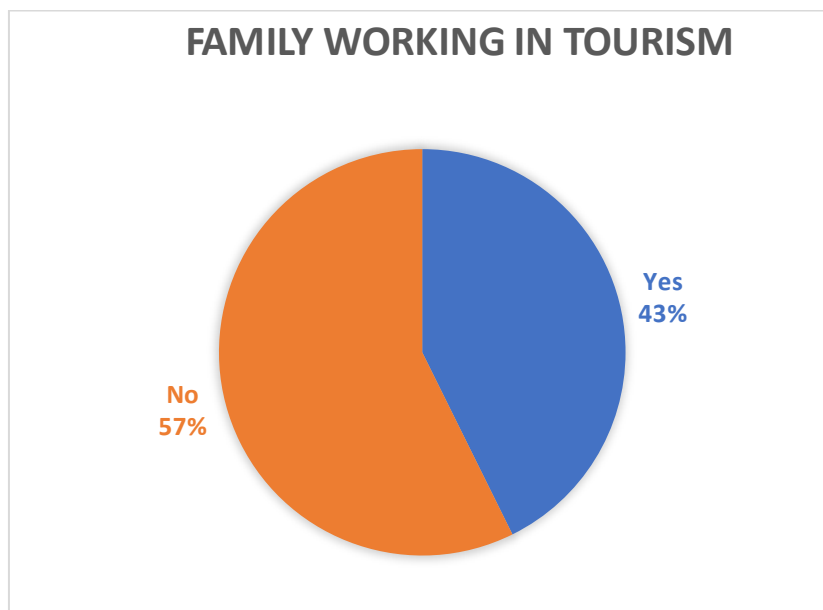
The survey is mainly answered by families whose monthly family income is between € 1,001 and € 2,000 (52.45%) and between € 2001 and € 3,000 (32.9%), which fits with the reality of the country. In a minority, there are households with net salaries above € 3000 and below € 1000.

Personal employment in tourism



We are in a industrial area that also live for local tourism (rural areas) and international tourism in the beach area. But this kid of turism is focused in specific months of year. We tried to made a distribution according with real photo of area were we are.

Family member employed in tourism



As Spain coast live from tourism, more or less everybody has family members that work in tourism employees (restaurants, bars, hotels, ...)



Conclusions

- Summarise the results of the questionnaire.

Dividing the survey into 3 large groups: economic, environmental and socioeconomic aspects and being able to disaggregate the result based on the proposed categories such as gender, age, monthly income and the influence of tourism on the citizen himself (directly or indirectly the tourism is part of their daily work), it allows us to acquire selective knowledge about tourism in the Alicante area (Spain): *Strangely from what can be perceived internationally, the Spanish citizen in the Alicante area (interior and exterior) believes that the Spanish economy not only depends on tourism and considers that tourism directly affects the cost of things in their day to day.*

ECONOMIC

In generalistic, all citizens are very receptive to tourism and scoring high values about positive impact of tourism in its area.

It is important to observe how the female gender is less negative with respect to the impact of tourism, scoring lower values in questions 1, 2 and 3. In the positive aspects there is no difference in appreciation between the two genders.

Also, we could understand in the same way that the citizen with a higher income can be the owner of some small local business and that is why they see with good eyes the opportunities that tourism offers them (5) in the same way that the citizen with a lower budget does not consider attractive tourism (6)

Comparing the responses by educational level of the citizen, no great differences in appreciation are observed in the perception of tourism at an economic level, highlighting if possible that the citizen with a high school diploma stands out negatively supporting the threats of tourism at an economic level in questions 2 and 3 and do not consider the benefit of tourism as important in question 5.

By age range, it is noteworthy that citizens over 60 years of age, given their extensive experience in the labor market, are totally against the fact that Spain only depends on tourism (question 1) and it is important to note that they really consider tourism a threat (in questions 2 and 3).

The results are quite balanced and symmetrical in all ranges in case of citizens that work or not in tourism (citizen or family).

ENVIRONMENTAL

By gender, there are no major notable differences in the result of the survey, analyzing the result from this category.

It is interesting to observe how the citizen with the highest income does not perceive environmental problems related to tourism (possibly because they are citizens with businesses or small companies that benefit from it). It is the only case in which we observe how the negative environmental impact is not so critical and it seems that it recognizes positive improvements in tourism.

The citizen of the age range between 31 to 40 years is the most critical citizen with the environmental impact, in the same way that the citizen of more than 60 years is the user who considers that tourism does not improve or positively affect environmental conditions local environment.



In the educational aspect, it is interesting to observe that once again the citizen with a high school education (as in the previous section) is the most critical user with respect to the negative impact of tourism on the environment.

It mainly stands out that the citizen who in one way or another is affected at work by work, does not consider that tourism has a negative impact or at least not as much as the rest of the users.

SOCIO-CULTURAL

In this block of questions, it is important to highlight that, in general, the female citizen reinforces with a higher score the negative aspects of tourism in the socio-cultural impact of the community, in the same way, that the female gender also reinforces with a higher score the positive aspects of tourism, especially in question 25, referring to the increase in the supply of shops, restaurants and entertainment.

As in the previous blocks, it is interesting to discover how the users with higher income approve or highlight the positive aspects of tourism and do not give so much importance to the negative aspects. Contrary to the average user (€ 1001-2000 and € 2001-3000) who is the most aware of both the negative and positive aspects of tourism. The citizen with the lowest income at home does not value the positive aspects of tourism in his socio-cultural environment because, obviously, he does not economically aspire to be able to enjoy socio-cultural activity either due to the lack of a monthly budget.

Once again, the user with High School studies is once again the most critical user in the negative aspects of tourism, in this case, added to the citizen with Postgraduate studies. In the same way, it is these groups of citizens that also stand out and consider that the socio-cultural offer is improved thanks to tourism.

In the age range, it is noteworthy that the 31-40 year-old user is the age range that most emphatically agrees with all the statements of all the questions (except for 21).

It is also interesting to observe how the citizen of more than 60 years does not consider at all, a very low average score, that tourism increases the socio-cultural offer of the city (questions 12, 22 and 24).

Once again, it is interesting to discover that the result of the survey does not affect whether or not the citizen works in the tourism sector or if he has a family member who lives from him.