

Project

OPINION OF INHABITANTS ON THE BEACHES AND COASTAL AREAS OF MAJORCA

I+D+i
GIZC
GESTIÓ INTEGRADA
DE LA ZONA COSTANERA

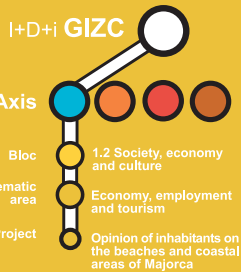
Axis
Bloc 1.2
Thematic area

Disciplinary research
Society, economy and culture
Economy, employment and tourism



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I·M·E·D·E·A
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**Summary**

Often, sustainability studies do not include the attitudes and perceptions of the inhabitants of tourist destinations due to difficulties in obtaining and analysing this type of measurements. Until now, these studies have focused above all on matters of the environment and the economy, area in which the impact of tourism is more tangible, more so than society and culture.

Nevertheless, the development of tourism also has significant positive and negative impact on the life of the inhabitants of these tourist destinations. That is why an overall assessment of the impact of tourism and its sustainability requires the incorporation of a socio-cultural perspective and the opinions of inhabitants. The attitudes and opinions of residents are important indicators of the impact of tourism and the sustainability of tourism in a coastal area.

Actions

-Be aware of the opinion of inhabitants on beaches and coastal areas on Majorca.

-Develop an instrument to measure the satisfaction of inhabitants of a particular coastal area regarding their own area.

-Be aware of the use of the beach for inhabitants (how often they go there and how long for, etc.).

-Assess inhabitant perception/satisfaction regarding beaches and areas assessed.

-Recommend improvements in the management of beaches and their surroundings.



Cala Millor beach



Platja de Palma

Applications**Research**

Scientific interest in this study is rooted in the creation of an indicator of the impact of tourism. Indicators of this type can facilitate the achievement of a sustainable development of tourism, which has to include the receptor society and socio-cultural impact.

Administration

The results obtained could guide public administration, especially at the level of town councils, in its management of coastal areas. The comparison of tourist areas could promote collaboration between institutions in adopting better management policies. All of this would allow an improvement in the general level of satisfaction of the island's inhabitants.

Enterprise

Businesses in tourist areas can benefit from the results since inhabitants are often clients of their businesses too. In particular, data on the behaviour of inhabitants as users of beaches (times, activities) are important, as is their level of satisfaction with services offered and prices.

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