

# Local covenant for sustainable tourism

## SURVEY RESULTS

Carried out between 07/15/24-15/09/24



Financiado por  
la Unión Europea  
NextGenerationEU



MINISTERIO  
DE INDUSTRIA, COMERCIO  
Y TURISMO



Plan de Recuperación,  
Transformación  
y Resiliencia



GENERALITAT  
VALENCIANA

**GVA**NEXT  
Next Generation  
on the Coast and Urban Sea



TURISME  
COMUNITAT VALENCIANA



Ajuntament  
de Dénia

The survey is part of the Local Covenant for Sustainable Tourism project, which opened for citizen participation on July 15th, 2024, through the citizen participation platform, and closed the participation period on September 15th, 2024.

A total of 184 people participated in this period. Of these, 88% answered in Spanish, 10% in Valencian and 2% in English.

INFORMACIÓN
PARTICIPA
RESULTADOS
ENVIAR PROPUESTA
PROPUESTAS

### Fases del proceso

Votació

15 Julio - 15 Septiembre 2024

✓


*Construir el futuro de Dénia está en nuestras manos.*

Volem millorar la qualitat de vida a Dénia i estem treballant en un Pacte Local per un Turisme Sostenible. Per a aconseguir-ho, la teua opinió i participació son essencials. Formes part de Dénia, ja sigues habitant, empresari, segon resident o turista.


Als últims mesos, hem dut a terme una sèrie de sessions participatives en les quals hem recollit opinions i suggeriments per millorar el nostre municipi. Ara, a través d'aquesta enquesta, busquem més aportacions amb la finalitat de construir un futur conjunt en el qual tots participem.

Al llarg de l'esquesta, et preguntarem sobre diversos aspectes relacionats amb l'activitat turística (vivenda, ocupació, mobilitat, recursos naturals i patrimonials, identitat cultural, convivència, entre altres). A més de les respostes tancades, pots comentar el que consideres oportú.


Pots completar l'enquesta tantes vegades como perfils tingues. Nota: Si, per exemple, eres ciutadà i empresari, selecciona el perfil segons la visió que vulgues reflectir, ja siga com a empresari o com a veí.




Pacto Local por un turismo sostenible




Financiado por la Unión Europea




Plan de Recuperación, Transformación y Resiliencia



GVANEXT



TURISME



Ajuntament de Dénia

### Calendario

<
octubre 2024
>

lun.	mar.	mié.	jue.	vie.	sáb.	dom.
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

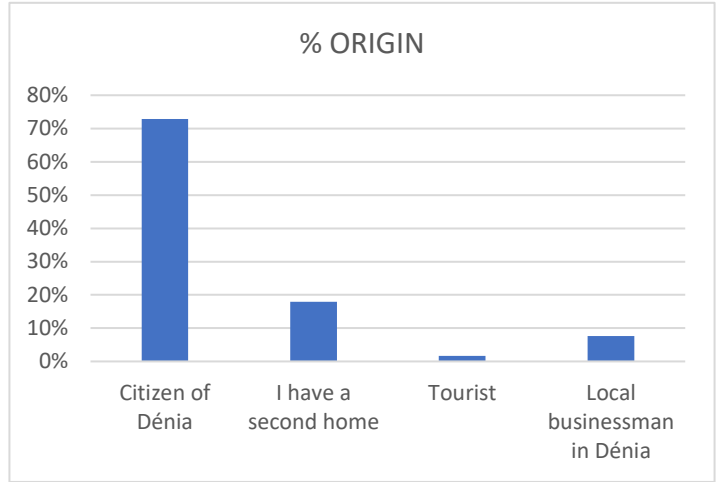
The following is an analysis of each of the questions posed.

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

**1. GENERAL DATA**

**You are:** In this section have responded mostly the 78% of citizens of Denia. The percentage of tourists who responded was only 2%, so the participation rate was very low.

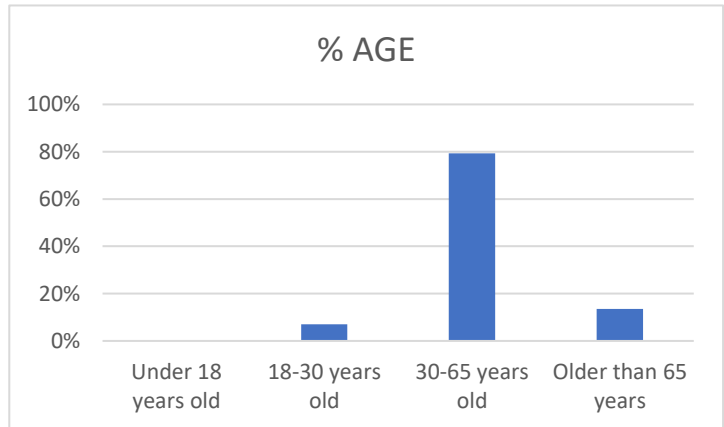
You are:	%
Citizen of Dénia	73%
I have a second home	18%
Tourist	2%
Local businessman in Dénia	8%



**Age:**

The age range in which most of the population has participated is between 30-65 years old, as in the survey conducted in March. The participation of younger people is considered to have been null.

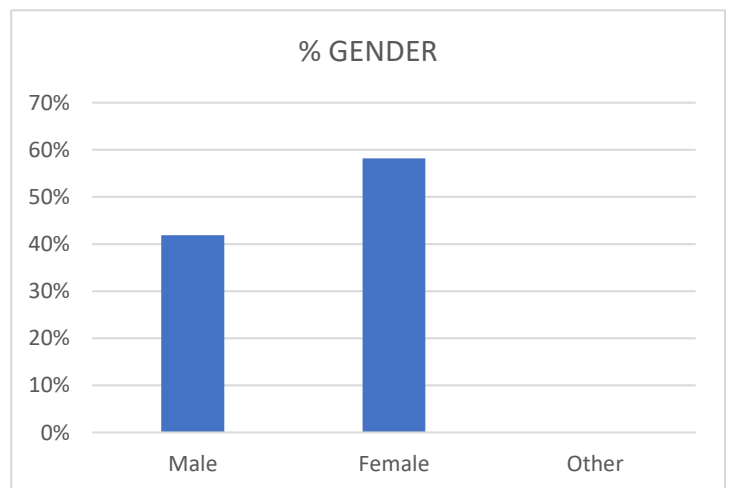
Age	%
Under 18 years old	0%
18-30 years old	7%
30-65 years old	79%
Older than 65 years	14%



**Gender:**

On this occasion the participation of the female gender was 16% higher than the male gender.

Gender	%
Male	42%
Female	58%
Other	0%



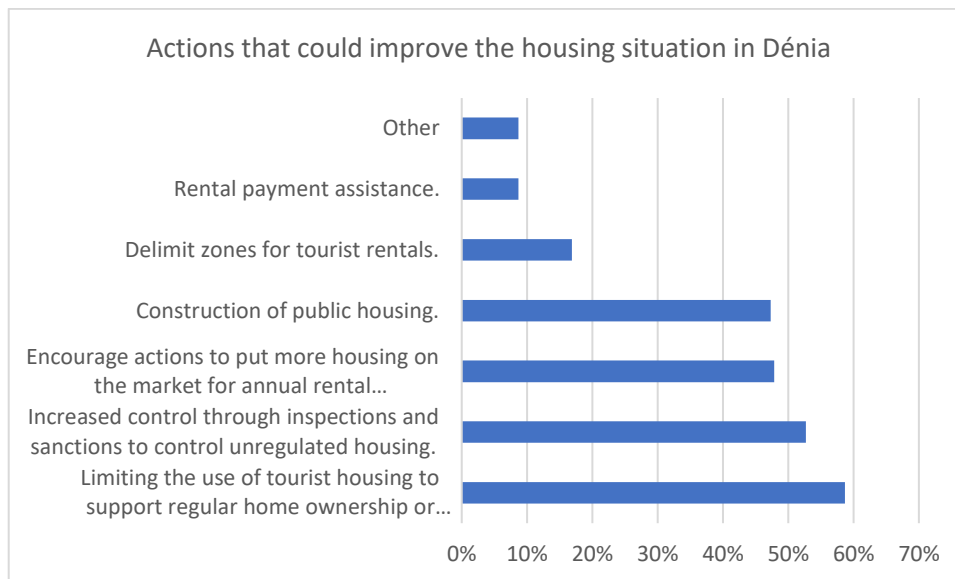
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The questions which are in the survey are presented below. Since each question allowed the selection of up to three options, the sum of the percentages in each category does not equal 100%, but rather the total percentage of answers chosen by the participants.

## 2. HOUSING

The question was “Actions that you consider could improve the housing situation in Dénia”.

Actions that could improve the housing situation in Dénia	%
Limiting the use of tourist housing to support regular home ownership or traditional rental housing.	59%
Increased control through inspections and sanctions to control unregulated housing.	53%
Encourage actions to put more housing on the market for annual rental (rehabilitation, discounts for homeowners, etc.).	48%
Construction of public housing.	47%
Delimit zones for tourist rentals.	17%
Rental payment assistance.	9%
Other	9%



There are 4 options that concentrate the highest percentage of responses, the first two measures above 50%, are related to the limitation of tourist housing in favor of regular or annual rental housing and the existence of greater controls and inspections, so that unregulated housing is controlled.

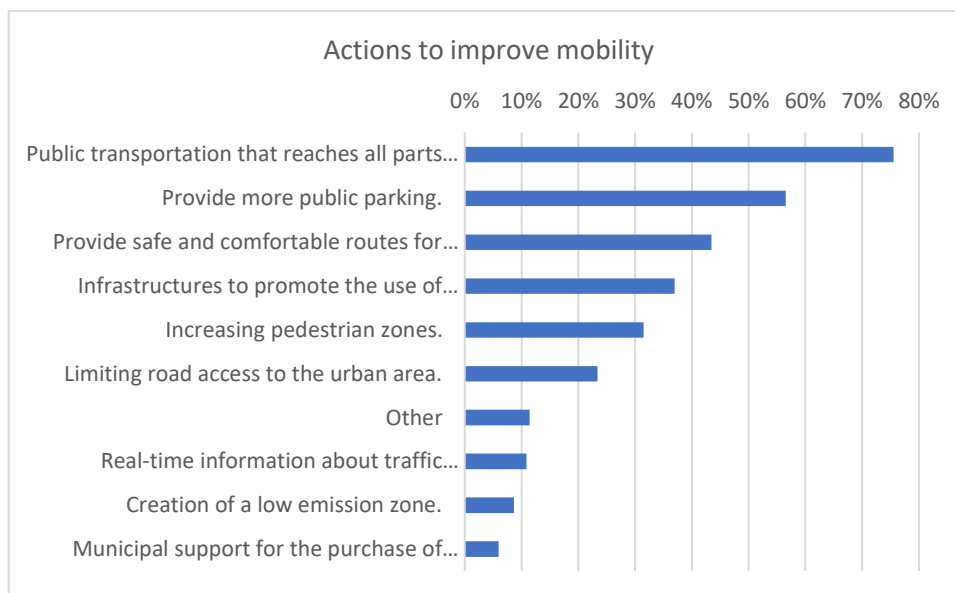
The following, in order of importance are related to the promotion of measures to put annual rental housing on the market as well as the construction of public housing.

Among the proposals which were included in the option of others, it is recommended not to allow stores or commercial ground floors to be converted into tourist rental units.

### 3. MOBILITY

The question was “Actions that you consider could improve the mobility situation in Dénia”.

Actions that could improve the mobility situation in Dénia	%
Public transportation that reaches all parts of the municipality.	76%
Provide more public parking.	57%
Provide safe and comfortable routes for pedestrians and bicycles.	43%
Infrastructures to promote the use of bicycles (and other cycles).	37%
Increasing pedestrian zones.	32%
Limiting road access to the urban area.	23%
Other	11%
Real-time information about traffic conditions.	11%
Creation of a low emission zone.	9%
Municipal support for the purchase of bicycles or scooters.	6%



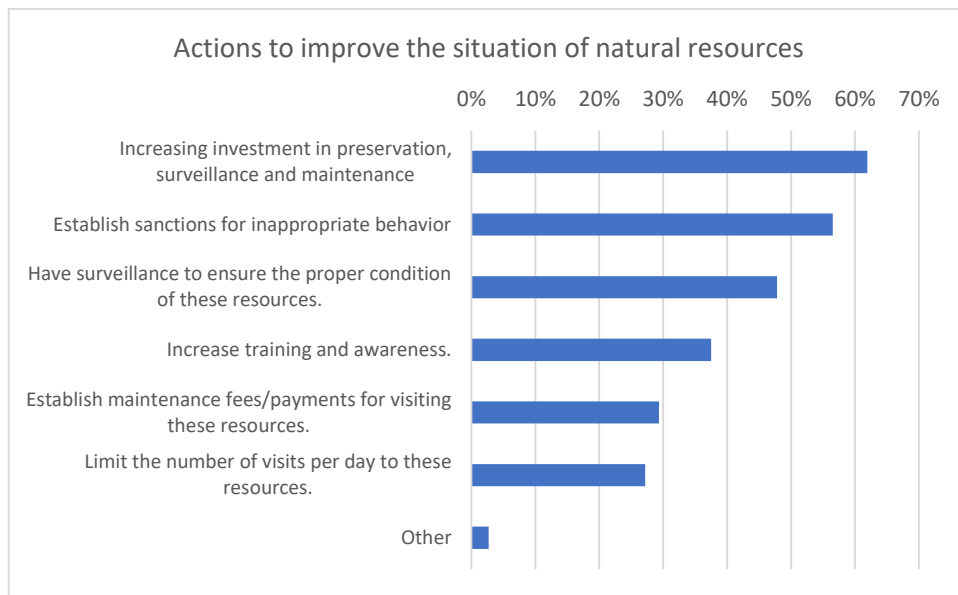
76% of the participants believe that providing more public transportation would contribute positively to mobility. The other two main options are to provide more public parking and to provide safe spaces for pedestrians and bicycles or other forms.

Among the options indicated in the section on others are the provision of free parking for residents and paid parking for non-residents, the creation of wide spaces on the Las Marinas road for pedestrians and cycles, and the transformation of the entire center into a pedestrian-only zone and prohibiting the entry of vehicles.

#### 4. RECURSOS NATURALES

The question was “Actions that you consider could improve the situation of natural resources in Dénia”.

Actions that could improve the situation of natural resources in Dénia	%
Increasing investment in preservation, surveillance and maintenance	62%
Establish sanctions for inappropriate behavior	57%
Have surveillance to ensure the proper condition of these resources.	48%
Increase training and awareness.	38%
Establish maintenance fees/payments for visiting these resources.	29%
Limit the number of visits per day to these resources.	27%
Other	3%



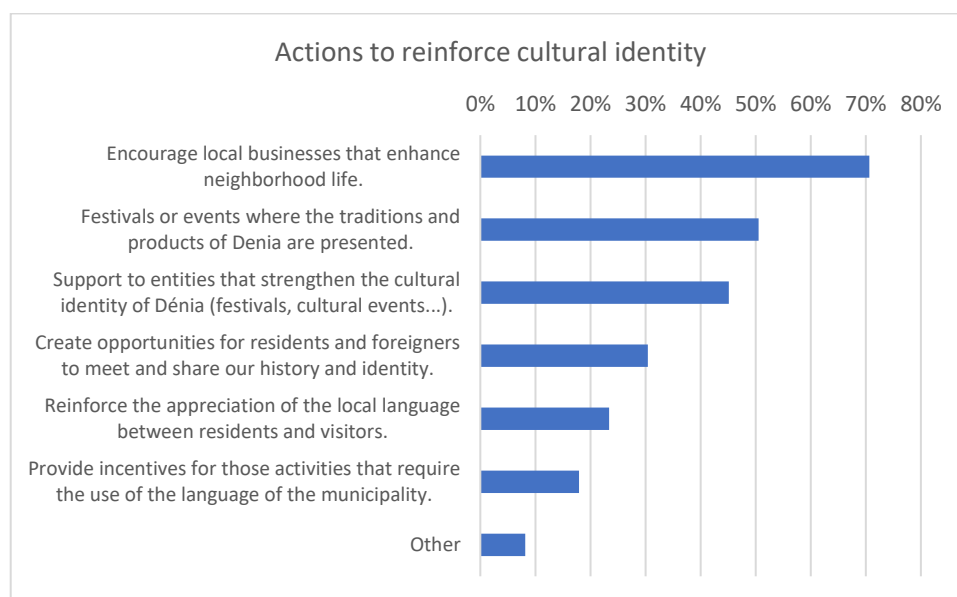
The majority of the responses obtained were favoring an increase in investment in conservation, surveillance and maintenance, and penalizing improper conduct.

A total of 56% support actions which aim to limit entry to natural resources and charge fees and payments for visiting these resources for the purpose of resource conservation.

## 5. CULTURAL IDENTITY

The question was “Actions that you consider could reinforce the cultural identity of Dénia”.

Actions that could reinforce the cultural identity of Denia.	%
Encourage local businesses that enhance neighborhood life.	71%
Festivals or events where the traditions and products of Denia are presented.	51%
Support to entities that strengthen the cultural identity of Dénia (festivals, cultural events...).	45%
Create opportunities for residents and foreigners to meet and share our history and identity.	30%
Reinforce the appreciation of the local language between residents and visitors.	23%
Provide incentives for those activities that require the use of the language of the municipality.	18%
Other	8%



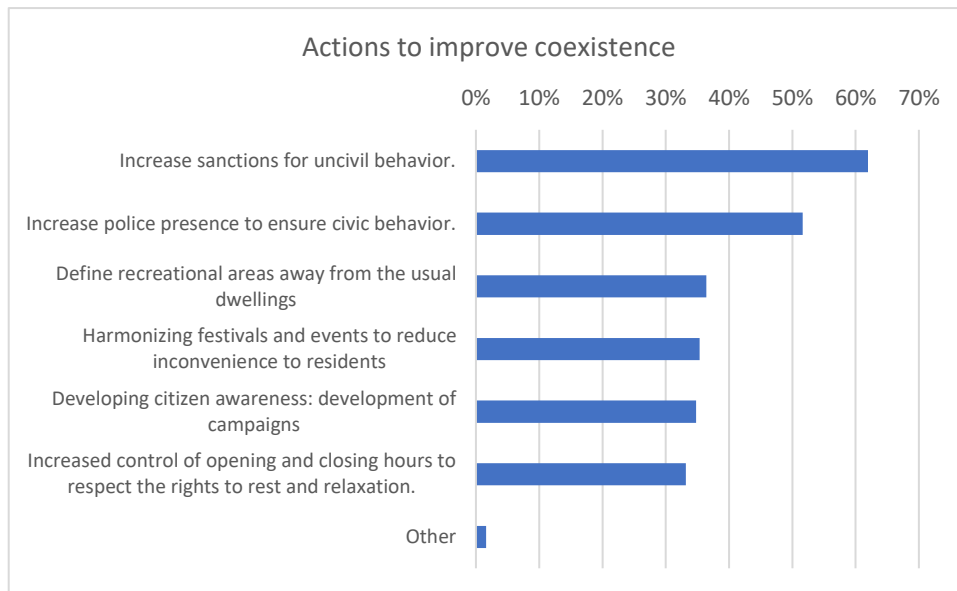
71% of the participants consider that the most effective action to reinforce the identity of Denia is the promotion of local businesses that enhance the visa in the neighborhoods, as a second option with 51% is the promotion of traditions and products through the celebration of events or festivals.

41% of them support actions which are aimed at reinforcing the appreciation and use of their own language.

## 6. COHABITATION

The question was “**Actions that you consider could improve coexistence in Dénia**”.

Actions that you consider could improve coexistence in Dénia	%
Increase sanctions for uncivil behavior.	62%
Increase police presence to ensure civic behavior.	52%
Define recreational areas away from the usual dwellings	36%
Harmonizing festivals and events to reduce inconvenience to residents	35%
Developing citizen awareness: development of campaigns	35%
Increased control of opening and closing hours to respect the rights to rest and relaxation.	33%
Other	2%



The majority of the people interviewed think that the actions that could improve coexistence in Dénia are, on the one hand, to increase sanctions for uncivil behavior (62%) and to increase police presence (52%), both actions being very much related to each other.

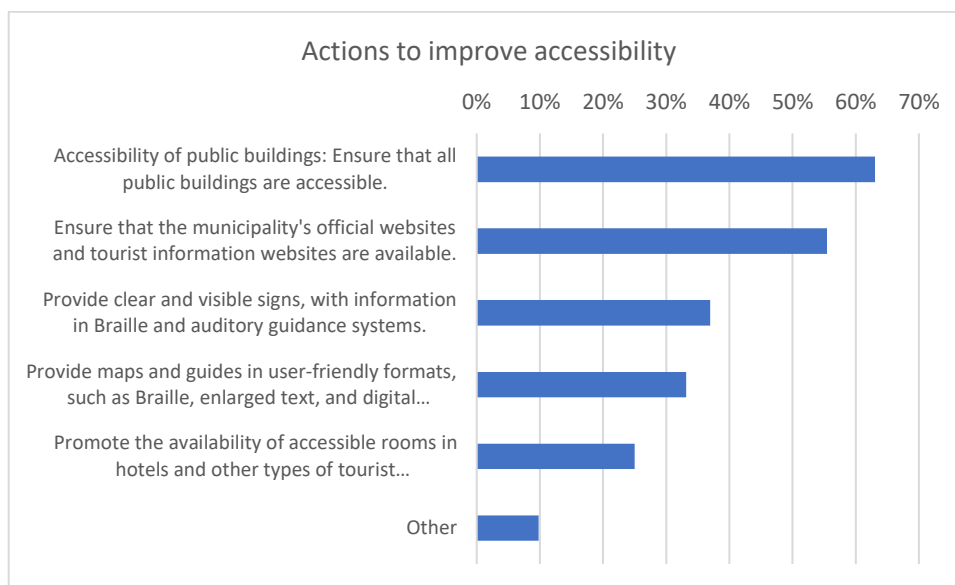
The rest of the supported actions are aimed at minimizing the inconveniences that may be generated by leisure or festive events, such as defining leisure areas away from homes, reducing the inconveniences that may be caused by festive and leisure events, and establishing increased control over opening and closing times in order to respect the rights to rest.



## 7. ACCESSIBILITY

The question was: “Actions that you consider could improve accessibility in Dénia and its resources”.

<b>Actions that you consider could improve accessibility in Dénia and its resources</b>	<b>%</b>
Accessibility of public buildings: Ensure that all public buildings are accessible.	63%
Ensure that the municipality's official websites and tourist information websites are available.	55%
Provide clear and visible signs, with information in Braille and auditory guidance systems.	37%
Provide maps and guides in user-friendly formats, such as Braille, enlarged text, and digital formats compatible with screen readers.	33%
Promote the availability of accessible rooms in hotels and other types of tourist accommodations.	25%
Other	10%



In order to improve accessibility in Dénia and its resources, the majority of the people interviewed think that it is necessary to adapt public spaces, as well as to ensure the accessibility of the City Council's web pages and the offered tourist information.

Among the options indicated in the section on others, the actions indicated have been to enable accessible streets with enough ramps on sidewalks, with adapted public transportation and to adapt cultural and festive events, or other activities organized by the City Council for the public with functional diversity (moving, sensorial, auditive, visual and intellectual).