How to improve the quality of the beach and the satisfaction of the users.

Javier Vall, Budva 2015
The beaches are the main resource of the touristic production, so the management of them has to be the main task for any destination that wants to be inside the competitive market.

The beach is complex and unrepeatable, a natural asset and an ecological and environmental space.

It becomes a limited good, more and more degraded.

1. The beach

Hola!

DPT 21 is a consulting company specialized in tourism and leisure business, that offers consulting at design, development and implementation of projects.

Providing innovative solutions to the needs of destinations, institutions and related companies, generating initiatives profitable for the promoter, public or private, and sustainable for the territory implanted.
Why?

In the last 10 years has implemented its improvement model of beaches in more than:

75 beaches
8,000 Over surveys
15 different towns in Spain
Tourism represents the **14 %** of the GDP in Spain.

The **beaches** and the **weather** are the motivations which determine the touristic flows in our country, **so there is no comparison with any other alternatives**.

From May to September arrive at Spain the 55 % of the total of tourists, that means 46,084,769.00 people
90% non-urban hotels

12.5 million m², only 5.3 useful tourist offer

0.001% of the area provides more than 10% of the Spanish income.
Income of 12,000 € / year / m² (Benidorm)

Investment rate return 700% beach recovery

3/4 foreign tourists in Spain
THE BEACH

1.

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CURRENT SITUATION
The competence of new destinations with beaches less humanized, which seem to give a better quality image, although in some cases this quality is not really better.
Overview

Estimation du nombre de touristes pendant la période de pointe dans les régions méditerranéennes.
The new tourist

With new needs and expectations

Better informed and more exigent.
More social and economic profitability

Leisure and entertainment

Accessibility and mobility

Cleanliness and safety

Closeness.

Higher management level in beaches, currently focused mainly in cleanliness and safety
Conclusions
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Beaches are a destination motivator of the buying decision. The “Sun and sand” tourism is the most important tourism demand, without doubt and no any comparison with others motivations.

• The beach is the main resource which supports the buying decision of summer tourism.
Conclusions

Beaches are a destination motivator of the buying decision.
- The “Sun and sand” tourism is the most important tourism demand, without doubt and no any comparison with others motivations
- The beach is the main resource which supports the buying decision of summer tourism.

The beaches must have a competitive advantage.
- The success of news destinations of “sun and sand” tourism says that the beaches are one resource of attraction still strong for the product demand.
- The social, economic and enviromental importance of beaches has been a turning point in the models of management of these aereas.
**Conclusions**

Beaches are a destination motivator of the buying decision.
- The “Sun and sand” tourism is the most important tourism demand, without doubt and no any comparison with others motivations
- The beach is the main resource which supports the buying decision of summer

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Beaches must be organized in an integral way to be more effective in a social and economic way.
- Beaches conform a multidimensional system that includes others systems which are related with the others subsystems: the natural physic, the social cultural and the one of management.
- The beach is a place where a different public administrations take part in a intensive form.
Transform the beaches into active and special zones, making them different from the competitive destinations. We are looking for a clean and hygienic, funny, safe, organized and profitable beaches.
Benefits

- Improve the satisfaction of visitors
- To balance the incomes and the expenses of the beach
- Increase consumption rates at the beach and in the town
Methodological proposal

1. Audits the services, products, and the service offered

Field work
Methodological proposal

1. Field work
   Audits the services, products, and the service offered

2. Surveys
   Audits the quality perception of users
Methodological proposal

1. Field work
   - Audits the services, products, and the service offered

2. Surveys
   - Audits the quality perception of users

3. Improvement proposals
   - Processes analysis to find new improvement opportunities
Analysis of management:
It’s going to analyze the management of the beach (The management will be compared with the ratios of other towns or villages).

Demand Analysis:
It’s going to do surveys to the visitors to know the profile, the consumer habits, satisfaction, choosing tools, etc...

Estimation of the economic impact: Through the surveys we will calculate the number of visitors and their expense in the beach and in the town.

Once we have the analysis done, we will work on an actuation proposal, by zones of analysis and a period of actuation.

Methodology
The Private and public services and products offered in the beach will be analyzed. It’s going to be evaluated the suitability, the evolution in time, the location and the accessibility of the

A critical issue planning the beach: degree and type urbanization around it
We divide the analysis in 3 areas: Accessibility and mobility, beach services and customer services
Are servicemarks well distributed?
It's going to analyze the management of the beach (The management will be compared with the ratios of other towns or villages).

Differences incomes between the same services in different town halls
Wealth creation: There is a big difference for 1,000m² of beach between the towns analyzed.

It’s going to analyze the management of the beach (The management will be compared with the ratios of other towns or villages).
Ratio of occupation of beaches in villages

- Occupation of the beach
- Average of the studied beaches

<table>
<thead>
<tr>
<th>Month</th>
<th>Occupation of the beach</th>
<th>Average of the studied beaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juny</td>
<td>80%</td>
<td>90%</td>
</tr>
<tr>
<td>Juliol</td>
<td>85%</td>
<td>95%</td>
</tr>
<tr>
<td>August</td>
<td>100%</td>
<td>95%</td>
</tr>
<tr>
<td>September</td>
<td>85%</td>
<td>90%</td>
</tr>
</tbody>
</table>
The minimum space for a quality beach is 5 m² per person.
Valoració

Transport to the beach

Accessibility 8,2

Quality / Price Guingueta 4,7

Valoració

7,3

Grup

2,3 PEOPLE

Families with children 15,9%

Families /Couples 15,9%

Friends 33%

Alone 28%

Demand Analysis

Frequency

21% three times a week

41% Seven times a week

17% Less than three days

Estança Mitja

2:58 H

2ª 3ª

3ª

2ª

2ª 3ª

Frequency

6, days average days beaches*

Animals

36,9%

21,5%

1ª
Compare of the motivations for choosing the beaches by beach and typology of the visitor.

Criteris d’elecció de platja per tipus de client.
Once we have technically audited the elements, we ask the users the evaluation and importance of them.
A better assessment increased spending on the beach and the town.

It’s going to do surveys to the visitors to know the profile, the consumer habits, satisfaction, choosing tools, etc.
Comparing by beach of the quantity of spending done by the visitor.
What are the areas for improvement?

<table>
<thead>
<tr>
<th>Valoració aspectes platja</th>
<th>Global</th>
<th>Residents</th>
<th>Turistes</th>
<th>Excursionistes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valoració neteja aigua</td>
<td>8.6</td>
<td>8.6</td>
<td>8.9</td>
<td>8.2</td>
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<tr>
<td>Valoració neteja sorra</td>
<td>8.8</td>
<td>8.7</td>
<td>9.0</td>
<td>8.6</td>
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<tr>
<td>Valoració seguretat</td>
<td>9.4</td>
<td>9.4</td>
<td>9.5</td>
<td>9.2</td>
</tr>
<tr>
<td>Valoració guinguetes</td>
<td>7.7</td>
<td>7.6</td>
<td>8.0</td>
<td>7.7</td>
</tr>
<tr>
<td>Valoració instal·lacions infantils</td>
<td>4.1</td>
<td>4.2</td>
<td>4.1</td>
<td>4.1</td>
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<tr>
<td>Valoració ambient</td>
<td>8.3</td>
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<tr>
<td>Valoració dutxes</td>
<td>6.5</td>
<td>6.2</td>
<td>6.8</td>
<td>6.7</td>
</tr>
<tr>
<td>Valoració aparcament</td>
<td>5.5</td>
<td>5.9</td>
<td>5.7</td>
<td>4.8</td>
</tr>
<tr>
<td>Valoració gandules para-sols tendales</td>
<td>5.4</td>
<td>5.4</td>
<td>6.2</td>
<td>4.9</td>
</tr>
<tr>
<td>Valoració rentapeus</td>
<td>3.4</td>
<td>3.2</td>
<td></td>
<td>3.5</td>
</tr>
</tbody>
</table>
How it will impact on my beaches the improvements?

<table>
<thead>
<tr>
<th>USERS</th>
<th>% sample</th>
<th>Total [Pax]</th>
<th>Current expense [€]</th>
<th>Maximum expense [€]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>8%</td>
<td>32.730</td>
<td>33.420 €</td>
<td>40.104 €</td>
</tr>
<tr>
<td>Turistes</td>
<td>74%</td>
<td>322.541</td>
<td>477.312 €</td>
<td>572.774 €</td>
</tr>
<tr>
<td>Excursionistes</td>
<td>18%</td>
<td>80.338</td>
<td>85.239 €</td>
<td>102.286 €</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>435.609</strong></td>
<td><strong>610.591 €</strong></td>
<td><strong>832.709 €</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>% sample</th>
<th>Total [Pax]</th>
<th>Current expense [€]</th>
<th>Maximum expense [€]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juliol</td>
<td>38.6</td>
<td>168.034</td>
<td>230.207 €</td>
<td>276.248 €</td>
</tr>
<tr>
<td>Agost</td>
<td>40.4</td>
<td>175.775</td>
<td>240.812 €</td>
<td>288.975 €</td>
</tr>
<tr>
<td>Setembre</td>
<td>21.1</td>
<td>91.800</td>
<td>125.766 €</td>
<td>150.919 €</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>435.609</strong></td>
<td><strong>610.591 €</strong></td>
<td><strong>832.709 €</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BEACHES</th>
<th>% sample</th>
<th>Total [Pax]</th>
<th>Current expense [€]</th>
<th>Maximum expense [€]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xxx</td>
<td>31.7</td>
<td>138.306</td>
<td>149.770 €</td>
<td>179.724 €</td>
</tr>
<tr>
<td>Yyy</td>
<td>9.2</td>
<td>40.054</td>
<td>51.748 €</td>
<td>62.097 €</td>
</tr>
<tr>
<td>Zzz</td>
<td>59.1</td>
<td>257.250</td>
<td>409.073 €</td>
<td>490.888 €</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>435.610</strong></td>
<td><strong>610.591 €</strong></td>
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Thank you