OBSERVATION AND MONITORING OF THE ALGARVE TOURIST DESTINATION: FIRST CONTRIBUTIONS FOR ITS SUSTAINABLE DEVELOPMENT

MONITUR Project

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INTRODUCTION
The Algarve – Overnight Stays

Figure 1. Evolution of the number of monthly overnight stays since 2018

Source: Travel BI
Figure 2. Evolution of the number of overnight stays since 2018, by type

Source: Travel BI
2019: The Algarve Sustainable Tourism Observatory (AlgSTO) was created

The Observatory’s partners are:
  - Algarve Tourism Board (RTA)
  - University of Algarve (UAlg)
  - Algarve Regional Coordination and Development Commission (CCDR – Algarve)
  - Tourism of Portugal (TdP)

2020: AlgSTO joined the INSTO

2021: AlgSTO bodies were established:
  - Executive board
  - Scientific council
  - Advisory board
  - Technical unit
  - Local working group
THE OBSERVATORY

Role of the University of Algarve (UAlg)

▪ Through the Scientific council:
  o To study and identify the best methodological approaches for the Observatory;
  o To plan and execute all tasks related to methodological approaches and architectural domains of information systems;
  o To design and execute qualitative and quantitative research strategies;
  o To develop innovative methodologies to study, analyze and monitor the Algarve's tourism performance in the areas of economic, social and environmental sustainability;
  o To identify and use cutting-edge technologies to collect, store and extract knowledge from large amounts of data (data mining).

▪ The MONITUR Project was submitted by the UAleg to a competitive call. It is financed with the aim of supporting the Observatory in its activities.
THE MONITUR PROJECT
The MONITUR Project aims to build an evaluation model to measure and monitor the development of sustainable tourism in the Algarve. This general objective is associated with the following specific goals:

- To identify the main areas, and respective variables and indicators, to assess this development in a holistic, comprehensive and sustainable perspective;

- To quantify these indicators for the 16 municipalities of the Algarve, both in high and low seasons, using data collected through questionnaires to tourists, residents, and public and private entities;

- To design and implement an online decision support system (DSS), meant to be the main way to promote and transfer knowledge, allowing all stakeholders to easily access up-to-date information to support their decision-making processes;
MONITUR PROJECT – MAIN ACTIVITIES

### Activity 1 – Design and validation of a model for evaluating tourist destinations as a tool to guarantee its sustainable development

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>T1.1</td>
<td>Analyse new trend and needs for evaluating tourist destinations</td>
</tr>
<tr>
<td>T1.2</td>
<td>Design and validation of the model</td>
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<td>T1.3</td>
<td>Preparation of the first report and presentation of the model</td>
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### Activity 2 – Identification of primary and secondary information sources and collection of primary data using surveys

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>T2.1</td>
<td>Conduct a survey to identify existing secondary information and needed primary data</td>
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<tr>
<td>T2.2</td>
<td>Design and validate primary data collection tools</td>
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<td>T2.3</td>
<td>Conduct surveys to residents, tourists and public and private entities</td>
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<td>T2.4</td>
<td>Data processing</td>
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<td>T2.5</td>
<td>Preparation of reports and presentations with results</td>
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### Activity 3 – Design and development of an online Decision Support System

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<tr>
<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>T3.1</td>
<td>Organisation of a workshop with tourism regional stakeholders</td>
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<td>T3.2</td>
<td>Organisation of meetings with national and regional authorities</td>
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<td>T3.3</td>
<td>Definition of conceptual criteria for databases</td>
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<td>T3.4</td>
<td>Definition of methodologies</td>
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<td>T3.5</td>
<td>Definition of the architecture of the system</td>
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<td>T3.6</td>
<td>Selection of IT company for DSS development</td>
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<td>T3.7</td>
<td>System development monitoring and system pre-test</td>
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### Activity 4 – Promotion and transfer of knowledge to ensure continuity of the project

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<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>T4.1</td>
<td>Organisation of project's seminars and conference</td>
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<tr>
<td>T4.2</td>
<td>Preparation of an e-book</td>
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<tr>
<td>T4.3</td>
<td>Launch of the DSS</td>
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<tr>
<td>T4.4</td>
<td>Preparation and presentation of project's results for the scientific community</td>
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Source: Own elaboration
METHODOLOGY

- The MONITUR project uses a mixed methodology: questionnaires (residents and tourists) and semi-structured interviews (public and private entities in the Algarve).

- It foresees the collection and validation of around 3,000 questionnaires to residents; 3,000 questionnaires to tourists and 50 interviews to public and private entities.

- The data was/will be collected during the high and low seasons of the tourist activity in the Algarve, in 2022 and 2023.

- The questionnaires to residents and tourists were built based on an extensive literature review, being a continuation of projects previously carried out by the University of Algarve: RESTUR and TurExperience.
During the high season of tourist activity in the Algarve – July, August and September 2022 – 2 surveys were applied: one to the residents and the other to the tourists.

- **Residents**: 990 questionnaires were collected and validated from residents in the 16 municipalities of the Algarve.

- **Tourists**: 1042 questionnaires were collected. This survey was implemented at the Faro International Airport and at other touristic places in the Algarve.

Source: Own elaboration
METHODOLOGY

- Survey to residents
  - **Target population:** All adult residents in the Algarve region for at least 1 year.
  - **Sampling method:** Proportional Stratified Sampling by:
    - Municipality (16)
    - Gender (2)
    - Age group (3)

Figure 3. Number of resident respondents per municipality, during the high season of tourist activity in the Algarve

Source: Own elaboration
METHODOLOGY

- Survey to residents
  - **Questionnaire**: 83 questions divided into 4 sections, plus 7 socio-demographic questions:
    - Perception about tourism impacts
    - Involvement and dependence on the tourism sector
    - Support, Satisfaction, Pro-Tourism Behaviour and Individual Happiness
    - Relationship with the municipality
  - The questionnaire included 5-point Likert scales, item-category scales and quantitative scales.

  - **Mode of data collection**: Face-to-face interviews using the paper-and-pencil mode, following a random route method with a systematic selection of residents.

  - **Interviewers**: 5 interviewers trained by the research team and supervised by a post-doc researcher.

Source: Own elaboration
MAIN RESULTS – SURVEY TO RESIDENTS

- Socio-demographic profile of the sample

Figure 4. Age Group
- 78.1% 25 - 64 years old
- 12.1% 18 - 24 years old
- 9.8% 65 or more years old

Figure 5. Length of residence in the Algarve
- 69.7% 16 years or more (long-term)
- 19.5% 4-15 years (medium-term)
- 9.8% Up to 3 years (short-term)

Source: Own elaboration

Figure 6. Gender
- 57.1% Female
- 42.8% Male
- 0.1% Other

Figure 7. Level of Education
- 50.0% University
- 14.8% High School
- 1.8% Up to 3 years (short-term)
- 69.7% 16 years or more (long-term)
- 19.5% 4-15 years (medium-term)
- 9.8% Up to 3 years (short-term)

Figure 5. Length of residence in the Algarve
- 25 - 64 years old 50.0%
- 25 - 64 years old 42.8%
- 25 - 64 years old 9.8%
Involvement and dependence on the tourism sector

Figure 8. Tourism-related occupation in household

Figure 9. Tourism-related occupation of respondent

Figure 10. Household income from Tourism

Source: Own elaboration
Perceived impacts: 2021 vs 2022 – high season

2021: Survey implemented by RESTUR project to 2022 residents (June – September)

2022: Survey implemented by MONITUR project to 990 residents (July – September)

Figure 11. Comparison of perceived tourism impacts – 2021 vs 2022

Scale: 1 – Strongly Disagree; 5 – Strongly Agree
Source: Own elaboration
MAIN RESULTS – SURVEY TO RESIDENTS

- Support, Satisfaction, Pro-Tourism Behaviour and Individual Happiness - high season

Figure 12. Comparison of Support, Satisfaction and Pro-Tourism Behaviour – 2021 vs 2022

Figure 13. Comparison of Individual Happiness – 2021 vs 2022

Scale: 1 – Strongly Disagree; 5 – Strongly Agree

Source: Own elaboration
NEXT STEPS

Present

Data processing

Selection of IT company for DSS development

Future

Preparation of reports and presentations with results

Conduct a survey to companies

Website improvement

Organisation of project's seminars and conference

Conduct surveys in 2023 – High & Low seasons

Decision Support System development and pre-test
Algarve Sustainable Tourism Observatory

MONITUR project

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