

Project

PERCEPTION AND SATISFACTION OF TOURISTS USING BEACHES IN MAJORCA: MEASURES FOR OPTIMAL MANAGEMENT

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



Govern de les Illes Balears
Conselleria d'Economia,
Hisenda i Innovació
Direcció General de Recerca,
Desenvolupament Tecnològic i Innovació



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Summary

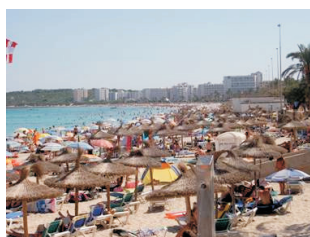
Environmental quality and tourist 'satisfaction' are very closely linked concepts. Satisfaction refers to emotional state after consumption of a product, and the importance of tourist satisfaction is twofold: firstly, it implies positive recommendations of the product by word of mouth to friends and family, who then become new clients; and secondly it promotes client loyalty. So, the study of user perception and satisfaction in visiting environmentally fragile coastal areas such as beaches has important repercussions for the planning and management of said space.

Actions

- Analyse the perception and satisfaction of the tourist population using Majorcan beaches.
- Provide a socio-demographic, temporal and attitudinal approach to users of the beach.
- Measure the perception of massification and its influence on loyalty to a destination.
- Propose correct measures to optimise the management of beaches and their surroundings.



Cala Molins



Cala Millor



Fieldwork

Applications

Research

The study of tourist perception and satisfaction is a field widely explored by the international scientific community. Nevertheless, a study of characteristics in the Balearic Islands has still not been carried out, and so this project will provide an important source of data for the planning and management of the coast.

Administration

In Spain, responsibility for matters pertaining to tourism is entirely devolved to the regions, and so the Government of the Balearic Islands is the highest competent body in the area, although some of their powers are devolved to island and town councils in some cases. In any case, these three levels will be able to use this study as a reference upon which to base planning and management policy for tourist activity around the Balearic coast.

Enterprise

This study will provide a detailed analysis of the profile of tourists using beaches, as well as their corresponding perceptions of and satisfaction with their surroundings, which allows us to elaborate proposals to create new activities and/or tourist services. Then, the study will allow us to create a database to monitor tourist perception and satisfaction, with all of the public and private implications involved in tourism planning and management.

Contact

Co-principal investigator Participating investigator

Miquel Seguí
mseguí@uib.es

Joan Enric Capellà
je.capella@uib.es

Principal Investigator

Prof. Joaquín Tintoré
e-mail: jtintore@uib.es

IMEDEA

C/Miquel Marqués, 21
07190 Esporles, Mallorca
Illes Balears, ESPAÑA
Tlf: +34 971 611 714
Fax: +34 971 611 761

www.imedea.uib.es