



Local covenant for sustainable tourism

SURVEY RESULTS

Carried out between 27/03/24-22/04/24

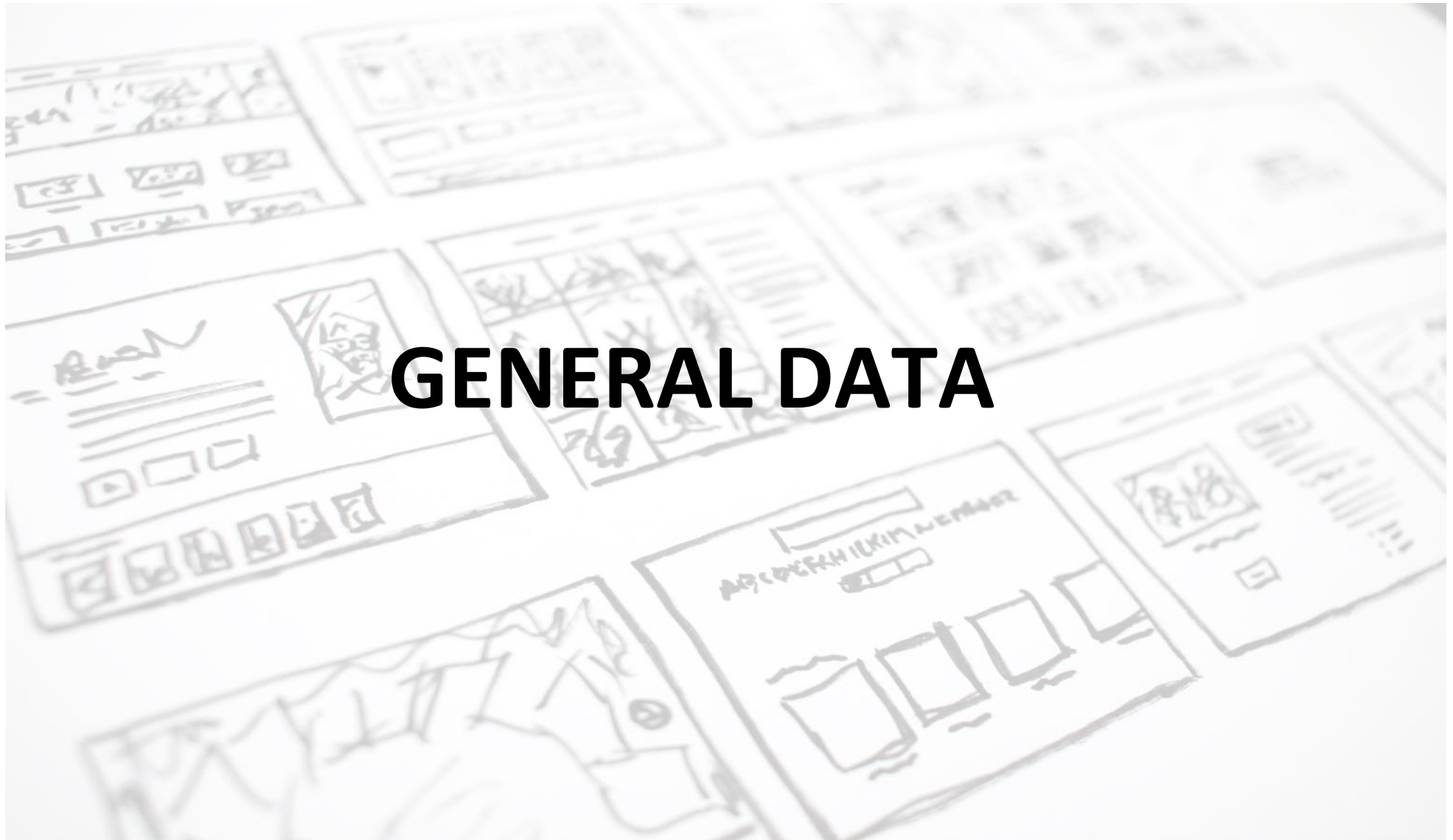
The initial survey launched to citizens within the Local Covenant for Sustainable Tourism project was opened on March 27, 2024, through the citizen participation portal, and the participation period closed on April 22, 2024.

A total of 512 people participated in this period, 89% of whom answered in Spanish and 11% in English.



The following is an analysis of each of the questions posed.



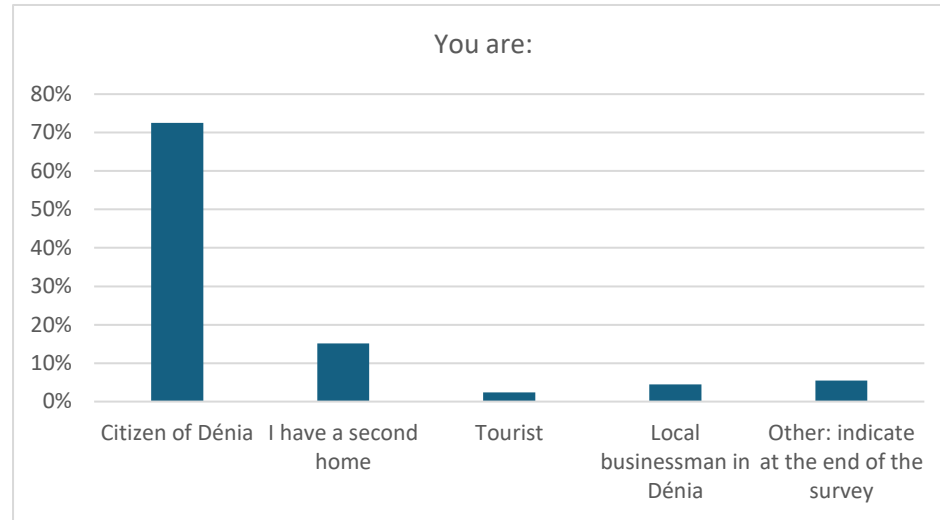


GENERAL DATA

1. GENERAL DATA

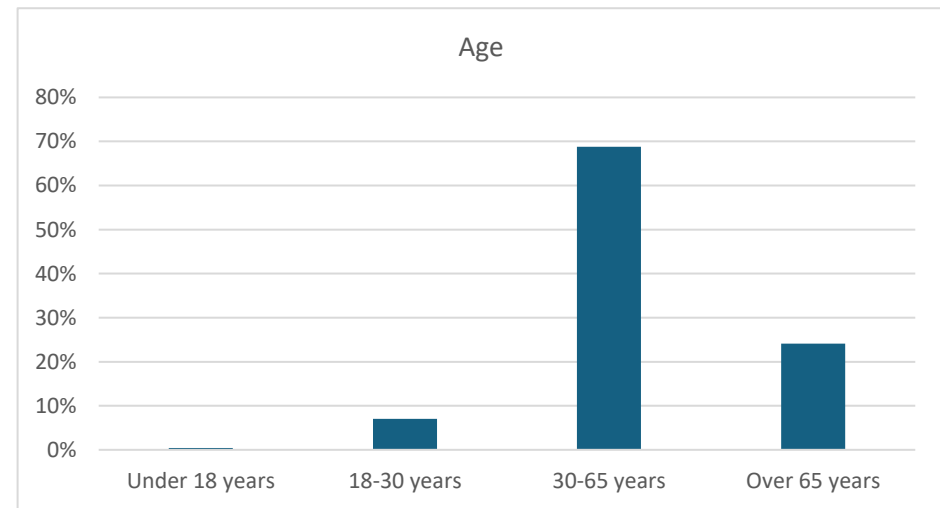
You are: In this section, 73% of Dénia's citizens have answered this question

You are:	%
Citizen of Dénia	73%
I have a second home	15%
Tourist	2%
Local businessman in Dénia	5%
Other: indicate at the end of the survey	5%



Age:

Age	%
Under 18 years	0%
18-30 years	7%
30-65 years	69%
Over 65 years	24%



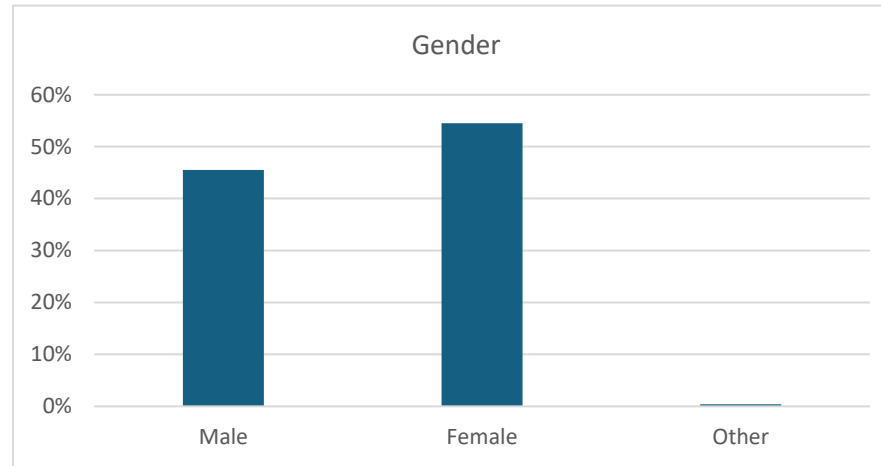
The age in which more population range has participated is between 30-65 years of age.

The participation of younger people is considered low.

Gender

The distribution of responses between the male and female genders was similar, with 10% more responses from the female gender.

Gender	%
Male	45%
Female	55%
Other	0%





TOURISM

El 0,7% de este presupuesto se destinara a la realización de actividades socioambientales. [www.fundacionmasuno.org]

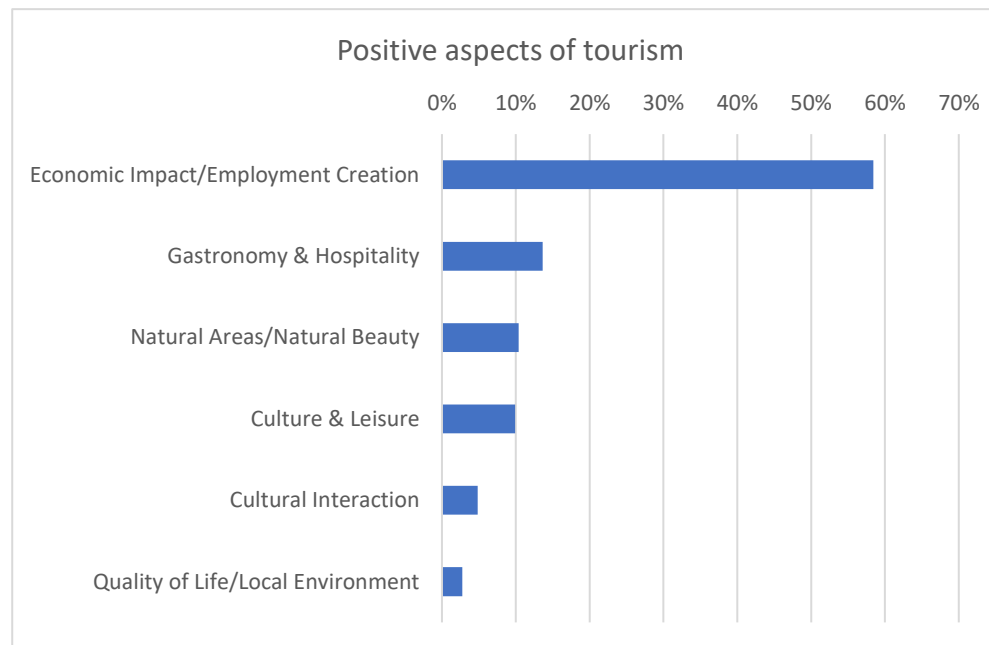
2. TOURISM

OPEN ANSWER. NAME POSITIVE ASPECTS THAT YOU THINK THE TOURIST ACTIVITY HAS FOR DÉNIA.

Aspect	%
Economic Impact/Employment Creation	58%
Gastronomy & Hospitality	14%
Natural Areas/Natural Beauty	10%
Culture & Leisure	10%
Cultural Interaction	5%
Quality of Life/Local Environment	3%

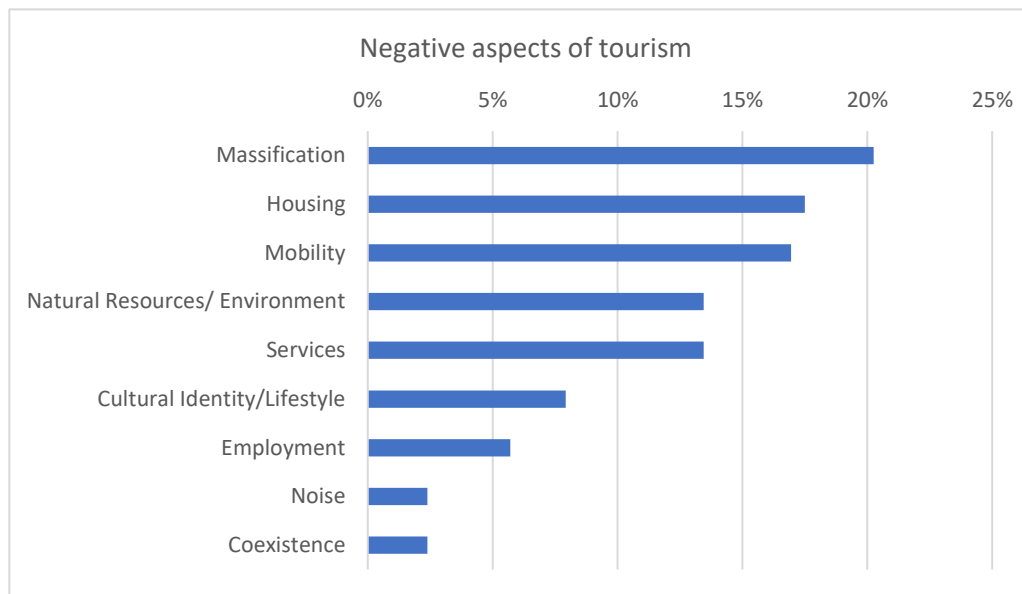
Analyzing each of these aspects:

- 58% of the mentions mention tourism as a driver of employment and the economy, which gives wealth to the municipality, as well as opening up opportunities.
- 14% think that gastronomy and hotel services are one of the positive aspects that tourism brings to Dénia. With respect to gastronomy, reference is made to the offer, variety and gastronomic richness.
- Of the 10% of references related to natural aspects, almost half mention beaches as a positive aspect, the rest mention the natural surroundings of the municipality.
- In relation to culture and leisure, 10% value the existing leisure and cultural offer in the municipality.
- 5% consider that tourism makes Dénia an open city, which favors interaction between people from different cultures.



OPEN ANSWER. LIST NEGATIVE ASPECTS THAT YOU THINK THAT THE TOURIST ACTIVITY HAS FOR DÉNIA.

Aspect	%
Massification	20%
Housing	17%
Mobility	17%
Natural Resources/ Environment	13%
Services	13%
Cultural Identity/Lifestyle	8%
Employment	6%
Noise	2%
Coexistence	2%



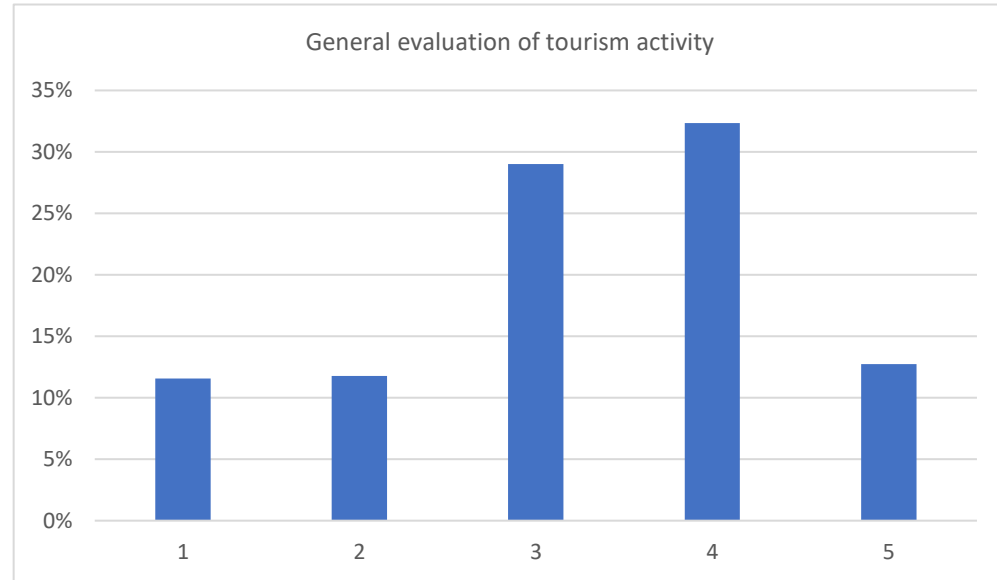
Analyzing each of these aspects:

- Overcrowding (20%) is one of the most frequently mentioned negative aspects, especially in high season. In this section the words that are mentioned are overcrowding, collapse, many people, agglomerations, ...
- Mobility (17%), the most frequently mentioned aspects in this regard are traffic, parking difficulties and insufficient public transportation.
- With respect to the environment and natural resources (13%), the participants who have left their opinion express their concern about the deterioration and destruction of natural resources due to massive use, as well as the environmental impact and the repercussion on some resources such as water.
- In relation to services (13%), reference is made to both public and private services. With respect to private services, the majority of mentions highlight the increase in prices, as well as the decrease in their quality during seasonal periods. In relation to public services, the references are directed to the insufficiency of these, especially with respect to cleanliness and sanitation.

- Employment (6%), mention is made of the precariousness of work as well as its low quality. Some people refer to the centralization of employment around tourism.
- Noise and coexistence, only 2% of the participants who have left their comments consider that there are problems of noise and coexistence, both are related and are linked to the lack of civility or consideration towards neighbors.

RATE FROM 1 TO 5 THE TOURIST ACTIVITY IN DÉNIA.	
Score	%
1	12%
2	12%
3	29%
4	32%
5	13%

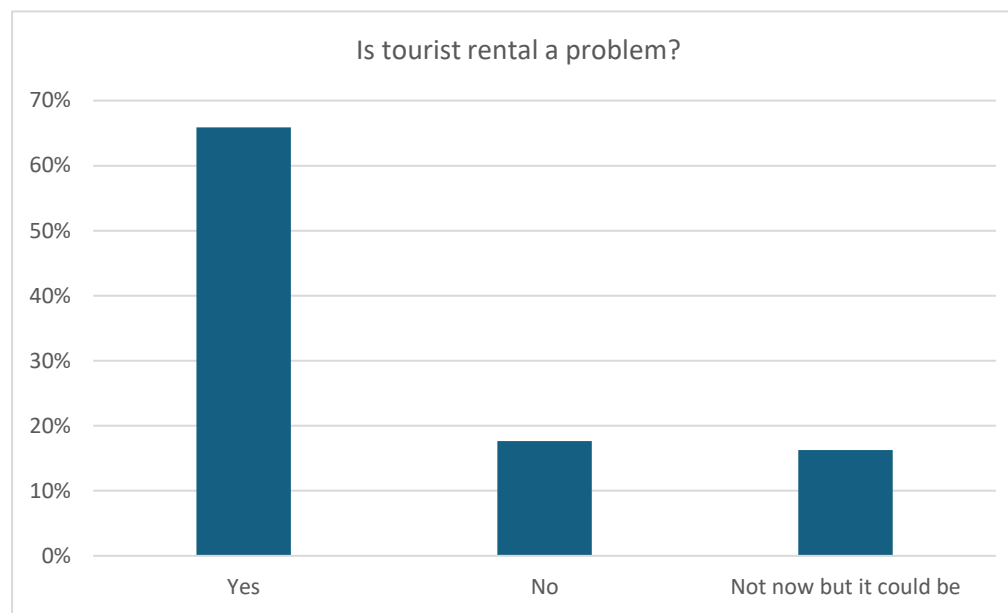
With 1 being the most negative rating and 5 the most positive.



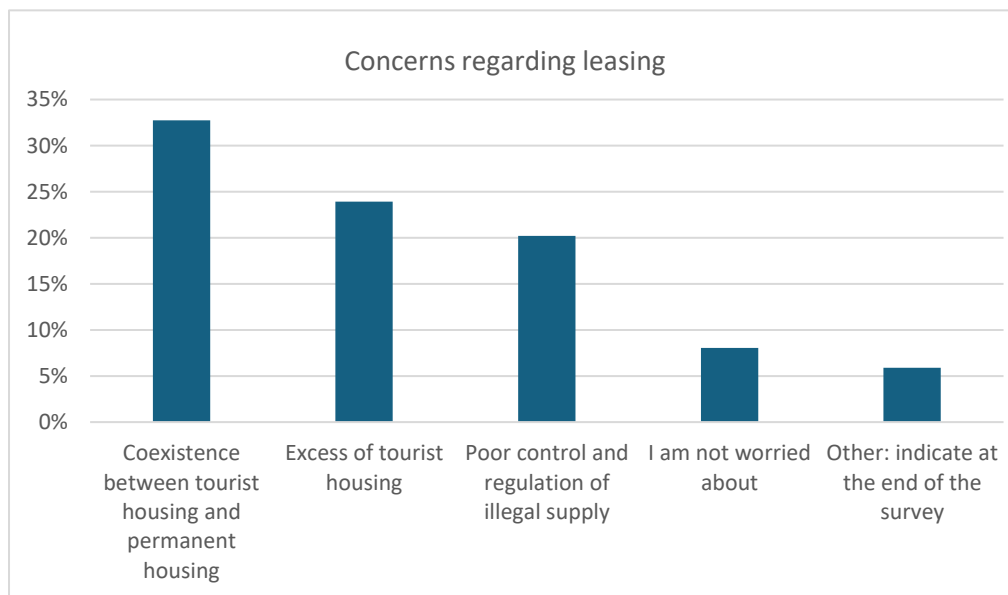
3. HOUSING

TOURIST HOUSING:

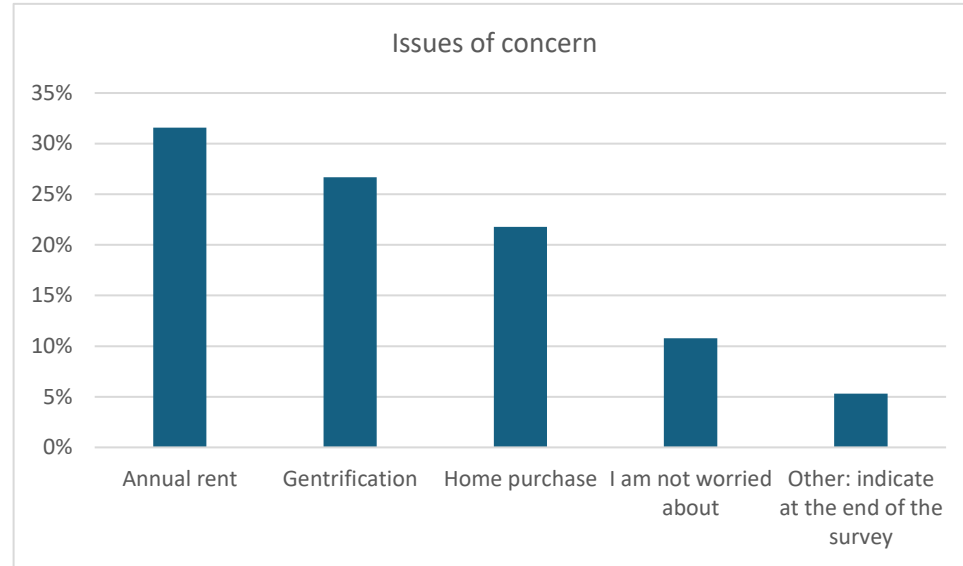
DO YOU CONSIDER THAT THE TOURIST RENTAL IN DÉNIA IS A PROBLEM?	
Aspect	%
Yes	66%
No	18%
Not now but it could be	16%



REGARDING THE TOURIST RENTAL IN DÉNIA. WHAT ARE THE ASPECTS THAT MOST CONCERN YOU?	
Aspect	%
Coexistence between tourist housing and permanent housing	33%
Excess of tourist housing	24%
Poor control and regulation of illegal supply	20%
I am not worried about	8%
Other: indicate at the end of the survey	6%



WITH RESPECT TO THE PRINCIPAL RESIDENCE WHAT ARE YOUR MAIN CONCERNS?	
Aspect	%
Annual rent	32%
Gentrification	27%
Home purchase	22%
I am not worried about	11%
Other: indicate at the end of the survey	5%



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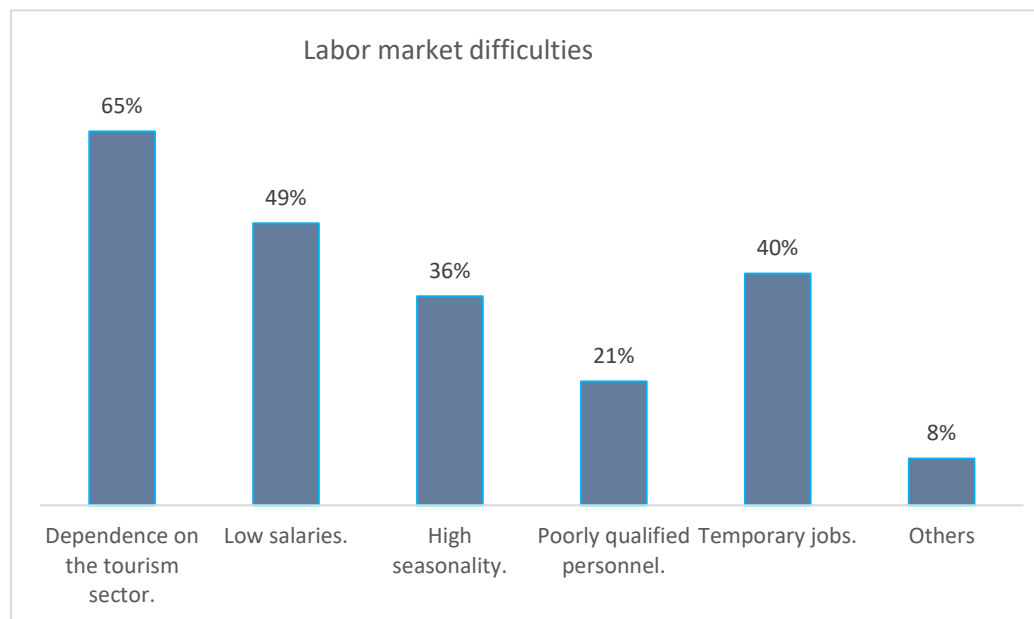
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4. EMPLOYMENT

I CONSIDER THAT HAVING QUALITY EMPLOYMENT IN DÉNIA IS :	
Aspect	%
Very difficult	29%
Difficult	46%
Normal	19%
Easy	2%
Very easy	0%



WHAT DO YOU CONSIDER TO BE THE MAIN DIFFICULTIES OF THE LABOR MARKET IN DÉNIA?	
Aspecto	%
Dependence on the tourism sector.	65%
Low salaries.	49%
High seasonality.	36%
Poorly qualified personnel.	21%
Temporary jobs.	40%
Others	8%



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5. MOBILITY

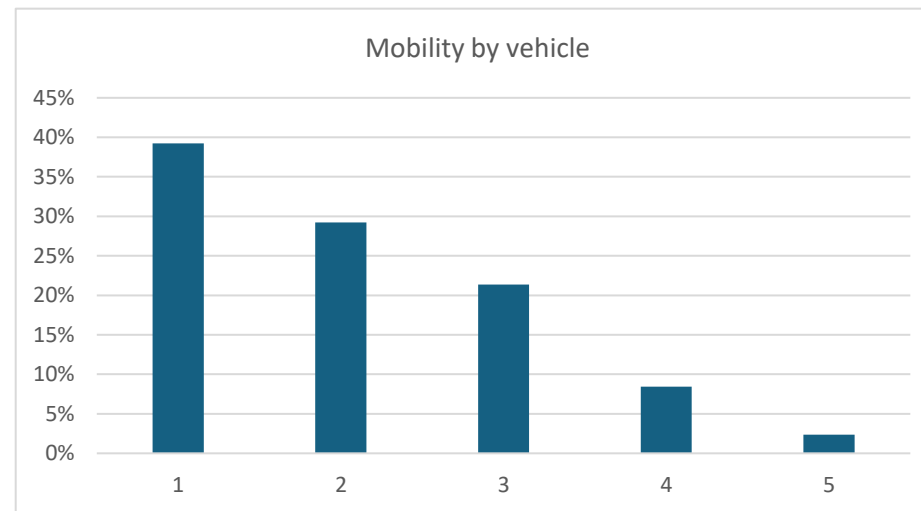
WHAT AVERAGE SCORE WOULD YOU GIVE TO MOBILITY WALKING OR OTHER NON-POLLUTING MEANS?	
Aspect	%
1	14%
2	19%
3	28%
4	27%
5	13%

With 1 being the most negative rating and 5 the most positive.

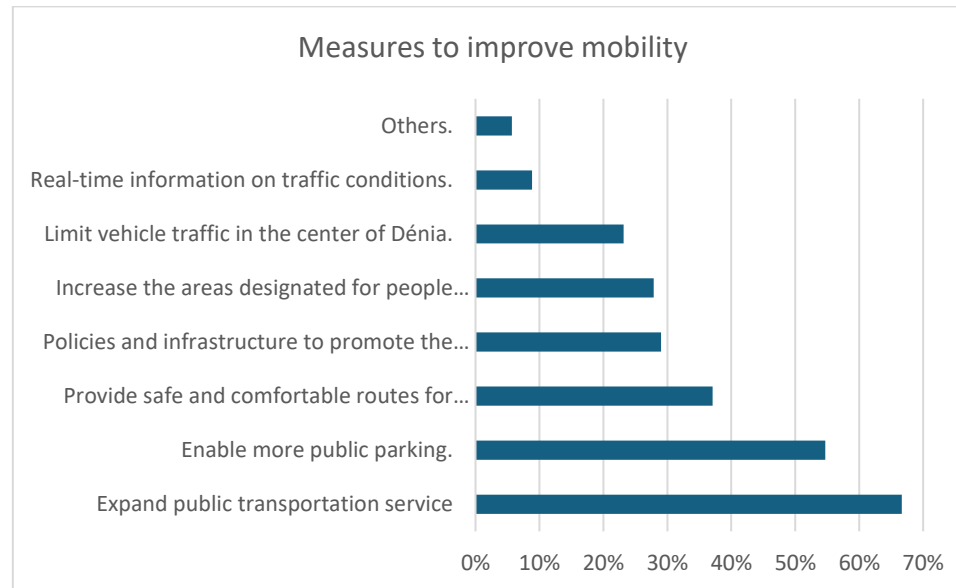


WHAT AVERAGE SCORE WOULD YOU GIVE TO VEHICLE MOBILITY?	
Aspect	%
1	39%
2	29%
3	21%
4	8%
5	2%

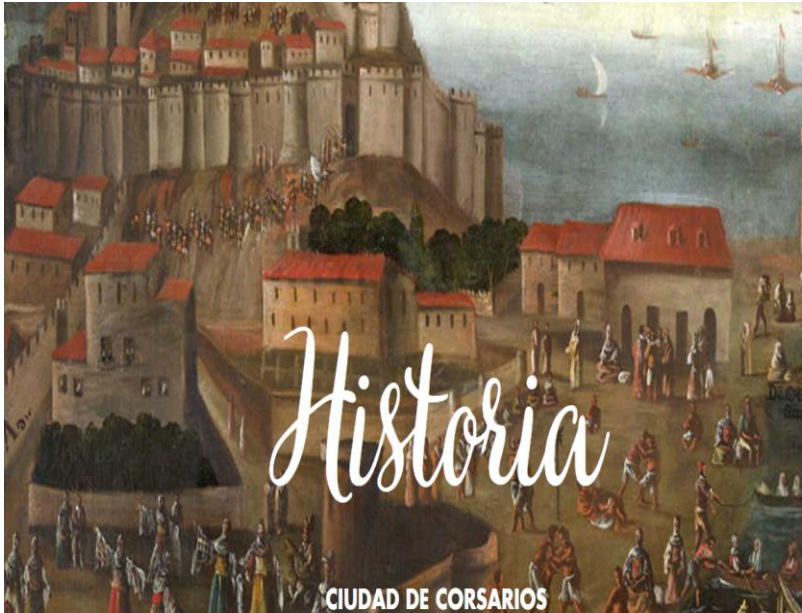
1 is the most negative rating and 5 is the most positive.



WHAT MEASURES WOULD YOU TAKE TO IMPROVE MOBILITY IN DÉNIA AND MAKE IT MORE SUSTAINABLE?	
Aspect	%
Expand public transportation service	67%
Enable more public parking.	55%
Provide safe and comfortable routes for pedestrians and bicycles.	37%
Policies and infrastructure to promote the use of bicycles (and other cycles).	29%
Increase the areas designated for people without vehicular traffic.	28%
Limit vehicle traffic in the center of Dénia.	23%
Real-time information on traffic conditions.	9%
Others.	6%



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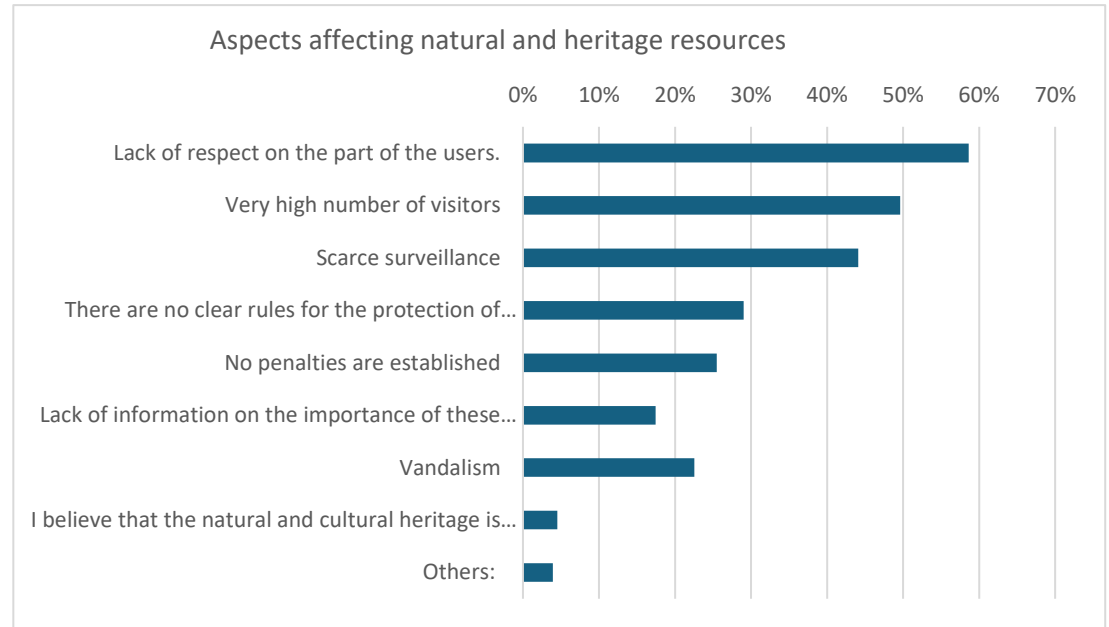


NATURAL AND CULTURAL HERITAGE RESOURCES



6. NATURAL AND CULTURAL HERITAGE RESOURCES

POINTS OUT WHICH ASPECTS DO YOU THINK ARE AFFECTING THE CONSERVATION OF NATURAL AND HERITAGE RESOURCES.	
Aspect	%
Lack of respect on the part of the users.	59%
Very high number of visitors	50%
Scarce surveillance	44%
There are no clear rules for the protection of these areas.	29%
No penalties are established	25%
Lack of information on the importance of these resources	17%
Vandalism	23%
I believe that the natural and cultural heritage is not being affected by any factor.	5%
Others:	4%



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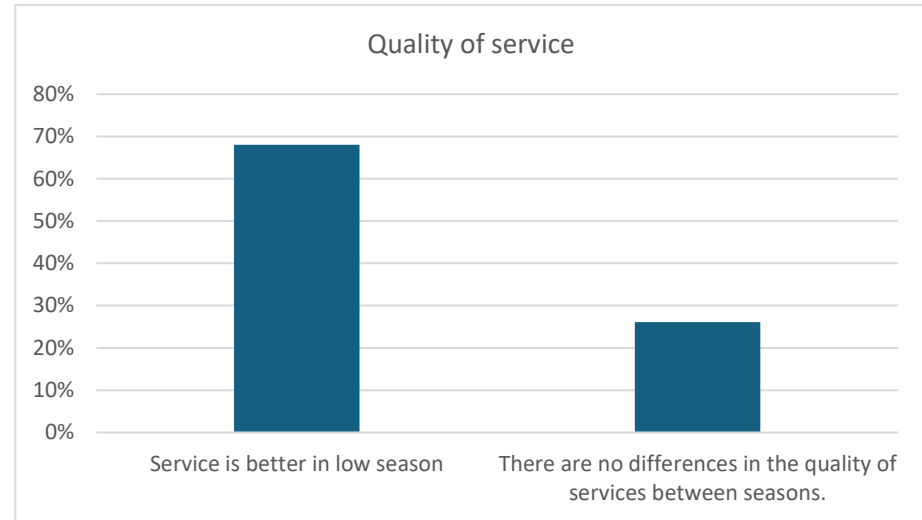


TOURIST SERVICES (TOURIST ACCOMMODATION, CATERING, LEISURE, ETC.)

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7. TOURIST SERVICES (TOURIST ACCOMMODATION, CATERING, LEISURE, ETC.)

THE QUALITY OF TOURIST SERVICES VARIES FROM HIGH TO LOW SEASON.	
Aspect	%
Service is better in low season	68%
There are no differences in the quality of services between seasons.	26%



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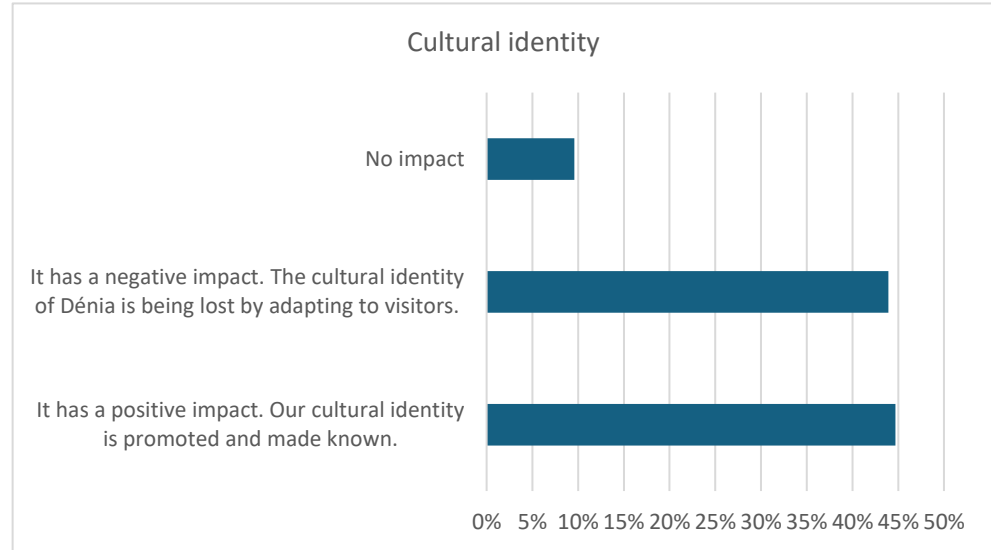


CULTURAL IDENTITY (CUSTOMS, TRADITIONS, LANGUAGE, ORIGINS)

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8. CULTURAL IDENTITY (CUSTOMS, TRADITIONS, LANGUAGE ,ORIGINS)

DO YOU BELIEVE THAT TOURIST ACTIVITY HAS AN IMPACT ON THE CULTURAL IDENTITY OF DÉNIA?	
Aspect	%
It has a positive impact. Our cultural identity is promoted and made known.	45%
It has a negative impact. The cultural identity of Dénia is being lost by adapting to visitors.	44%
No impact	10%



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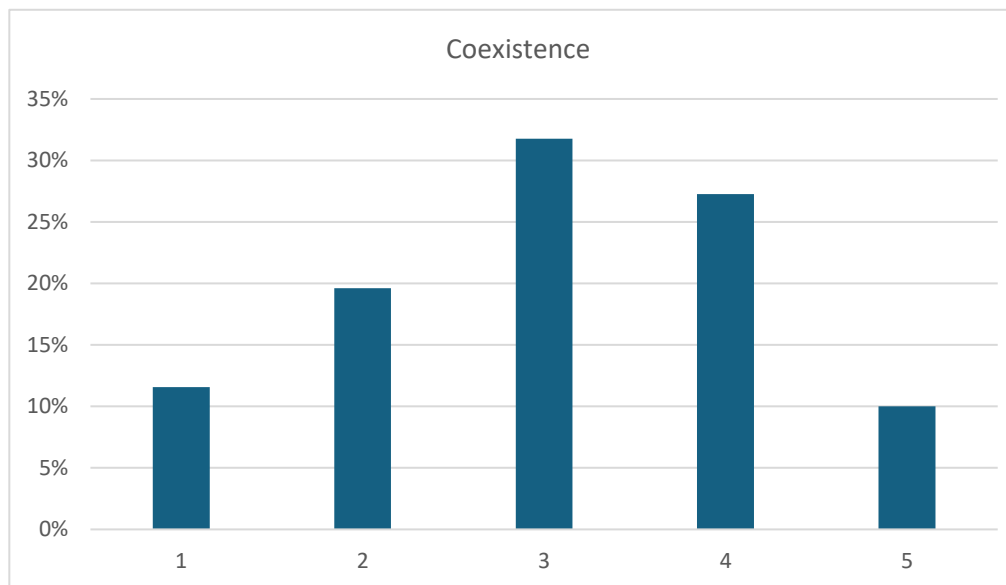
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9. COEXISTENCE

FROM 1 TO 5, WHAT DO YOU THINK OF THE COEXISTENCE BETWEEN RESIDENTS AND TOURISTS?

Aspect	%
1	12%
2	20%
3	32%
4	27%
5	10%

1 is the most negative rating and 5 is the most positive.



WHAT SITUATIONS OR ACTIVITIES DO YOU CONSIDER AFFECT COEXISTENCE IN DÉNIA?

Aspect	%
Uncivic behavior and non-compliance with regulations	63%
Lack of public awareness	49%
Rest schedules are not respected	40%
Low police presence	32%
Poor regulation of leisure activities	25%
Other: indicate at the end of the survey	6%

