

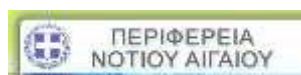


Project title: **ALTER ECO - Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity**

Work package 3/ Task / 3.3

## D3.3.2 – Study of pilot destinations using 3.2.2 methodology

Partner responsible: AUTH



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### Executive summary

The Deliverable 3.3.2, which is titled as "Study of the pilot destinations using 3.2.2 methodology" has been developed in the framework of Work Package 3, Activity 3.3 of the ALTER ECO project, funded by the Interreg Mediterranean Programme.

The aim of the deliverable is to highlight which are the most important elements that characterize the Mediterranean identity, as perceived by different target groups and to what extent these are considered to be under threat, due to uncontrolled tourism activities.

More analytically, Section 1 is introductive, Section 2 presents the methodology that has been used to achieve the results and meet the sampling scheme requirements. Section 3 presents the results per target groups and per city. Section 4 discusses overall conclusions. The tools (Questionnaires) that have been used to gather the data are included in the Annex. The deliverable is accomplished acknowledging the valuable contribution of the pilot partners involved in the ALTER ECO project, namely IVE, Ca' Foscari University of Venice, City of Genoa, City of Dubrovnik, OMAU and South Aegean Region. The methodology and tools (Questionnaires) have been designed and provided by AUTH that also supervised the collection of the data and secured the finalisation of the surveys in compliance to the requirements set. ANETEL has contributed to the statistical analysis of results and AUTH has made the final consolidation and discussion. All project partners contributed from their side to deliver finally D3.3.2, under the responsibility of AUTH.

The next step is to use the results that derive from this phase, in order to create realistic strategies and design alternative routes, in order to decongest "hot spots" of the cities, by promoting and preserving the Mediterranean identity.



## 1. Introduction

The current Deliverable follows rationally and applies the rationale and the tools that have been developed in the frame of the Deliverable D3.2.2.

More analytically, D3.2.2 depicts literature reviews that are referred to the key characteristics of the Mediterranean Region and introduced an holistic methodological framework to evaluate their importance and the level of threat they are facing up, due to uncontrolled tourism activities. The methodological framework was integrated with an easy - use tool for the evaluation of the characteristics by targeted stakeholders' groups. Firstly, the, self-evaluation phase of the methodology and of the tool has been carried out by the pilot partners. That phase aimed to reassure the applicability and the effectiveness of the methodology. Additionally, the tools were to be applied at a larger scale, through surveys, addressing four different target groups at six Mediterranean areas-partners in the ALTER ECO project. The sampling scheme (number of surveys, per target group, per area) was also part of the methodology that has been presented in D3.2.2 and agreed among the partners.

As soon as the methodological framework and the tools have been agreed, the larger scale surveys have been launched. The surveys have been carried out for one year, covering the period of October 2017 until October 2018 and containing one touristic period. The current Deliverable presents analytically the results of the surveys, per target group and per area. The deliverable was aimed to highlight the Mediterranean identity characteristics that are in major importance and estimate the level that these characteristics are found to be under threat, in order to feed innovative tourism strategies (D3.4.1).

The study area is highlighted in the following map:



**Figure 1:** Study area



The characteristics that are assessed, against importance and level of threat are the following:

- I. Landscape including mountains and islands
- II. Urban structure
- III. Urban architecture
- IV. Commerce/ professional activities
- V. Food that is served
- VI. Festivals and events
- VII. Patterns of social behavior

The elements that compose the characteristics listed above, are depicted in the following Table:

**Table 1:** *Characteristics and elements that determine the Mediterranean identity.*

Characteristics	Elements
Landscape surrounding the city	Olive groves, vineyards, nearby mountains, aromatic scrubland, bare rock, nearby islands or beaches, cork oak forest, pine forest, palm trees, umbrella pines, citrus trees, cliffs and bare rock
Urban structure	Big central squares, small residential squares, narrow streets, grand central fountains, small local fountains, cathedrals or grand mosques, historic palaces, fortresses, port area, sea-front promenade, urban density, proximity to basic services, buildings compactness, complexity of uses/functions, mobility
Urban architecture	Distinctive colour(s), distinctive shape/style of houses, decoration of houses, shape/materials of roofs, doors/windows/shutters, balconies, courtyards behind or inside the houses, gardens attached to the houses
Commerce and professional activity	Small shops in town centre, small shops in residential areas, local cafés, local restaurants, central cafés at town squares, professional services in the town centre, busy commerce, regular fish and/or vegetable markets, temporary open district markets
Food that is served	Local specialties at restaurants, local specialties at bakeries/delis, street food, fish bought daily from ports/beaches (V4), vegetables/meat bought daily from market stalls, local specialties in grocery stores (V6), bowls/dishes where food is served
Festivals and Events	Religious processions, traditional parades, food events in the streets, communal meals, competitions between neighbourhoods
Patterns of social behaviour	Distinctive everyday dress, distinctive dress on special occasions, use of local language or dialect, signage in local language, social exchange at café terraces, Mediterranean schedule, evening "passeggiata", late-evening social activity, close family relations, open social events, social life and lifestyle, religious beliefs

The methodological framework that is used to implement the surveys is presented shortly in the next Section.

## 2. Methodology

The target groups that participated in the survey are: a) Members of the scientific community, b) Tourists, c) Residents and d) Professionals, activated in the tourism sector of the participating areas. The areas that participated in the survey are: Dubrovnik, Genoa, Malaga, Rhodes, Valencia, Venice.

The surveys were supervised and guided by the Aristotle University of Thessaloniki team and the respective ALTER ECO partners were responsible to reassure the resources for the implementation of the surveys.

Even if at the initial design of the methodological framework presented in D3.2.2, where the idea was to develop and use the same tool-Questionnaire for the needs of the survey, at a second stage, it was decided to use the validated tool (in D3.2.2) for the scientific experts' category and modify it slightly, to gather specific data from the other target groups (i.e. residents and tourists). The questions have been carefully drafted in order to provide comparable results, but also draw the information needed from each target group category. At last, four tools/ Questionnaires (each one used for a specific target group), have been developed, serving centrally the same aim. The Questionnaires were designed in Office Word and all partners made their comments and agreed to use them. The final forms were converted into Google forms and the relevant link was made available to the participating partners.

The number of surveys addressed per target group and per area is presented in the following Table. As already discussed above, the number of surveys has been decided among the ALTER ECO partners, using a statistic tool developed by the University of Valencia based on the number of residents of each testing area

**Table 2:** Surveys' sampling scheme

	DUBROVNIK	VENICE	GENOA	VALENCIA	RHODES	MALAGA	Total
Tourists	169	206	214	191	199	207	1186
Residents	84	118	107	184	114	118	725
Professionals	42	44	36	26	43	44	235
Scientific experts	14	15	14	16	14	15	88
Total	309	383	371	417	370	384	

All partners agreed to conduct the surveys and address the Questionnaires to the target groups, following the sampling scheme presented above and the targets have been met.

Each ALTER ECO partner (City of Dubrovnik, Ca' Foscari University, Municipality of Genoa, IVE, South Aegean Region and Municipality of Malaga) was responsible for the conduct of the surveys according to D3.2.2 and the methodology/ tools discussed above. Questionnaires have been filled in initially through personal interviews, in order to have the ability to explain to respondents the meaning of each question. Special care was given to communicate effectively to the respondents the specific elements of the Mediterranean identity that fall under each characteristic, as presented in Table 1.

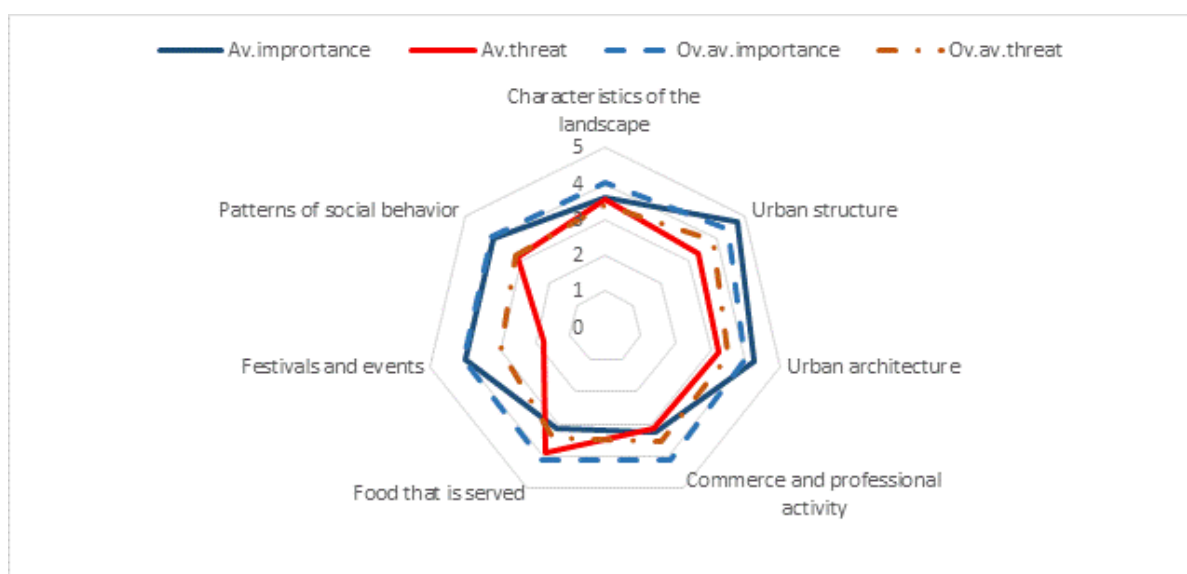
The statistical analysis calculations to reach the results presented in Section 3 was initiated by MS Excel.

### 3. Presentation of results per pilot area

#### 3.1 Dubrovnik

##### 3.1.1 Experts community

8 experts responded to the survey from the area of Dubrovnik. The results are depicted in Figure 1, where "Urban structure" was revealed as the most important characteristic (4.71), followed by "Architecture" (4.25). "Festivals and events" and "Social behaviour" were both assessed with a high score (4.00), whereas "Landscape" received a moderate-to-high evaluation (3.63). "Professional activity" and "Food served" present the lowest importance (3.25 and 3.13, respectively). Nonetheless, the latter received the highest evaluation in terms of level of threat (3.88), followed by the "Landscape" (3.57) and the "Urban structure" (3.29), followed closely by "Architecture" (3.25).



**Figure 2:** Spider diagram \_ Experts\_DUBROVNIK

Indeed, Dubrovnik possesses a unique structure and urban architecture. From the mountain, it is possible to see parallel streets transform into stairs to access the terraces of the city, while, towards the sea, the grid becomes less regular and opens up as it widens. The transversal artery, which runs parallel to the sea, becomes narrower from east to west (the direction in which the city developed). Stone and brick work together and form a dense "architectural fabric". The works of sculptures are also in great harmony with the urban landscape. The high importance and high level of threat attached to the characteristics of structure, architecture, and landscape, are fully justified, as they are conceived as significant driving forces of tourism masses, which, if not properly managed, can lead to great sustainability impacts.

**Table 3:** Scientific experts results \_ DUBROVNIK

	Importance	Threat	Overall importance	Overall threat
Characteristics of the landscape	3.63	3.57	4.02	3.40
Urban structure	4.71	3.29	4.38	3.84
Urban architecture	4.25	3.25	3.98	3.51

Commerce and professional activity	3.25	3.13	4.14	3.52
Food that is served	3.13	3.88	4.15	3.42
Festivals and events	4.00	1.75	4.04	2.99
Patterns of social behaviour	4.00	3.13	4.05	3.19

### 3.1.2 Residents

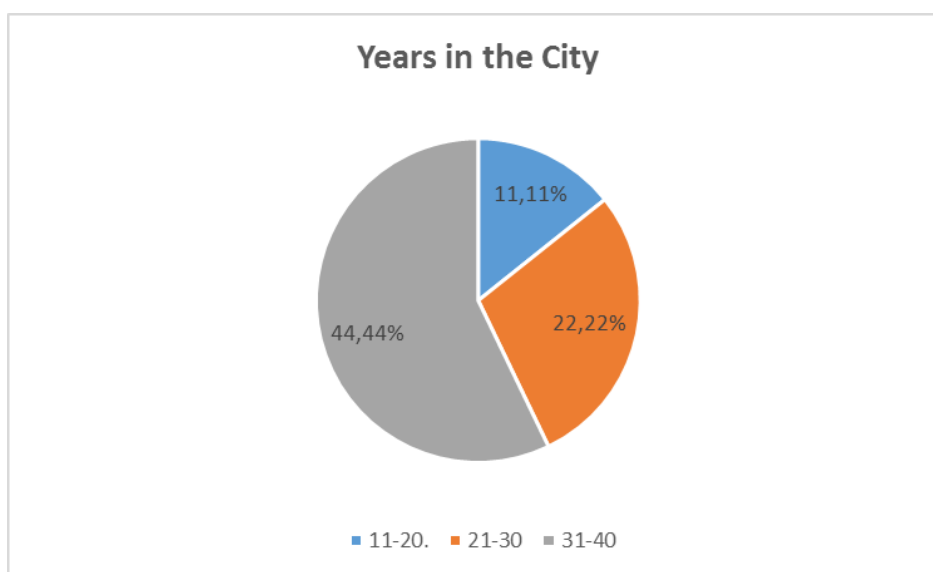
#### Age/ Gender

Dubrovnik managed to collect only 10 questionnaires from the residents, which is not considered as representative sample. However analysis has been conducted in order to present a more complete study.

The average age of the responders is 32.7 years old. 60% of the sample was represented by women.

#### Number of years living in the city

The average years of living in the city of Dubrovnik is 29.4 years. Almost half of the responders are living between 31-40 years in the city.



**Figure 3:** Number of years living in the city\_ Residents\_DUBROVNIK

#### Occupied in Tourism Sector

A high amount of the respondents are occupied in the tourism sector that is 44.44%.

#### Prioritization of the categories, against importance and level of threat

The residents were asked to prioritise the categories according to their importance. The highest importance with an average of 4.8 corresponds to "Architecture", followed by "Urban Structure" (4.3). The results are depicted in Figure 3.

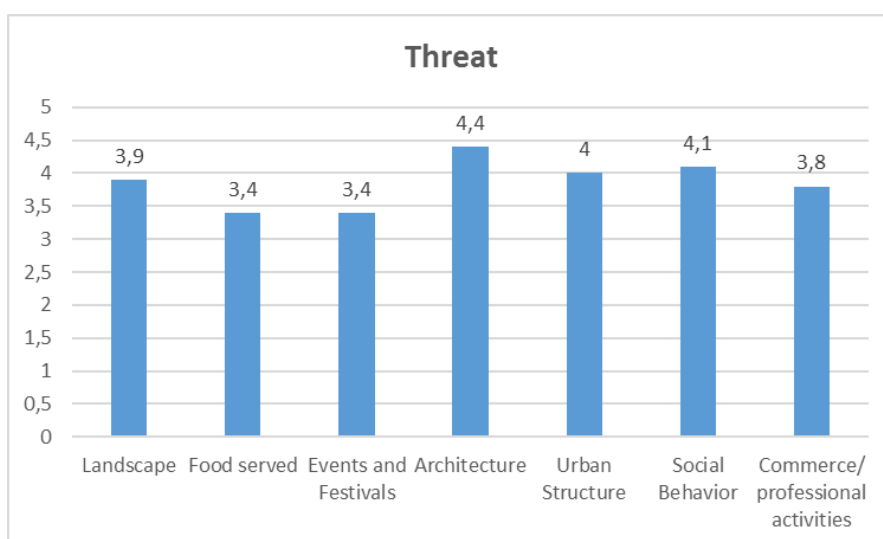


**Figure 4:** Hierarchisation of the categories against their importance \_DUBROVNIK

Also, the residents were asked to hierarchise the categories based on the level of threat, due to large and uncontrolled tourism masses in their city. The element that is under the highest threat in Dubrovnik is "Architecture" (4.4) and "Social Behaviour" (4.1).

#### Characteristic that is lost due to Uncontrolled Tourism Activity

The characteristic that is most lost due to the uncontrolled tourism activity affecting the life of residents and the city is quietness and habitability. Bigger priority is given to the needs of tourists and not the residents. Moreover, the overuse of the natural and cultural resources causes deterioration and the problem of waste and sanitation.



**Figure 5:** Hierarchisation of the categories against level of threat \_DUBROVNIK

#### Proposals to promote the Mediterranean Character of your City

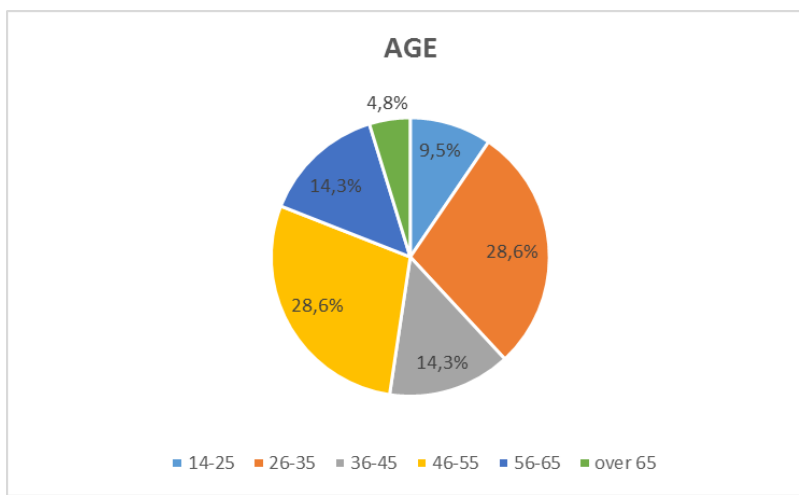
Residents were asked what proposals and measures would suggest to preserve and promote the Mediterranean character of the city. The results showed that a better coordination with tourism

agencies and business chambers, representing a percentage of 26.9% as well as festival and events (23.1%) are the most important for the city of Dubrovnik. Also, better coordination with business chambers seems important (19.2%), followed by the need to maintain and restore historical sites (15.4%). Finally, are represented measures to fight seasonality with a percentage of 11.5% followed by the need to introduce new types of business activities (3.8%).

### 3.1.3 Tourists

#### Age/ Gender

44 questionnaires were collected from tourists in Dubrovnik. The average age of the tourists is 42.9 years old. Most of the respondents are between the ages 26-35 and 46-55 years old.



**Figure 6: Age \_Tourists\_ DUBROVNIK**

Most of the tourists that answered the questionnaire in Dubrovnik are male with a percentage of 56.8%.

#### Nationality

Tourists visit Dubrovnik from different countries, such as France, UK, USA, Italy, Spain, Germany, Scandinavia, etc. There is a variety of tourists mostly coming from Europe.

#### Type of Tourists

70.5% correspond to overnight tourists that mostly stay in hotels (48.5%) and in Airbnb or Similar (24.2%). Also, a small percentage of tourists staying in apartments and bed and breakfast.

#### Times you have visited the city/ Reason why you have visited

Most tourists visit Dubrovnik for the first time, but there is also a considerable percentage that has visited the city before. Most of the tourists visit Dubrovnik for their holidays (83.3%). A small percentage of tourists visit Dubrovnik for professional reasons.

#### Mean of Transportation

Tourists arrive to Dubrovnik mainly by plane (50%) but also they are using the bus and their cars to reach the city.

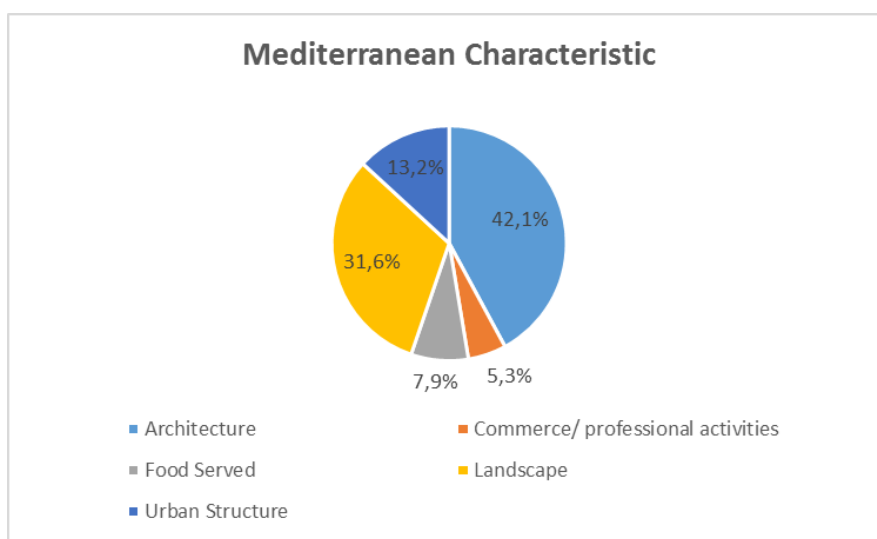
#### How do you organise the stay?

Tourists coming to Dubrovnik organise their stay through a travel agent and by using the trip advisor or other similar applications.

#### Important Characteristic that made you visit the city

Tourists provided various answers regarding the most important characteristic that inspired and motivated them to visit the city. Most of them were motivated by culture and the history of the old town, good climate conditions and the coast. The promotion of the city through the well-known TV-Sery "Game of Thrones" also played an important role.

In terms of statistics, the highest importance seems to correspond to the "Architecture" (42.1%) and "Landscape" (31.6%). The results are depicted in the following Figure.



**Figure 7: Mediterranean characteristic\_Tourists \_DUBROVNIK**

#### Alternative Routes/ Information about alternative routes

Based on the survey results, it seems that most of the tourists express the willingness to follow alternative routes other than the old city and the main attractions. This shows that tourists are interested to see and visit other places than the main ones. Tourists are interested to be informed about the alternative routes mainly through the internet, tourist guides and from labelling.

#### Emblematic Attraction

The survey highlighted that the most emblematic attraction of Dubrovnik is by far the old city. They all visited it or planned to visit it during their stay, more than once.

#### Use of Public Transportation

Most of the tourists are not using the public transportation. The ones that are using the public transportation are using it once or twice per day.

#### Eating Out/ Spending

Most of the tourists responded that they are eating out once during their stay. They spend an average amount of 79.2 euros per day.



### 3.1.4 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents and tourists in Dubrovnik.

**Table 4: Overall results\_DUBROVNIK**

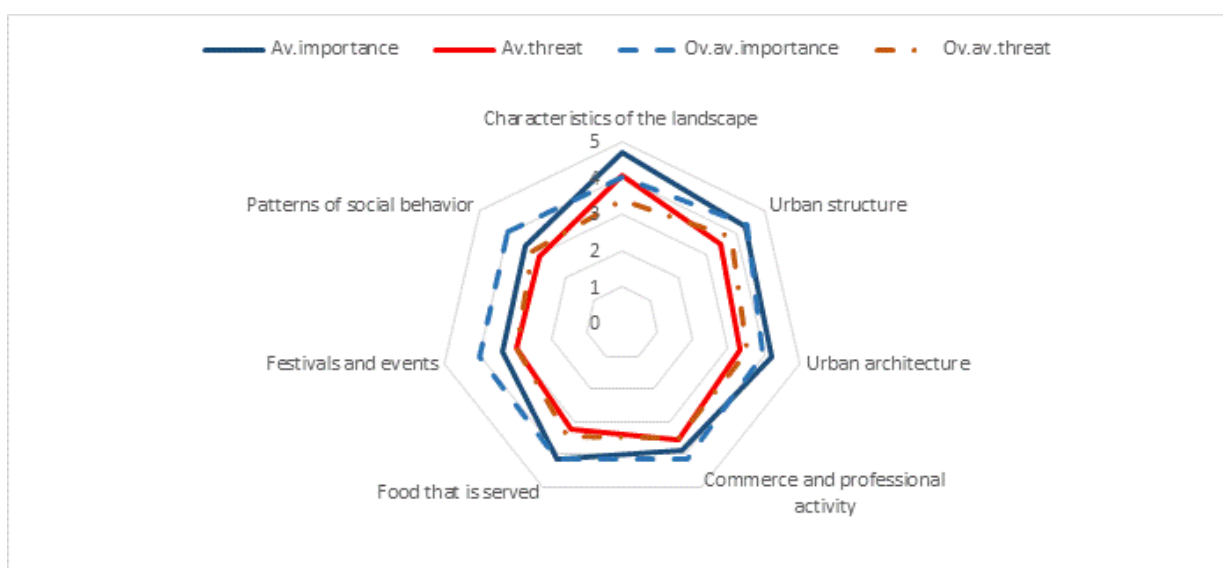
	Residents	Tourists
Age	32.7	42.9
Highest importance	Urban architecture, Urban structure	Urban architecture, Landscape
Highest threat	Urban architecture, Social behaviour	-
Emblematic attraction	Old city	Old city

Although residents and tourists belong to a different age group, they both consider urban architecture as one of the most important Mediterranean elements. Additionally, residents give emphasis to the urban structure, which is understandable, since citizens always expect a habitable city, while tourists give emphasis on the beauty of the landscape. Both target groups depict the old city as the most emblematic attraction. Finally, residents highlight social behaviour as the element that is most threatened, due to uncontrolled tourism activities.

## 3.2 Genoa

### 3.2.1 Experts community

13 experts responded to the survey for the area of Genoa. Figure 7 depicts that the most important characteristic for Genoa corresponds to the category of "Landscape" (4.69), followed by "Urban structure" (4.31), "Architecture" (4.23), and "Food served" (4.15). "Commerce and professional activity" was estimated to present a moderate-to-high importance (3.85), whereas "Festivals and events" and "Patterns of social behaviour" were both scored moderately (3.38). "Landscape" presented a high level of threat (4.08), followed by "Commerce and professional activity" (3.54) and "Urban structure" (3.46).



**Figure 8: Spider diagram\_ GENOA**

As Genoa is one of the most important port-cities in the Mediterranean, retaining a historic centre where street plan and plot layout are still intact, the results revealed from the survey are totally justified. Additionally, the exceptional sequence of axial roads, whose construction began with the building of Strada Nuova and the 42 buildings, selected for inscription in the World Heritage List, present a significant cross-section from the point of view of architecture and urban design that attract important tourism masses.

Analytic results are depicted in the following Table.

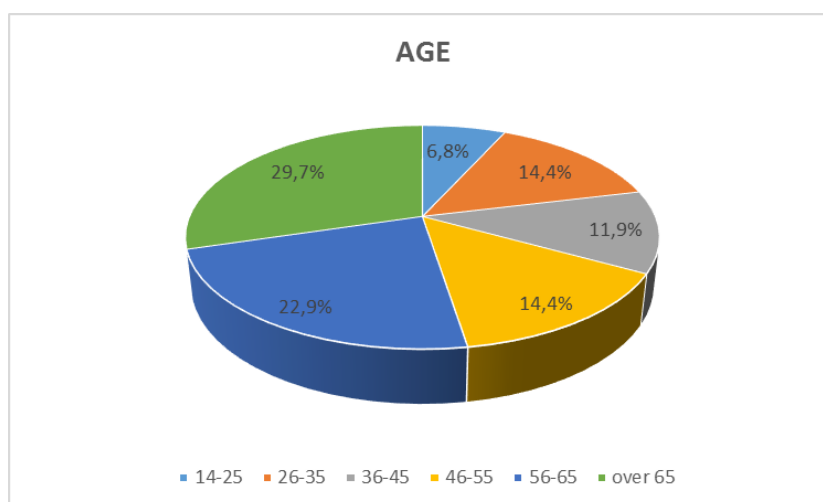
**Table 5: Scientific experts results \_ GENOA**

	Average importance	Average threat	Overall average importance	Overall average threat
Characteristics of the landscape	4.69	4.08	4.02	3.40
Urban structure	4.31	3.46	4.38	3.84
Urban architecture	4.23	3.31	3.98	3.51
Commerce and professional activity	3.85	3.54	4.14	3.52
Food that is served	4.15	3.23	4.15	3.42
Festivals and events	3.38	3.00	4.04	2.99
Patterns of social behaviour	3.38	2.92	4.05	3.19

### 3.2.2 Residents

#### Age/ Gender

118 questionnaires were collected from the residents of Genoa. The average age of the responders is 53 years old. Most of the respondents are between the ages 56-65 and over 65 years old.



**Figure 9: Age\_Residents\_ GENOA**

Male and female gender equally represented in the sample.

### Number of years living in the city

The average number of years living in the city of Genoa is 42.4 years. Almost 50% of the respondents have been living for more than 41 years in the city.

### Occupied in Tourism Sector

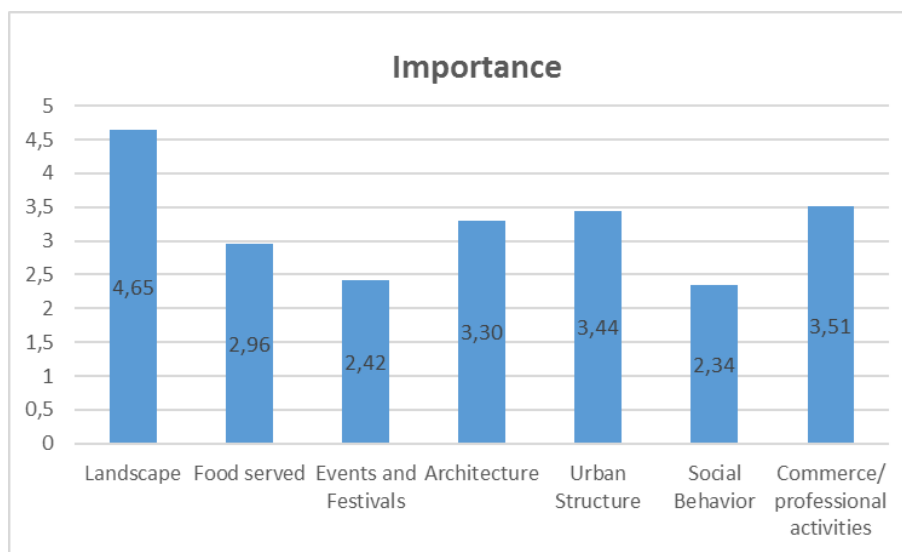
Very few of the respondents (only 6.8%) are occupied in the tourism sector.

### Most emblematic attraction of the city

Based on the survey results, the most emblematic attractions of Genoa, are: the sea front promenade/ old port area and the green parks.

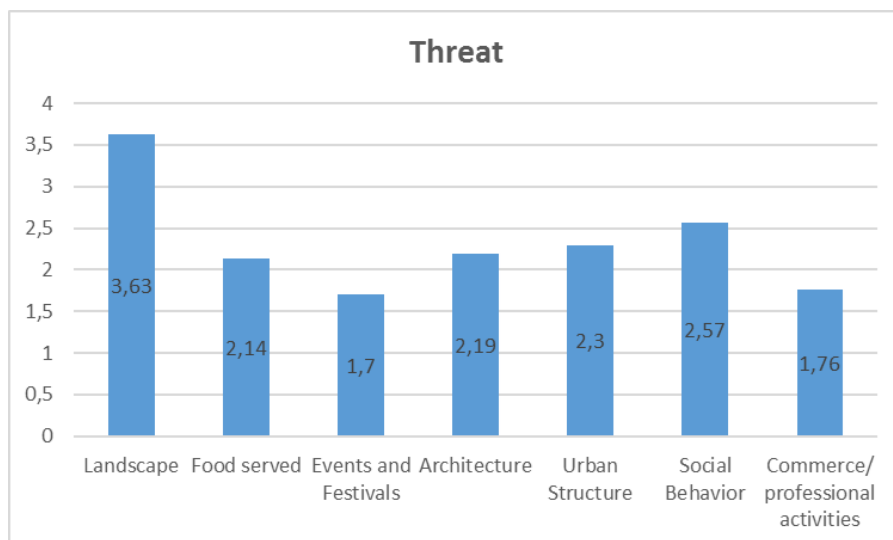
### Hierarchisation of categories against their importance and level of threat

Residents hierarchised the Mediterranean elements according to their importance. The highest importance with an average of 4.65 reflects the "Landscape", followed by "Commerce/ professional activities" (3.51) and "Urban structure" (3.44). On the other hand, Social Behavior and Events /Festivals reflected the lowest importance. Results are depicted in the following Figure.



**Figure 10:** Hierarchisation characteristics against their importance \_GENOA

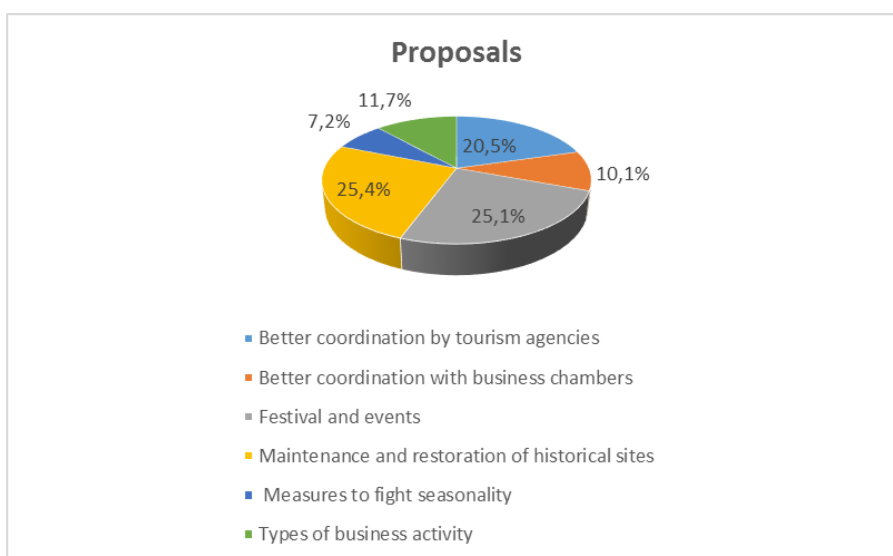
Also, the residents hierarchised the categories above based on the level of threat, due to large and uncontrolled tourism masses in their city. The factor that is under of the highest threat in Genoa is by far "Landscape" (3.63). Analytic results are depicted in the following Figure.



**Figure 11:** Hierarchisation of characteristics against the level of threat \_GENOA

### Proposals to promote the Mediterranean Character

Residents marked the need to preserve and promote the Mediterranean character of the city. The results highlight that festival and events as well as the maintenance and restoration of historical sites are considered important for the city of Genoa.

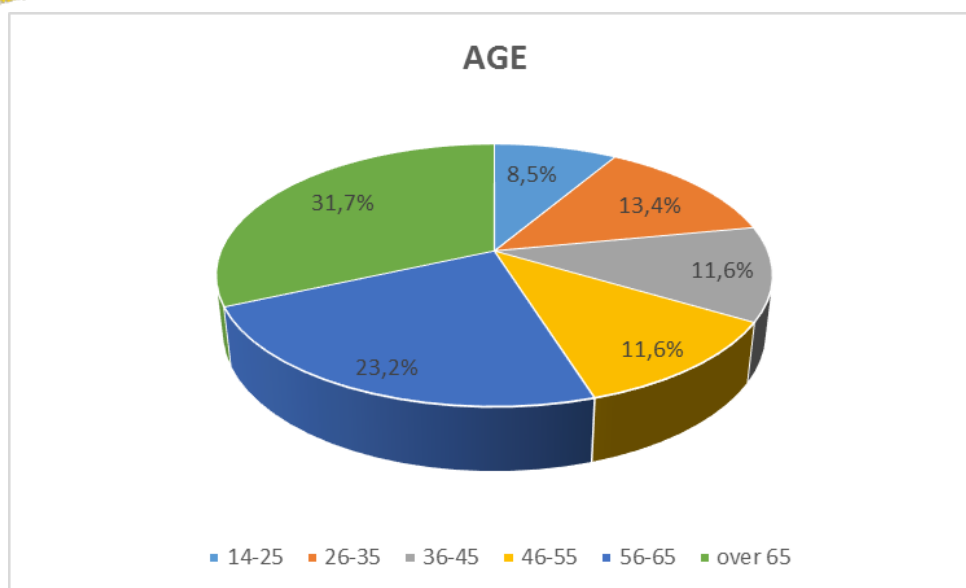


**Figure 12:** Proposals \_Residents\_GENOA

### 3.2.3 Tourists

#### Age/ Gender

164 questionnaires were collected from tourists in Genoa. The average age of the tourists represented in the sample is 53.8 years old. Most of the responders are between the ages 56-65 and over 65 years old.



**Figure 13:** Age\_Tourists \_GENOA

Most of the respondents are females (64.6%), represented in the sample of Genoa.

#### Nationality, type of tourists and frequency

Most of the tourists in Genoa are Italians (94.5%). The rest of the sample is represented by tourists coming from France, Netherlands, Russia, Germany and Equator.

Most of the sample (67.7%) is represented by one day visitors. The overnight visitors mostly stay in hotels (88.7%), while few of them stay in apartments rent from Airbnb and similar accommodation (9.4%) and camps (1.9%). Most of the tourists (57.3%) have visited Genoa more than once.

#### Reason of the Visit

Tourists visit Genoa mostly for holidays (82.9%), however there is a considerable amount that claims to visit Genoa for professional reasons (11.0%). Also, there a small percentage is visiting Genoa other reasons (i.e. Euroflora).

#### Mean of Transportation

Tourists are reaching Genoa by train (44.5%), bus (25%) or private car (25%). A small percentage of other means is also used.

#### How do you organise the stay?

Most of the tourists organize their stay though Trip Advisor or other web applications. However, there is a considerable percentage (32.3%) of tourists using other ways such as a guidebook, direct communication with the hotels etc.

#### Important Characteristic that made you visit the city

Most of the answers are related to easiness to reach the city, the importance of the Euroflora event, the nice weather and climate, the beautiful parks and the sea front promenade.

#### Mediterranean Characteristic

Based on the survey results, the most dominant Mediterranean characteristic is "Landscape" (73.2%). The rest of the categories have very low preference.

#### Alternative Routes/ information about alternative routes

It seems that most of the tourists are willing to follow alternative routes other than the city centre and the main attractions. This shows that tourists are interested to see and visit other places than the main ones. Also, tourists are interested to be informed about the alternative routes mainly by tourist guides, internet and info points.

#### Emblematic Attraction

Tourists claimed that the most emblematic attraction of the city is the sea promenade and the museums and parks.

#### Use of Public Transportation

Tourists seem that they don't use public transportation and if they did, it would be for no more than once or twice.

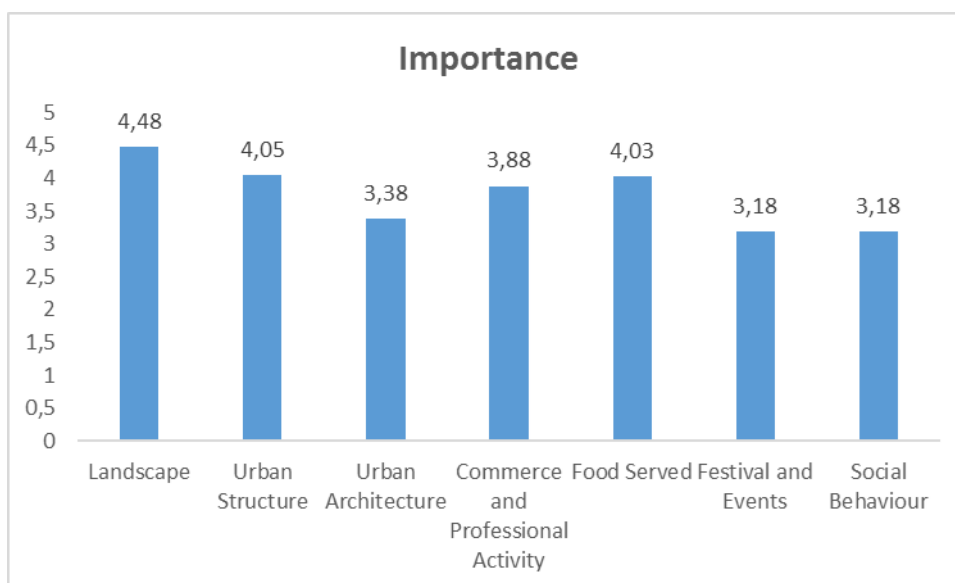
#### Eating Out and spending

Most of the tourists prefer to eat in a restaurant only once or twice during their stay (most probably due to the fact that the sample corresponds mostly to one day visitors). Tourists are able to spend an average of 68 euros per day.

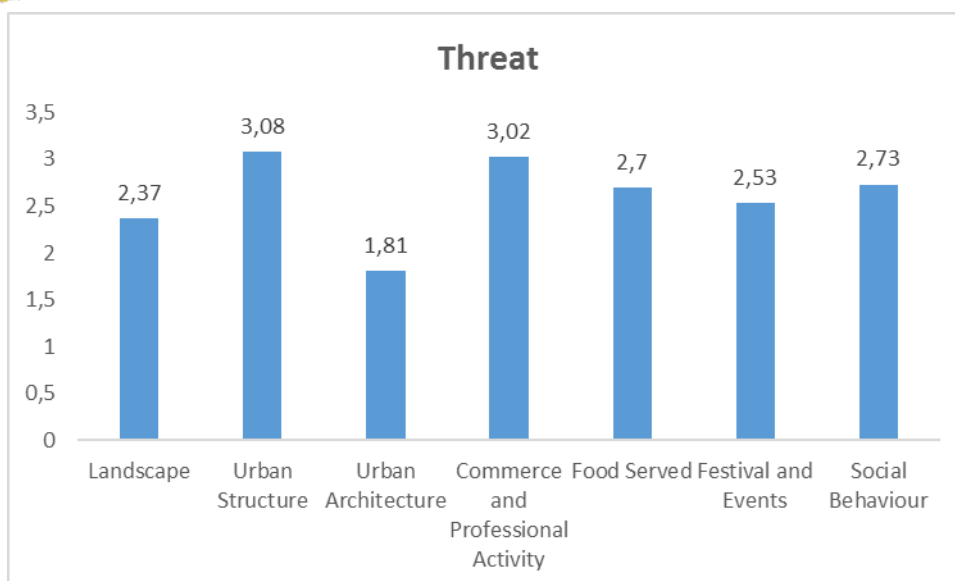
#### 3.2.4 Professionals

36 professionals from the area of Genoa responded to the survey.

The most important characteristics according to the survey addressed to professionals in Genoa are "Landscape", "Urban Structure" and "Food Served" while the characteristics that are found to be under greater threat are: "Urban Structure", "Commerce and professional activity" as well as "Social Behaviour". The results are depicted in Figures 13 and 14.



**Figure 14: Importance of Med characteristics\_Professionals\_GENOA**



**Figure 15:** Level of threat of Mediterranean characteristics \_ Professionals \_ GENOA

### 3.2.5 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents, tourists and professionals in Genoa.

**Table 6:** Overall discussion\_GENOA

	Residents	Tourists	Professionals
Age	53	53.8	-
Highest importance	Landscape, Commerce and professional activity	Landscape	Landscape, Urban structure, Food
Highest threat	Landscape, Social behavior	-	Urban structure, Commerce and professional activity
Emblematic attraction	Sea front promenade/ old port area, green parks	Sea front promenade, museums, parks	-

Residents and tourists that participated in the survey in the case of Genoa represent the same age group. All three target groups highlight landscape as the most important element of the Mediterranean identity. In addition to that, residents elevate also the element of commerce and professional activity, while professionals emphasise urban structure and food that is served. In this case, professionals give a citizens perspective in their view, mainly concerning the urban structure element, while residents give a professional perspective. It could be assumed that the views of these two target groups could be reversed. Although professionals do not highlight commerce and professional activity as the element of highest importance, they do believe that the latter faces the greatest threat, due to uncontrolled tourism activities, as well as urban structure. Also, residents depict social behaviour as the element that is found to be under threat, as well as the landscape. The fact that landscape is considered to be the most important, according to all three target groups and at the same time it is found under threat at least according to residents, raises a strong need to act

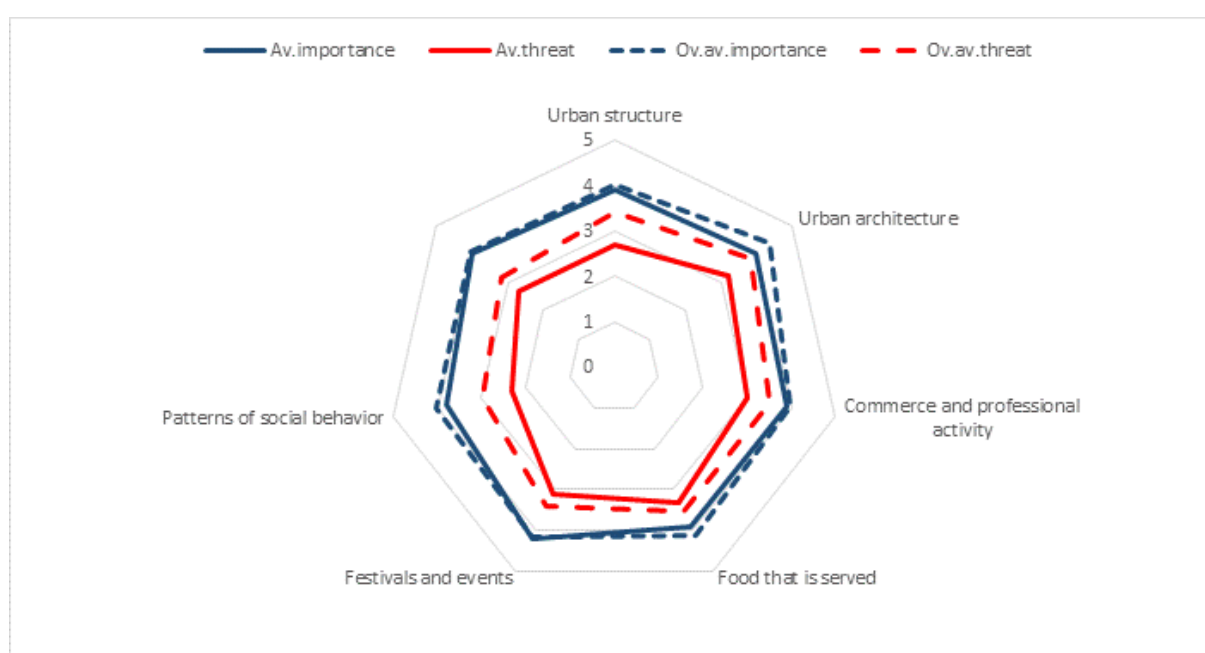


towards the preservation of this element. Finally, tourists and residents agree that among the most emblematic attractions of Genoa is the sea front promenade and the parks.

### 3.3 Malaga

#### 3.3.1 Experts community

12 experts, representing the scientific community participated in the survey from the area of Malaga. The overall results, in relation to the average importance, average threat, overall average importance and overall average level of threat are depicted in the following spider diagram.



**Figure 16:** Spider diagram \_ MALAGA

The scientific experts' estimation of the overall average importance of the Mediterranean characteristics in the case of Malaga, follows very closely the overall (all six areas') average calculation that represents the total of the scientific experts that participated in the study. It is significant that the experts of Malaga have a lower perception of the threat of the Mediterranean identity than the rest of project experts. It is possible that the experience of the massive development of the Costa del Sol will allow them to have a more optimistic outlook of the phenomenon that take place in the city of Malaga.

Analytic results are depicted in the following Table.

**Table 7:** Scientific experts results \_MALAGA

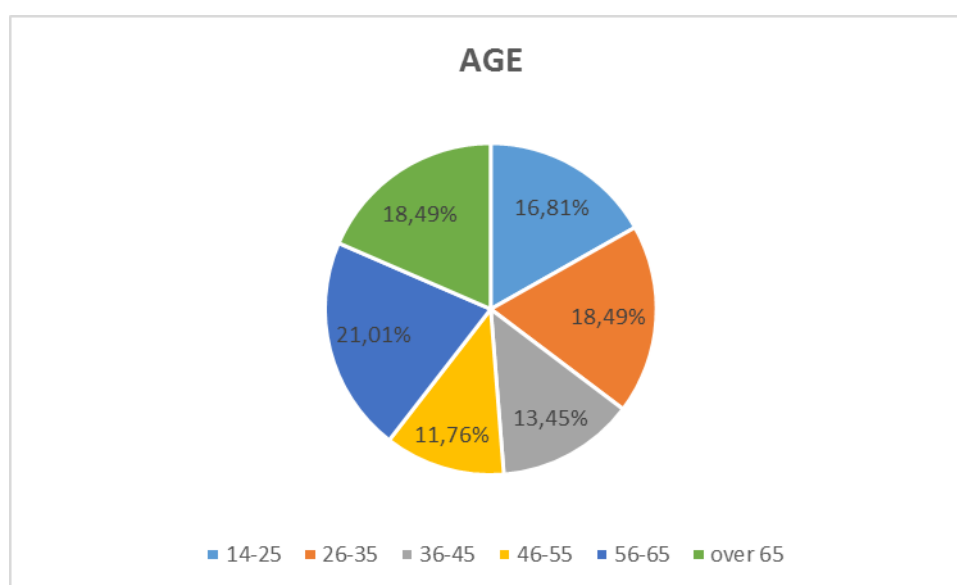
	Average importance	Average threat	Overall average importance	Overall average threat
Characteristics of the landscape	3.90	2.70	4.02	3.40
Urban structure	4.00	3.22	4.38	3.84
Urban architecture	3.90	3.00	3.98	3.51

Commerce and professional activity	3.90	3.30	4.14	3.52
Food that is served	4.20	3.10	4.15	3.42
Festivals and events	3.80	2.30	4.04	2.99
Patterns of social behaviour	4.00	2.70	4.05	3.19

### 3.3.2 Residents

#### Age/ Gender

119 questionnaires were collected from the residents of Malaga. The average age of the respondents is 47.2 years old. A balanced representation is depicted from all age groups in Figure 16. Additionally, 54.6% of the sample is represented by males.



**Figure 17:** Age range of the sample\_Residents\_MALAGA

#### Number of years living in the city

The average years of living in the city, representing the sample of Malaga is 43.1 years.

#### Occupied in Tourism Sector

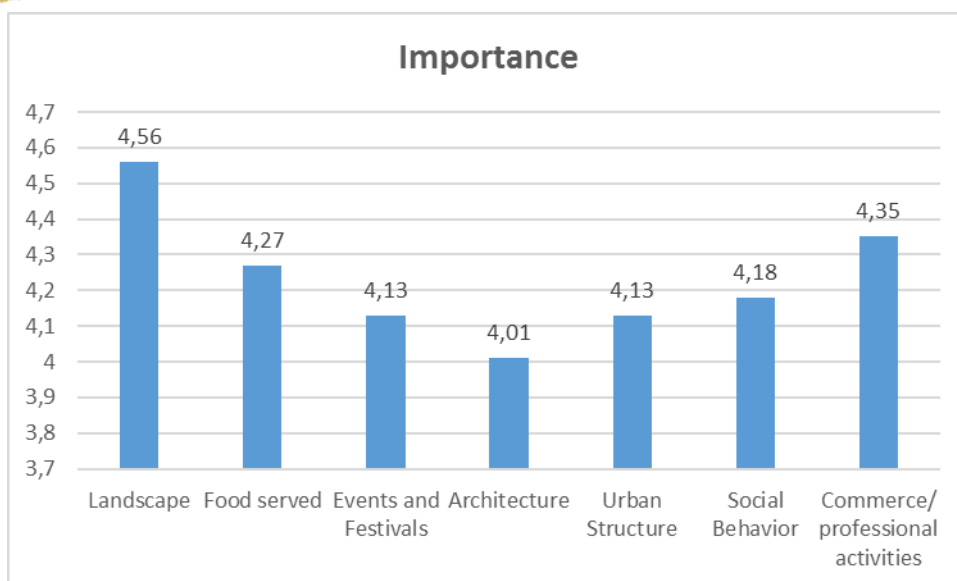
A rather high amount of the responders is occupied in the tourism sector (32.2%).

#### The most emblematic attraction of the city

The most emblematic attractions of Malaga according to the residents are: the historic centre, good climate, gastronomy, museums and the beach.

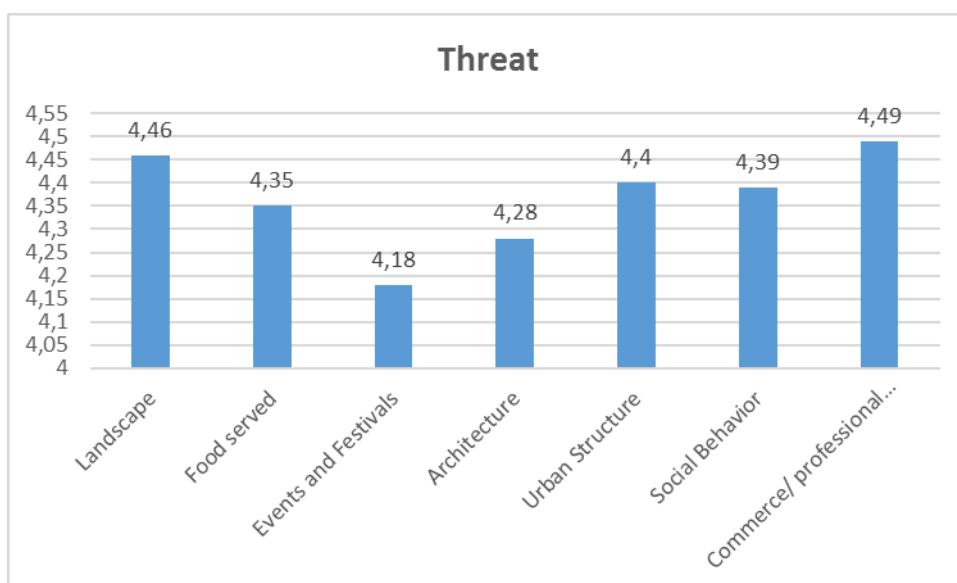
#### Hierarchisation of Categories according to their Importance

According to the residents, the most important characteristic, with an average of 4.56 is the "Landscape" (4.56), followed by "Commerce/ professional activities" (4.35) and "Food served" (4.27). Analytic results are depicted in the following Figure.



**Figure 18:** Importance of Med characteristics\_Residents\_MALAGA

Also, residents were asked to hierarchise the categories based on the level of threat, due to large and uncontrolled tourism masses in their city. The factor that is under of the highest threat in Malaga is "Commerce and Professional Activities" (4.49) closely followed by "Landscape (4.46). In general, all the factors seem to be highly threatened, since they have received a score > 4.00.



**Figure 19:** Level of threat of Mediterranean characteristics\_Residents\_MALAGA

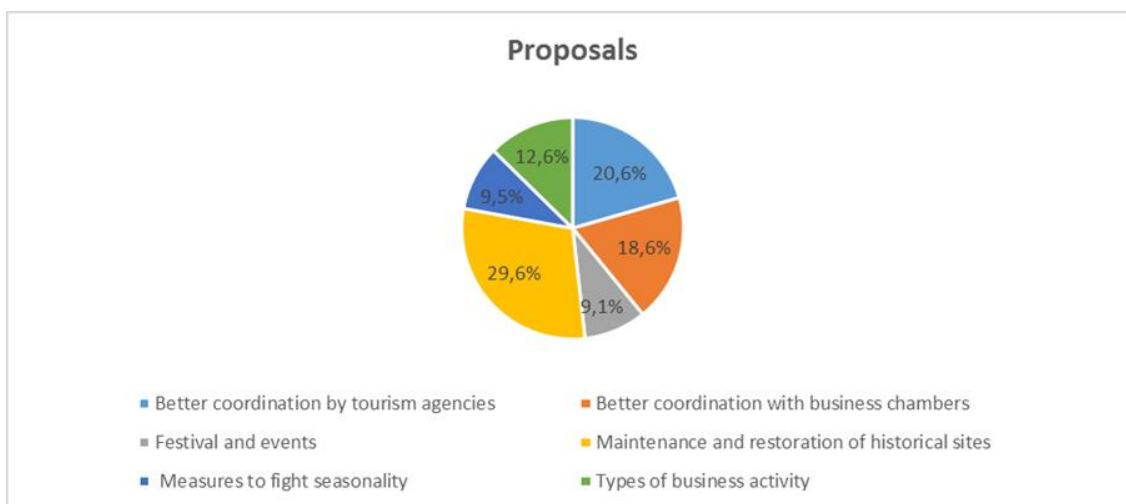
#### Characteristic that is lost due to uncontrolled tourism activity

The characteristics that are mostly lost due to the uncontrolled tourism activity affecting the life of residents and the city is the affordability in terms of prices and identity.

#### Proposals to promote the Mediterranean Character of your City

Residents were asked what proposals and measures would suggest to preserve and promote the Mediterranean character of the city. The results showed that "Maintenance and restoration of

historical sites”, as well as “Better coordination with tourism agencies and business chambers” are the most important for the city of Malaga. Analytic results are depicted in the following Figure.



**Figure 20: Proposals\_Residents\_MALAGA**

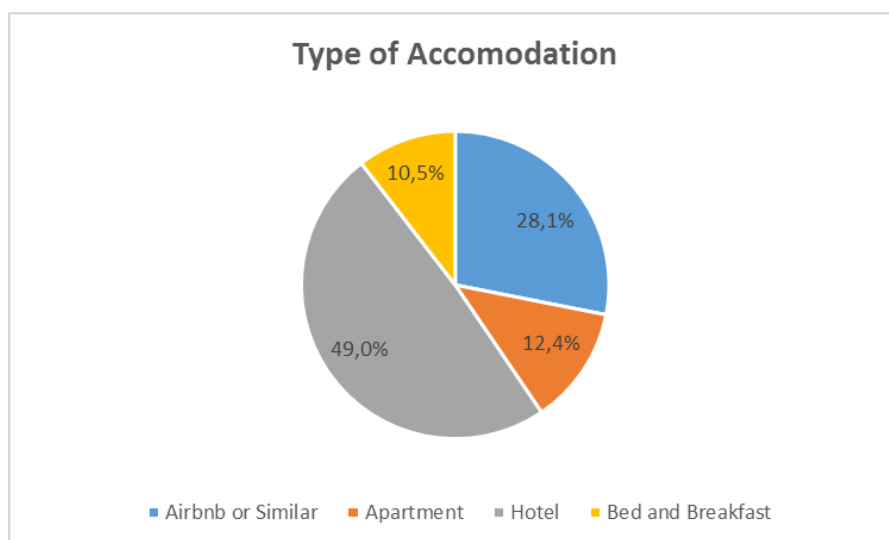
### 3.3.3 Tourists

#### Age/ Gender

209 questionnaires were collected from tourists in Malaga. The average age of the tourists is 39.8 years old. Additionally, an equal gender representation is achieved with regards to tourists’ sample in Malaga.

#### Nationality

Tourists in Malaga come from different countries, such as England, Germany, Croatia, France, Italy, Switzerland etc. In general, most of the tourists who represent the sample are coming from Europe. Most of them are overnight tourists. However, there is a remarkable percentage of day visitors as well, reaching 27.4%. Regarding the type of accommodation, tourists stay in hotels (49.0%), in Airbnb or Similar (28.1%), in Apartment (12.4%), and in Bed and Breakfast (10.5%). Also, there is a percentage of tourists who prefer to stay in apartments and bed and breakfast facilities. Results are depicted in the following Figure.



**Figure 21: Type of accomondation\_Tourists\_Malaga**

### Times you have visited the city

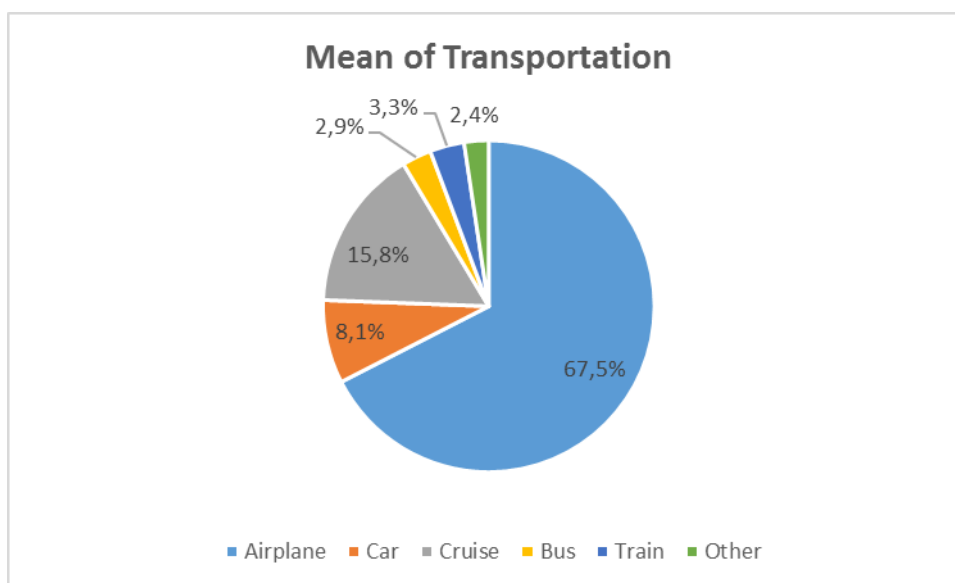
Most of the tourists who represent the sample are visiting Malaga for the first time (67.1%). Still, almost 30% is coming for the second time to visit the city.

### Reason of the Visit

Most of the tourists who represent the sample is coming to Malaga for their holidays (88.9%). A small amount of tourists are visiting Malaga for other reasons, such as for health or professional reasons.

### Means of Transportation

Tourists are coming to Malaga mainly by plane (67.5%) and by Cruise ships (15.8%).



**Figure 22:** Means of transportation\_Tourists\_MALAGA

### How do you organise the stay?

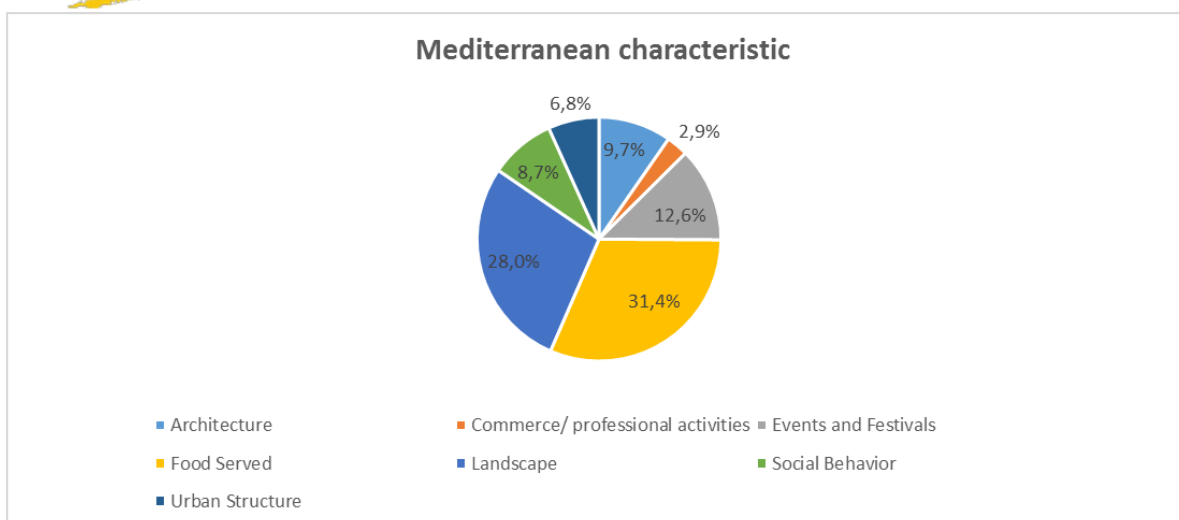
Tourists that are coming to Malaga are mostly organising their stay through a travel agent or by using the trip advisor and similar applications.

### Important Characteristic that made you visit the city

The most important characteristics that motivate tourists to visit the city are: beach, good climate and culture.

### Mediterranean Characteristic

The most important Mediterranean characteristics according to the survey, are: "Food served" (31.4%), "Landscape" (28.0%) and "Festivals and events" (12.6%). Results are depicted in the following Figure.



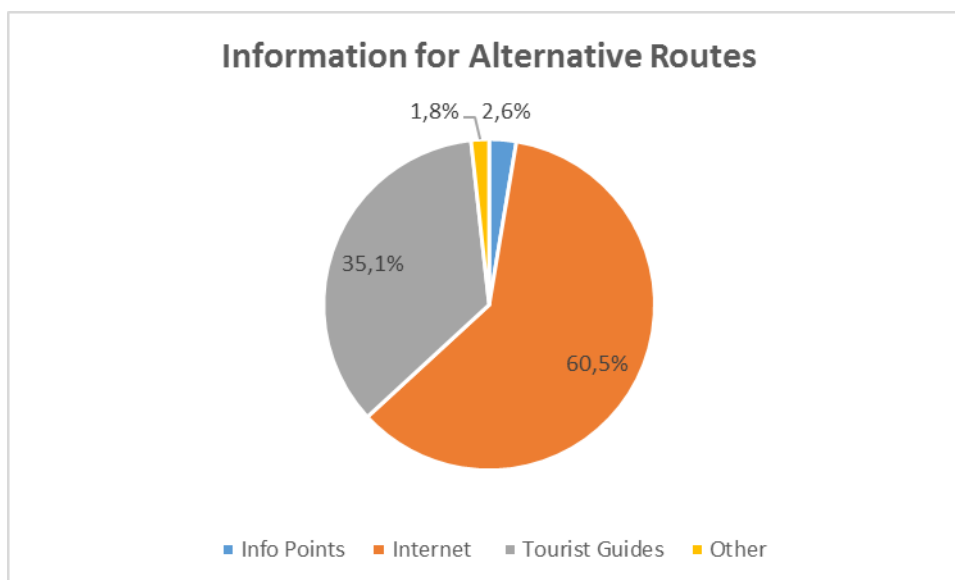
**Figure 23:** Mediterranean characteristics\_Tourists\_MALAGA

### Alternative Routes

The answers of tourists representing the Malaga sample addressing the question whether or not they are willing to follow the alternative routes, are balanced between negative (50.2%) and affirmative (49.08%). Those who are not willing to follow alternative routes claim that they wouldn't have time to visit all attractions if they followed alternative routes, or that they are not interested at all in following alternative routes.

### Information for Alternative Routes

Tourists that are interested to be informed about the alternative routes would use the internet and tourist guides to get informed. Results are depicted in the following Figure.



**Figure 24:** Information for alternative routes\_Tourists\_MALAGA

### Emblematic Attraction

According to the tourists who represent the sample of Malaga, the most emblematic attractions are: the beach, the cathedral and the historical city. Tourists have visited these places more than once and they plan to visit it again, before leaving the city.

### Use of Public Transportation

More than half of the tourists' sample used public transportation during their stay in Malaga. They are using it once or twice per day.

### Eating Out

Most of the tourists are eating out more than five times. It seems that people are enjoying good food in Malaga since they prefer local restaurants.

### Spending of Tourists

Tourists spend on average 29.5 euros per day. Most of them are spending less than 50 euro per day.

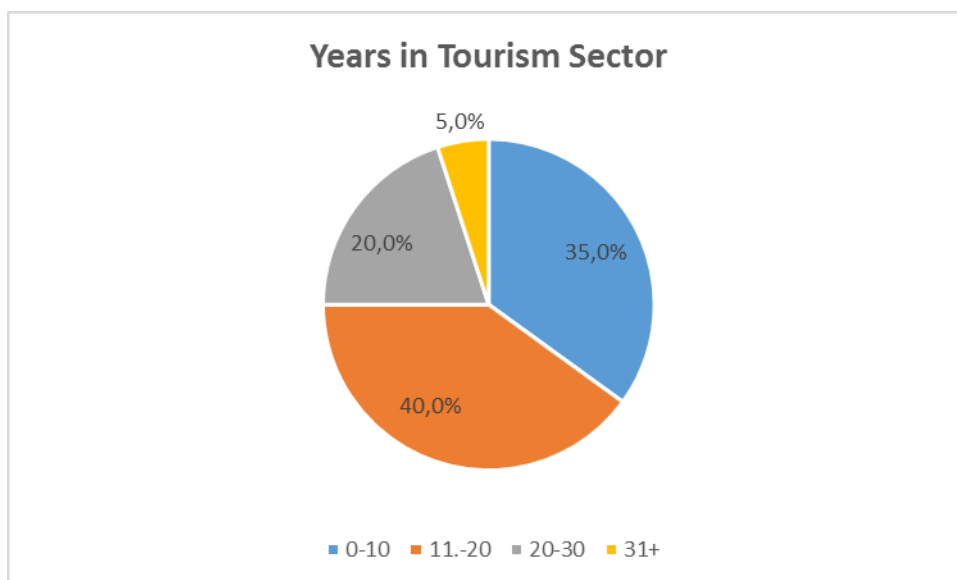
### 3.3.4 Professionals

#### Age

20 questionnaires are collected from the professionals representing the city of Malaga. The average age of the responders is 47.1 years old. Most of the responders are between the ages 46-55 years old.

#### Number of years in Tourism Sector

The average number of years of people working in the tourism sector in Malaga, is 17.5. Most of the respondents are being active in the tourism sector between 11-20 years (40%). However, there is a considerable percentage of people (35.0%) that are "new comers" in the sector (0-10 years). Results are depicted in the following Figure.



**Figure 25:** Experience in the tourism sector\_Professionals\_MALAGA

### Category of Occupation in Tourism Sector



50% of the respondents are working in hotels while the rest is occupied in other sectors such as museums, port facilities, online businesses and convention office.

#### The most emblematic attraction of the city

According to professionals, the most emblematic attractions of the city are museums, gastronomy and the beach.

#### Most characteristic Route followed by the tourists

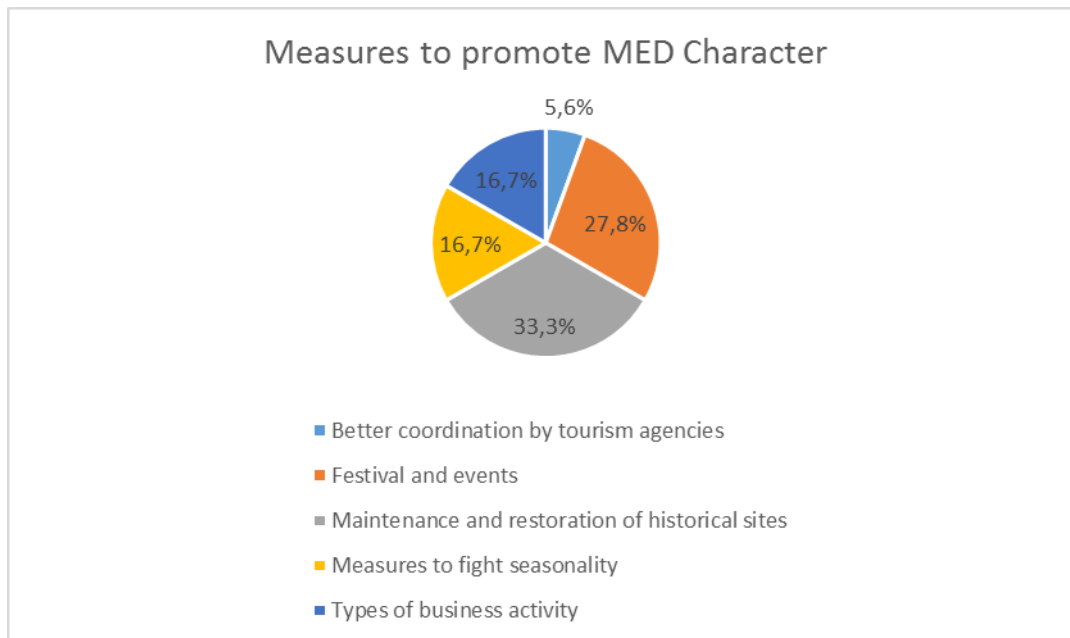
The most characteristic routes that are followed by the tourists according to professionals are related to the historical monuments, museums, authentic traditions - folklore and the beach.

#### Altering Tourist Options

Even in case that they understand that tourism is exceeding in the area, professionals do not change the tourist options (62.5%), since, as they claim, they are not modified by any public or private authority to do so. In some cases, tourist options might be altered by the Tourism department (City Council), the City Hall and the media. Some proposals for alternatives routes that can be introduced to the tourists could be: excursions to other towns such as Ronda, Marbella, Nerja, Frigiliana, etc, the fishing village as well as excursions to the province of Malaga.

#### Measures to Preserve/ Promote Mediterranean Character

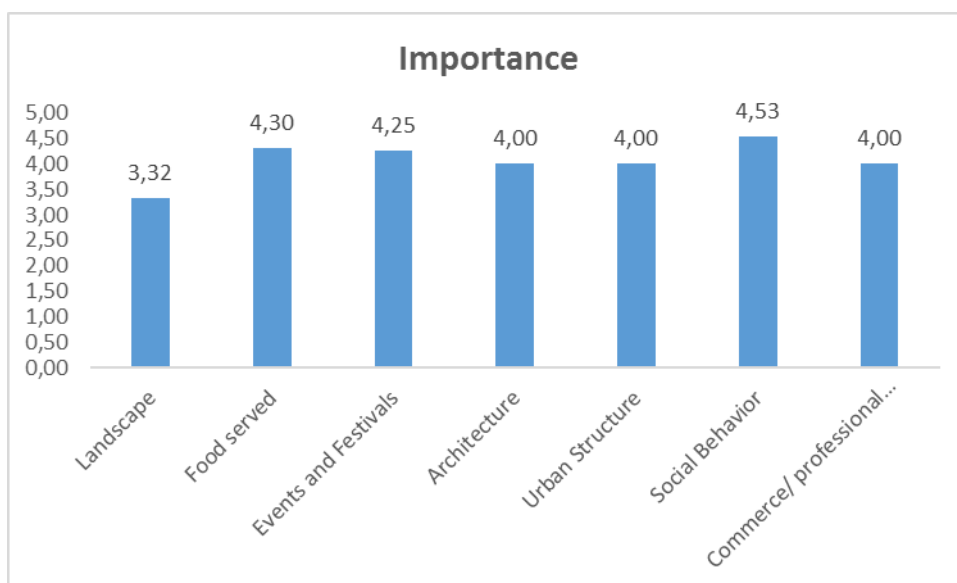
Professionals believe that the most appropriate measures to preserve and promote the Mediterranean character are: "Maintenance and restoration of historical sites" as well as the implementation of "Festival and events". Results are analytically depicted in the following Figure.



**Figure 26:** Measures to promote Mediterranean character\_Professionals\_MALAGA

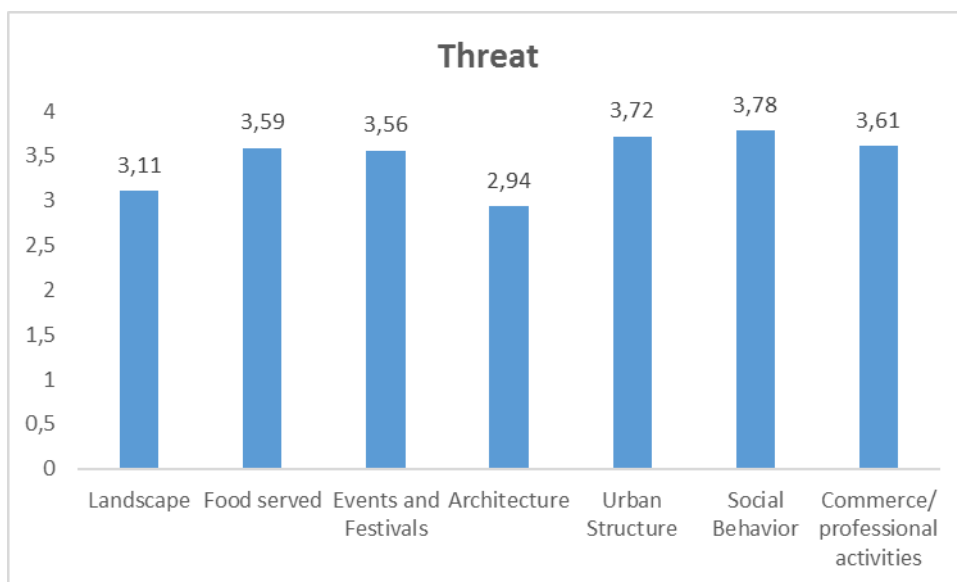
#### Hierarchisation of Categories according to their Importance

The most important characteristic, according to the survey addressed to professionals, with an average of 4.53, is "Social behavior", followed by "Food served" (4.30) and "Festivals and events" (4.25). Results are depicted in the following Figure.



**Figure 27:** Importance of Med characteristics\_Professionals\_MALAGA

The large and uncontrolled tourism masses in the city, is the threat where the factors that is under of the highest level in Malaga are: "Social behavior" (3.78), "Urban structure" (3.72) and "Food served" (3.59). Analytic results are depicted below.



**Figure 28:** Level of threat of Med characteristics\_Professionals\_MALAGA

### 3.3.5 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents, tourists and professionals in Malaga.

**Table 8:** Overall discussion\_MALAGA

	Residents	Tourists	Professionals
Average age	47.2	39.8	47.1
Highest importance	Landscape, Commerce	Beach, good climate, culture	Social behavior, Food served
Highest threat	Commerce, Landscape	Food served, Landscape	Social behavior, Urban structure
Emblematic attraction	Historic centre, good climate, gastronomy, museums, beach	Beach, Cathedral, Historic centre	Museums, gastronomy, beach

The average of tourism in Malaga is younger than residents and professionals. Although, all of them are considered beaches and historic centre (museums and monuments) as the most emblematic attractions of the city. Nevertheless, the residents estimate commerce and professional activities more important than social behaviour or food served, which are valued for professionals and tourists. The perception of massification is also different: According to residents and tourists the landscape is considered to be under the highest level of threat, .while for professionals recognize social behaviour and urban structure as the most threatened elements. As also observed also in the case of Dubrovnik, professionals give a citizens' perception in their answer, while residents give a professionals' point of view, by highlighting commerce as the an important element which is mostly threatened. , .

### 3.4 Rhodes

#### 3.4.1 Experts community

9 questionnaires are collected from the scientific community, in the case of Rhodes. The similarities of of Rhodes island to the city of Dubrovnik are also reflected through the assessment results. In the case of Dubrovnik, where Figure 28 depicts a very high importance for the specific characteristics of "Urban structure", "Architecture" and "Festivals and events" (5.00), followed by "Social behaviour" (4.50). Additionally, the categories of "Landscape" and "Commerce and professional activity" present a high importance (4.00). "Urban structure" presents the highest level of threat (4.50), followed by "Architecture" (4.00).

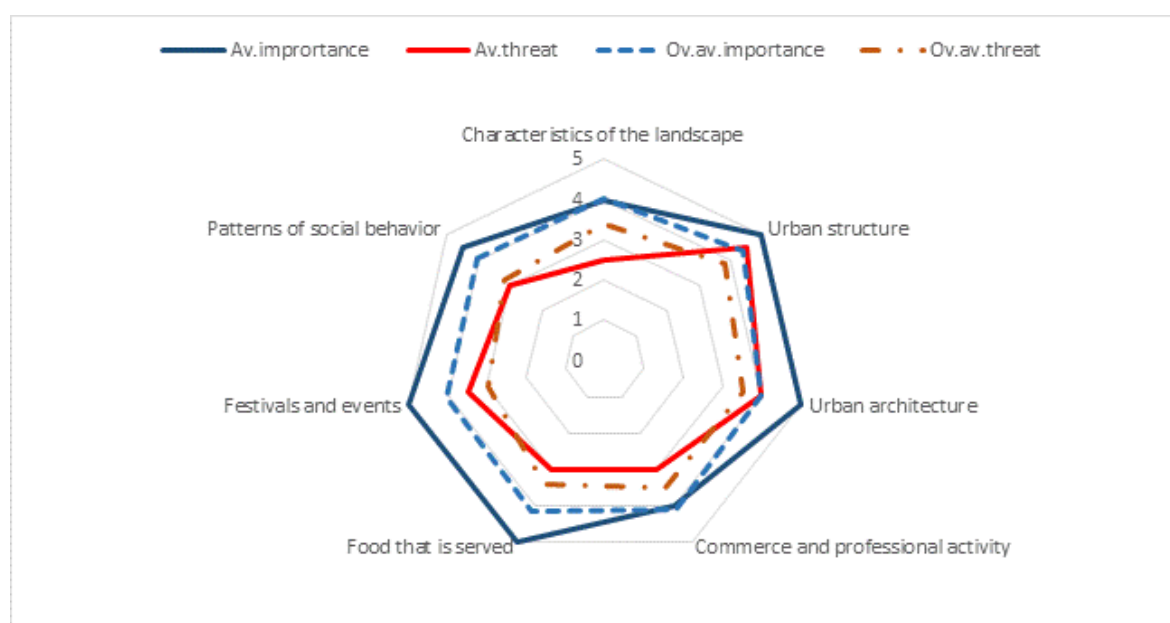


Figure 29: Spider diagram\_RHODES

As it is depicted in Table 6, the average importance of some characteristics, such as "Architecture", "Food served" and "Festivals and events" are overestimated by the external experts of Rhodes, in relation to the overall average that derived by the total of experts that participated in the study. The same applies in the case of level of threat, with the highest deviation observed in reference to the "Landscape" characteristic.

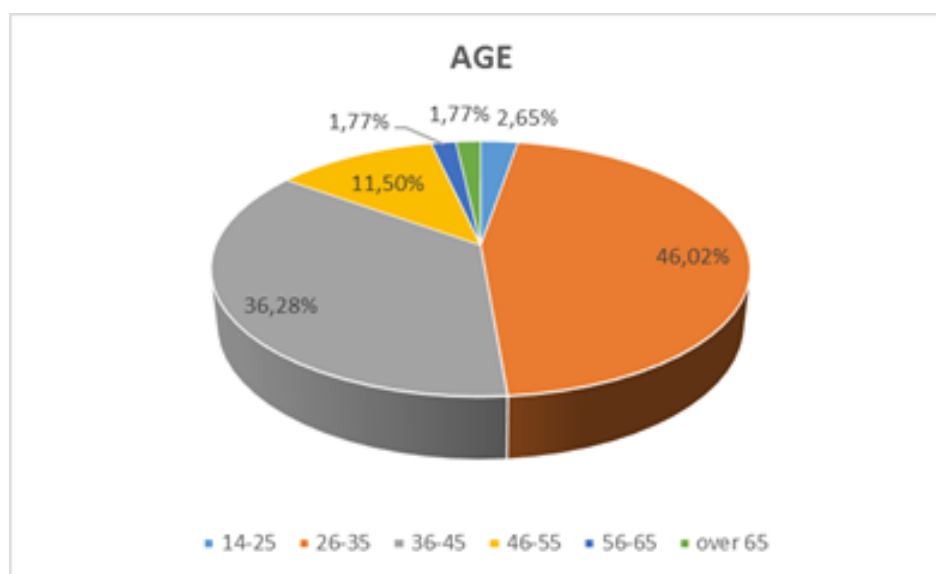
**Table 9:** Experts results\_RHODES

	Average importance	Average threat	Overall average importance	Overall average threat
Characteristics of the landscape	4.00	2.50	4.02	3.40
Urban structure	5.00	4.50	4.38	3.84
Urban architecture	5.00	4.00	3.98	3.51
Commerce and professional activity	4.00	3.00	4.14	3.52
Food that is served	5.00	3.00	4.15	3.42
Festivals and events	5.00	3.50	4.04	2.99
Patterns of social behaviour	4.50	3.00	4.05	3.19

### 3.4.2 Residents

#### Age/ Gender

114 questionnaires are collected from the residents of Rhodes city. The average age of the respondents is 37 years old. Most of them are between the age 26-35 and 36-45.



**Figure 30:** Age\_Residents\_RHODES

With regards to the representation of genders in the sample, the 52.2% of the percentage corresponds to males. The sample can be considered gender equal.

#### Number of years living in the city

The average number of years of living in in the city of Rhodes is 30.4%. Most of the respondents are living between 21-30 years (33.63%) and 31-40 years (30.97%).

#### Occupied in Tourism Sector

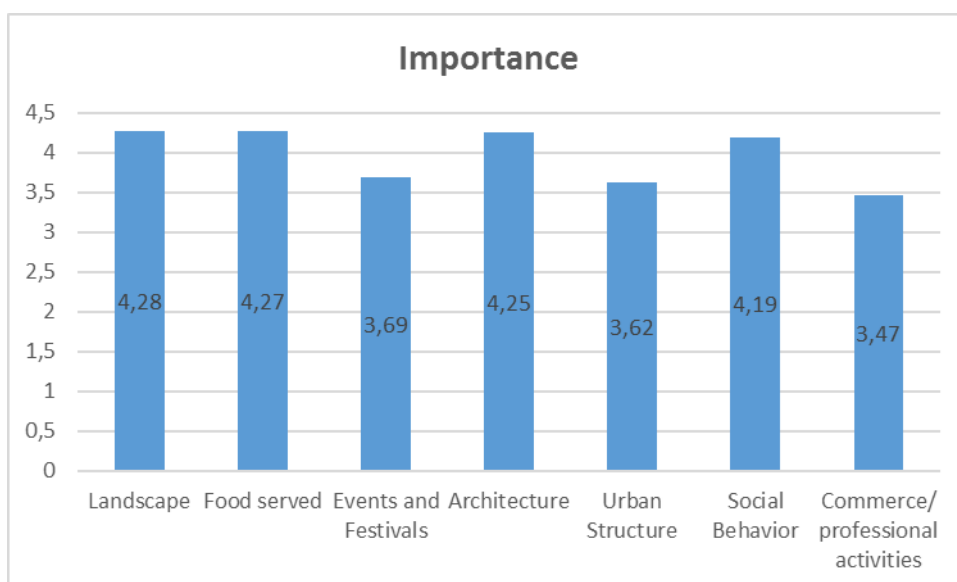
36.3% percentage of the sample is activated in the tourism sector of Rhodes.

#### The most emblematic attraction of the city

As for the most emblematic attraction of Rhodes two are the main dominant answers: the Old Medieval City of Rhodes and Lindos.

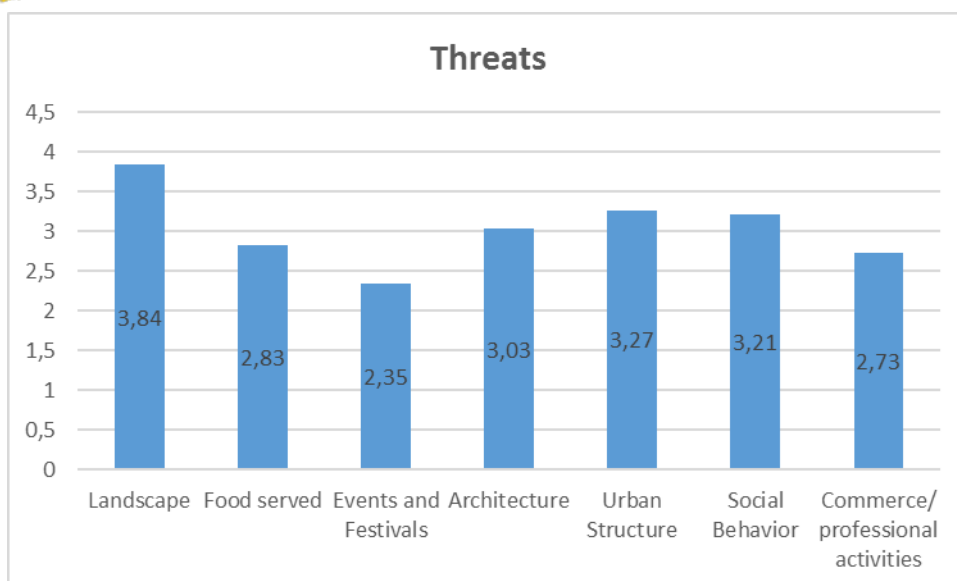
#### Hierarchisation of Categories according to their importance and level of threat due to Large and Uncontrolled Tourism Masses in your City

According to the survey, the highest importance with an average percentage of 4.28% corresponds to "Landscape", followed by "Food served" (4.27) and "Architecture" (4.25). Results are depicted in the following Figure.



**Figure 31:** Importance of Med characteristics\_Residents\_RHODES

, Due to the large and uncontrolled tourism masses in their city the residents prioritised the categories above based on the level of threat,. The factors which are under of the highest level of threat in Rhodes are: "Landscape", "Urban structure" and "Social behaviour". Analytic results are depicted in the following Figure.



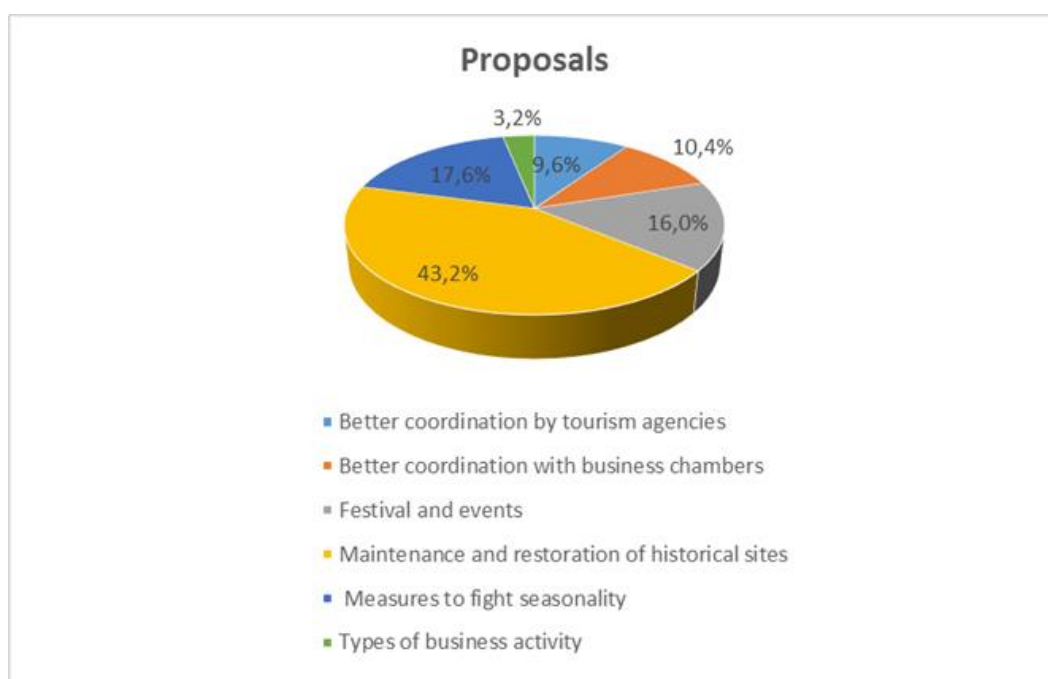
**Figure 32:** Level of threat of Mediterranean characteristics\_Residents\_RHODES

#### Characteristic that is lost due to uncontrolled tourism activity

The most important characteristic that is lost due to the uncontrolled tourism activity and affects the life of residents and the city, is quietness, through the overcrowding due to a lot of number of tourists (mass tourists) that makes the city very busy and crowded. Also, beaches are full of tourists and it is difficult for residents to find a free place at the beach to swim and relax with no noise and chaos. Also, the traffic jam during the summer months is chaotic and there are no parking spaces for free. Except that during the summer months there is too much waste and environmental pollution and the city is less clean.

#### Proposals to promote the Mediterranean Character of your City

According to the survey, maintenance and restoration of historical sites are on high importance for the city of Rhodes. Results are depicted in the following Figure.

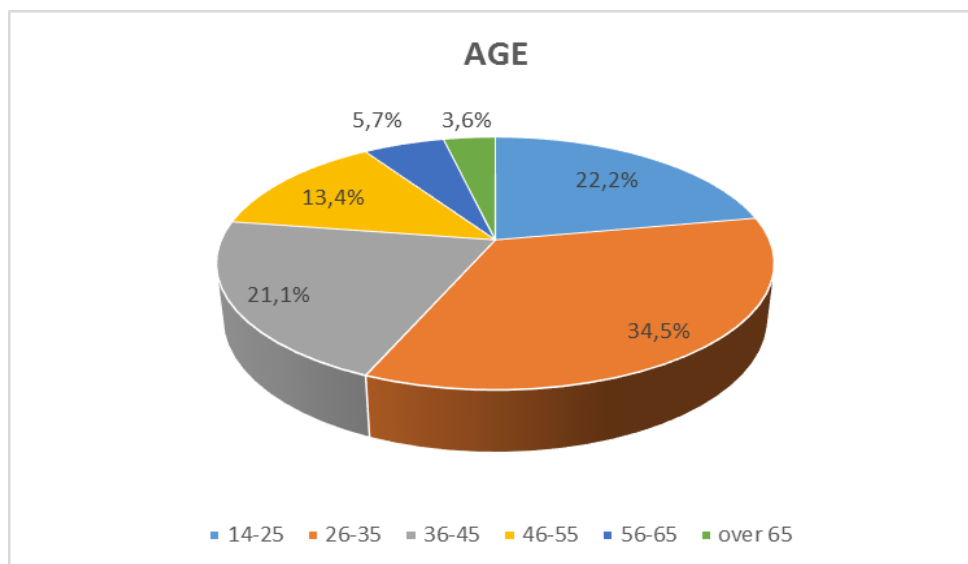


**Figure 33: Proposals\_Residents\_RHODES**

### 3.4.3 Tourists

#### Age/ Gender

200 questionnaires are collected from tourists in Rhodes. The average age of the tourists is 36 years old. Most of the respondents are between the ages 26-35 and 36-45 years old.



**Figure 34: Age\_Tourists\_RHODES**

There is a gender equality in the sample of tourists in Rhodes since we have half men and women answering the questionnaire.

#### Nationality

Tourists in Rhodes come from different countries, such as Denmark, UK, Greece, Finland, Germany, Italy, Israel, Sweden, Austria, Netherlands, France, Hungary, etc. There is a variety of tourists' origins, mostly coming from Europe.

#### Type of Tourists

Most of the tourists representing the sample are overnight tourists (93.8%). Overnight tourists are staying mostly in hotels (56.7%) and apartments (24.2%). Also, there are tourists staying either with relatives or friends.

#### Times you have visited the city

Most of the tourists who have participated in the survey are coming for the first time in Rhodes. However, there is a considerable percentage visiting Rhodes more than once.

#### Reason of the Visit

Most of the tourists are coming to Rhodes for holidays (86.6%). A small percentage of them visits Rhodes for professional reasons.

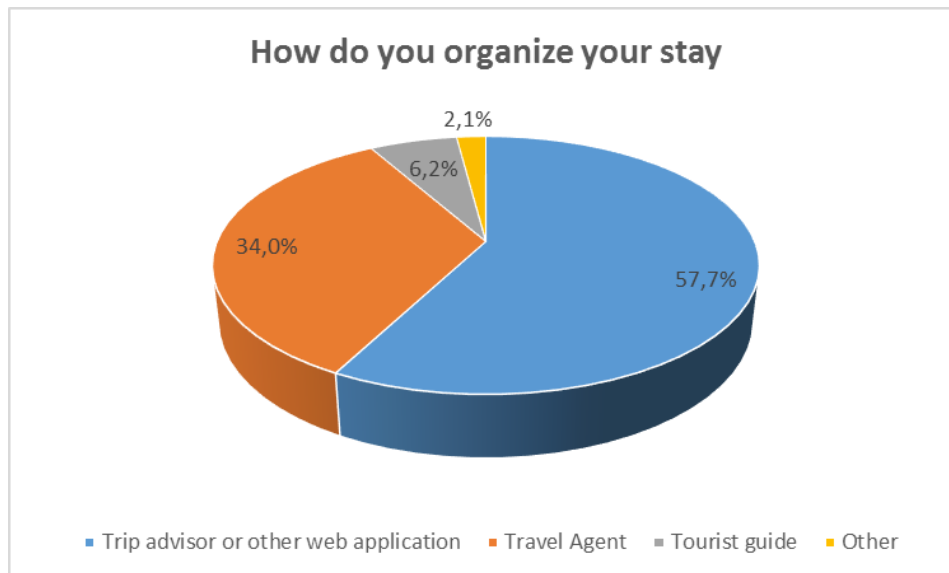
#### Mean of Transportation

Tourists reach Rhodes by plane (97.4%). Very few are the ones that reach the island by cruise ships.



### How do you organise the stay?

Tourists who come to Rhodes are mostly using the trip advisor or similar applications (57.7%). Also, there is a considerable percentage that is using a travel agent to book their stay to Rhodes. Results are depicted in the following Figure.



**Figure 35:** Ways to *organize* staying\_Tourists\_RHODES

### Important Characteristic that made you visit the city

Tourists gave various answers when they were asked about the most important characteristic that motivated them to visit the city. Most of the tourists answered that they like Rhodes because it has very nice, clean beaches, is an island that provides safety, it has a good weather and very good food. Also, there is the factor of historicity and architecture. Rhodes is an island that combines both relaxing holidays and history/ culture.

### Mediterranean Characteristic

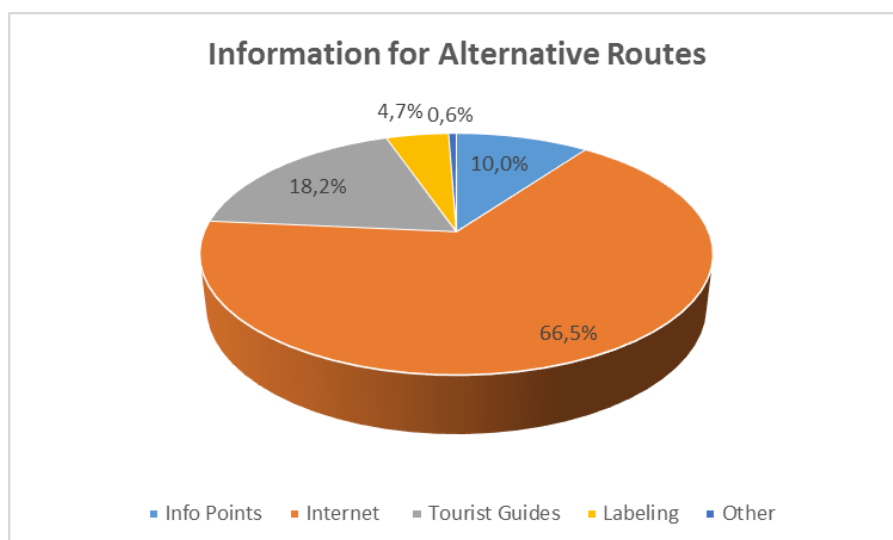
The most important Mediterranean characteristic according to the tourists' sample in Rhodes, is the "Landscape" (58.8%).

### Alternative Routes

According to the survey, most tourists are willing to follow alternative routes other than the island center and the main attractions.

### Information for Alternative Routes

Tourists are interested to be informed about the alternative routes, mainly through the internet and tourist guides. Results are depicted in the following Figure.



**Figure 36:** Information for alternative routes Tourists RHODES

### Emblematic Attraction

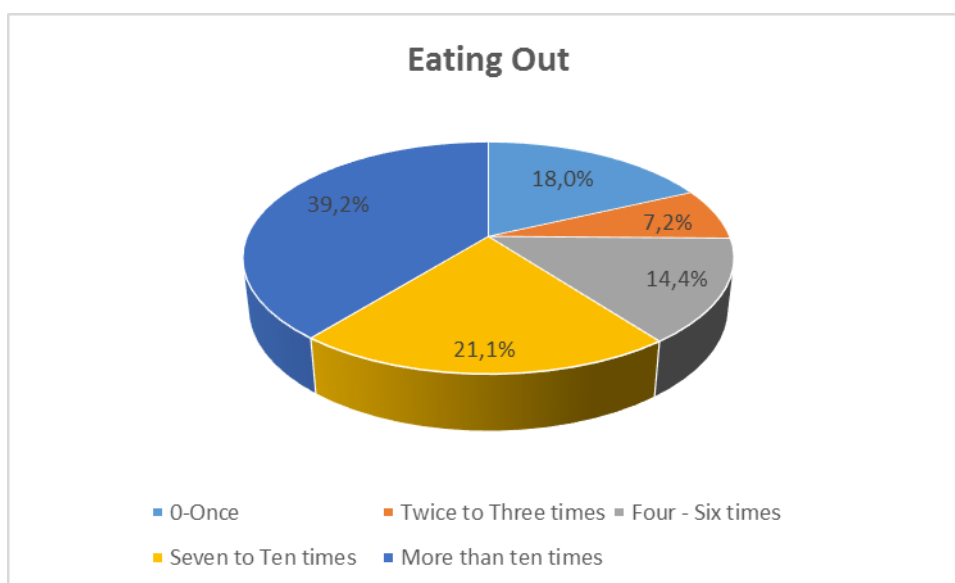
According to the survey, the most emblematic attractions of the island of Rhodes are: the Acropolis of Lindos, the old city and the beaches. Tourists have visited these places for more than once, especially beaches and the old city.

### Use of Public Transportation

Tourists seem that they don't use the public transportation and if they used it no more than one or two times.

### Eating Out

Most of the tourists prefer to eat out more than ten times during their stay, for lunch and for dinner. Also, a lot of tourists visit Rhodes using all-inclusive packages, thus they do not eat out of the hotel. In general people who prefer to eat out of the hotel, are motivated by the Mediterranean tastes. Results are depicted in the following Figure.



**Figure 37:** Eating out\_Tourists\_RHODES

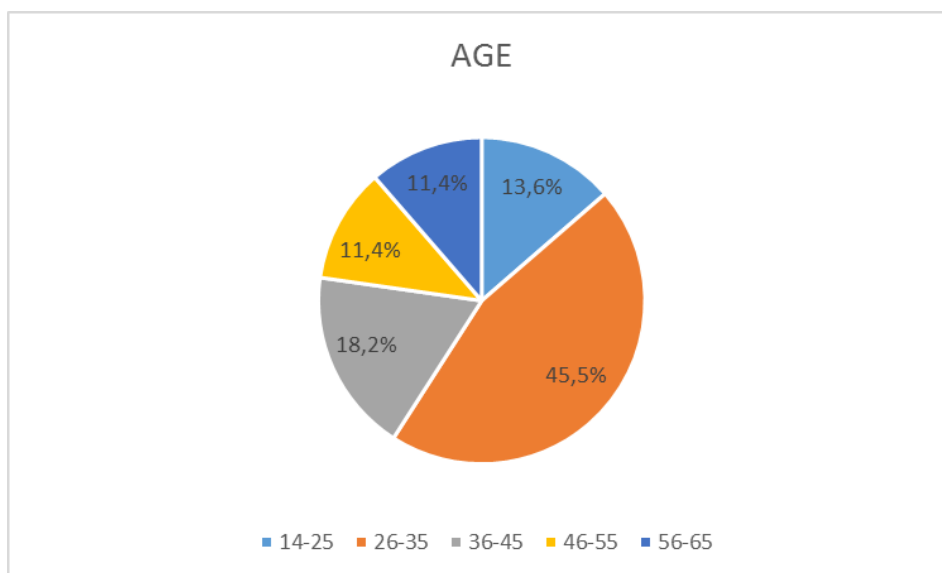
### Spending of Tourists

Tourists are spending on average per day 61.72 euros. Most of them are spending less than 50 euros.

#### 3.4.4 Professionals

### Age

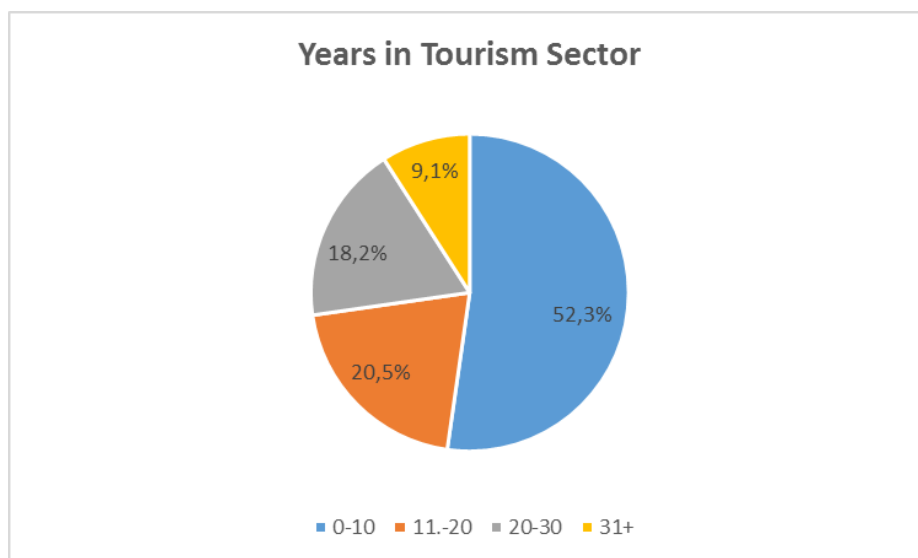
44 questionnaires are collected from professionals, in Rhodes. The average age of the respondents is 36.8 years old. Most of the respondents are between the ages 26-35.



**Figure 38:** Age\_Professionals\_RHODES

### Number of years in Tourism Sector

The average number of years that people are working in the tourism sector is 13.6 years, according to the survey. Almost half of the respondents are working in the tourism sector between 0-10 years. However, there is a considerable percentage of people who are working more than 20 years in the tourism sector in Rhodes.



**Figure 39:** Years in the tourism sector\_Professionals\_RHODES

### Category of Occupation in Tourism Sector

Most of the respondents are working in Hotels (59.1%) while there is a considerable percentage of people working in other tourism areas, which is at the airport, as taxi drivers and at souvenir shops.

### The most emblematic attraction of the city

According to the survey, the most emblematic attraction of Rhodes is the old medieval town and the acropolis of Lindos, which is what also tourists have claimed for Rhodes.

### Most characteristic Route followed by the tourists

The most characteristic routes which followed by the tourists are around the old town and the one path that leads to Lindos.

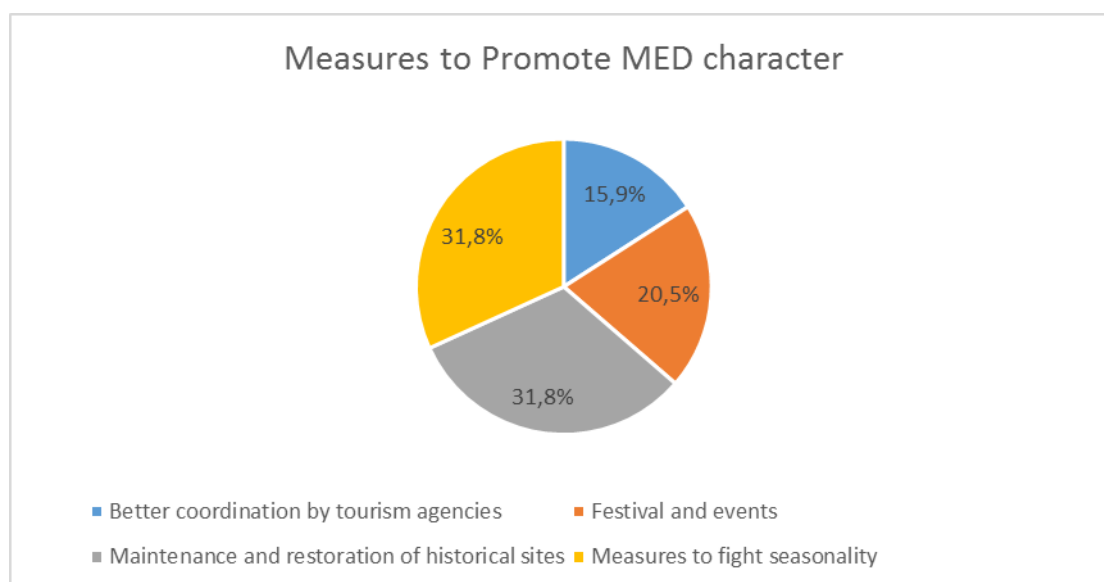
### Altering Tourist Options

Professionals are claimed according to the survey that they tend to alter the tourist options (77.3%) by giving them alternative routes and new ideas about alternative visiting, in case they understand that tourism is exceeding in the area.

Even though professionals are alerting tourists it seems that public authorities are not informing them about exceeding of tourism in specific areas. Some proposals for alternatives routes that could be proposed to the tourists is Kameiros, Psaronisi, a tour of the island, scuba diving, bike tour, religious tour and Monolithos castle.

### Measures to Preserve/ Promote Mediterranean Character

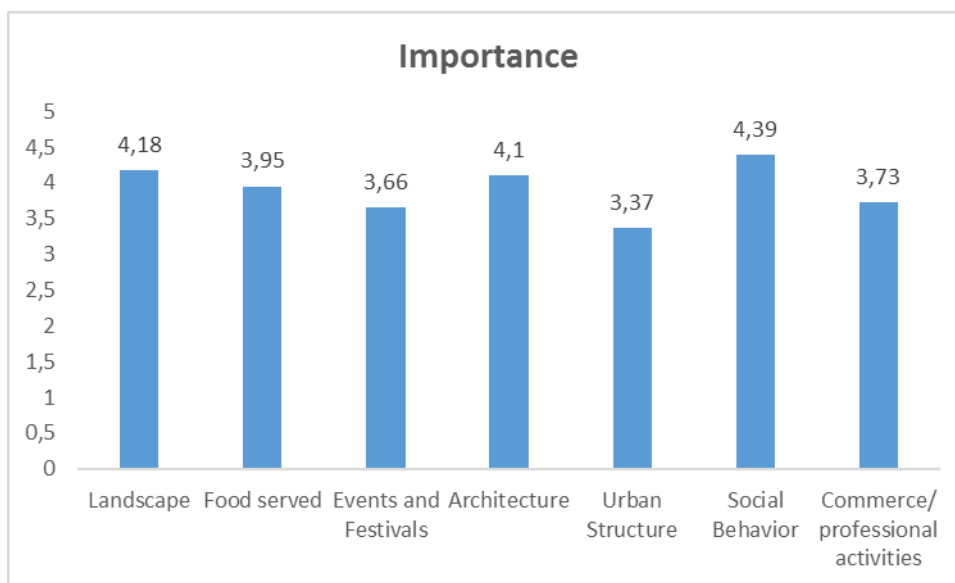
Professionals believe that the most appropriate measures in order to to preserve and promote the Mediterranean character are "Better coordination by tourism agencies", "Festival and events", the "Maintenance and restoration of historical sites" as well as "Measures to fight seasonality". Results are analytically depicted in the following Figure.



**Figure 40: Proposals\_Professionals\_RHODES**

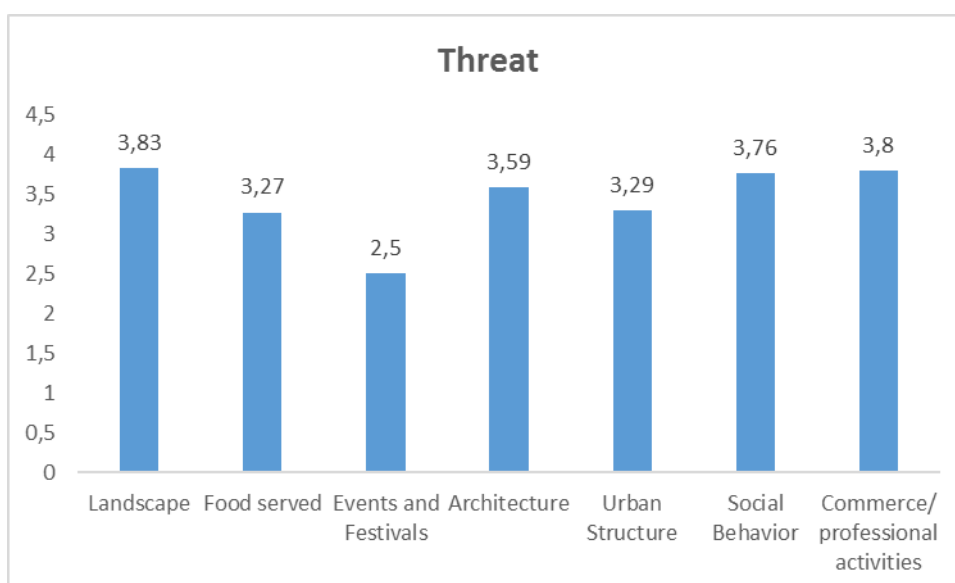
### Hierarchisation of categories according to the importance and level of threat due to uncontrolled tourism masses

According to the survey to professionals, the highest (4.39) corresponds to "Social behavior", followed by "Landscape" (4.18) and "Architecture" (4.10). Results are depicted in the following Figure.



**Figure 41:** Most important Mediterranean characteristics\_Professionals\_RHODES

The characteristic that is found to be under of the highest threat in Rhodes is "Landscape" (3.83), "Commerce/ Professional Activities" (3.80) and "Social behavior" (3.76). Results are depicted in the following Figure.



**Figure 42:** Mediterranean characteristics level of threat\_Professionals\_RHODES

### 3.4.5 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents, tourists and professionals in Rhodes.

**Table 10:** Overall discussion\_RHODES

Residents	Tourists	Professionals
-----------	----------	---------------

Age	37	36	36.8
Highest importance	Landscape, Food served	Landscape	Social behaviour, Landscape
Highest threat	Landscape, Urban structure	-	Landscape, Commerce and professional activity
Emblematic attraction	Old city	Acropolis of Lindos, old city, beaches	Acropolis of Lindos, old city

All categories are reflected by the same age group, which is also reflected by the homogeneous results, as for the elements that are considered to be the most important ones (landscape) and those that are found under the highest level of threat (landscape) as they are emblematic attractions (Acropolis of Lindos and Old city). Additionally, the importance of urban structure is highlighted by the residents, through the commerce and professional activity which are highlighted by the professionals. Generally, a consensus seems to be reached among the different target groups in Rhodes.

### 3.5 Valencia

#### 3.5.1 Experts community

12 questionnaires are collected from the residents-scientific community of Valencia. Figure 42 outlines a high importance attached to the "Commerce and professional activity" (4.33) category in Valencia, followed by "Social behaviour" and "Festivals and events" (4.00). "Food that is served" and "Landscape" are closely evaluated (3.88 and 3.89, respectively), closely followed by "urban structure" (3.78). "Urban architecture" was evaluated with a low importance (2.20).

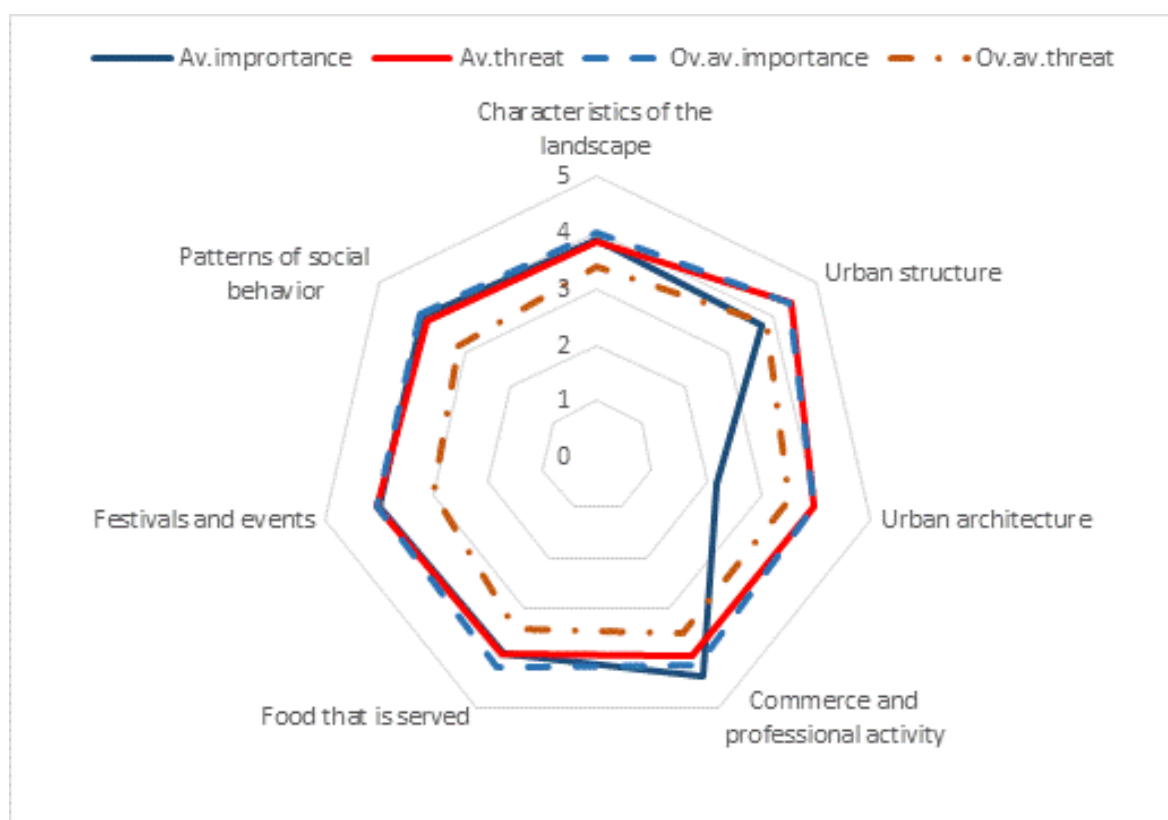


Figure 43: Spider diagram\_VALENCIA

The deviation of the hierarchy of the specific characteristics for the city of Valencia is obvious in relation to Dubrovnik, Genoa, and Rhodes. The reason for this deviation lays on the different characteristics of the city due to the small ~~historic centre~~historic center and closed and great mixture with modern architecture. Valencia has mild winters, few rains, and long summers, thereby enhancing social life of the neighbors in the streets. This involved a very active commerce and professional activity and a great number of festivals and events wound into the culture of the city. However, the thematic categories in terms of level of threat were ~~hierarchised~~hierarchized as follows: "Urban structure" (4.42), "Festivals and events" (4.03), "Architecture" (3.96), "Commerce and professional activity" (3.94), "Food served" (3.92), "Social behavior" (3.87), and "Landscape" (3.85). This hierarchy shows that the urban structure and the architecture form an integral part of the city, but through the answers they were left in lower positions regarding the level of importance due to the limelight of the other characteristics.

**Table 11:** Experts results\_VALENCIA

	Average importance	Average threat	Overall average importance	Overall average threat
Characteristics of the landscape	3.88	3.85	4.02	3.40
Urban structure	3.78	4.42	4.38	3.84
Urban architecture	2.20	3.96	3.98	3.51
Commerce and professional activity	4.33	3.94	4.14	3.52
Food that is served	3.89	3.92	4.15	3.42
Festivals and events	4.00	4.03	4.04	2.99
Patterns of social behavior	4.00	3.87	4.05	3.19

### 3.5.2 Residents

#### Age/ Gender

207 questionnaires are collected from the residents of Valencia. The average age of the respondents is 31 years old. Most of the respondents belong to the age group between 14-25 since they represent the 49.2% of the sample. The percentage of 17.5% of the sample belongs to the range of 26-35 years while 14.8% corresponds to the age group 36-45 years old.

Most of the respondents are male, representing the 53% of the sample.

#### Number of years living in the city

The average years of living in the city is 18.5 years. Most of the respondents are living in Valencia for up to 10 years and this is due to the fact that most of respondents are between the ages of 14-25 and 26-35. There is also a considerable percentage of people (41%) that are living in Valencia for more than 20 years.

#### Occupied in Tourism Sector

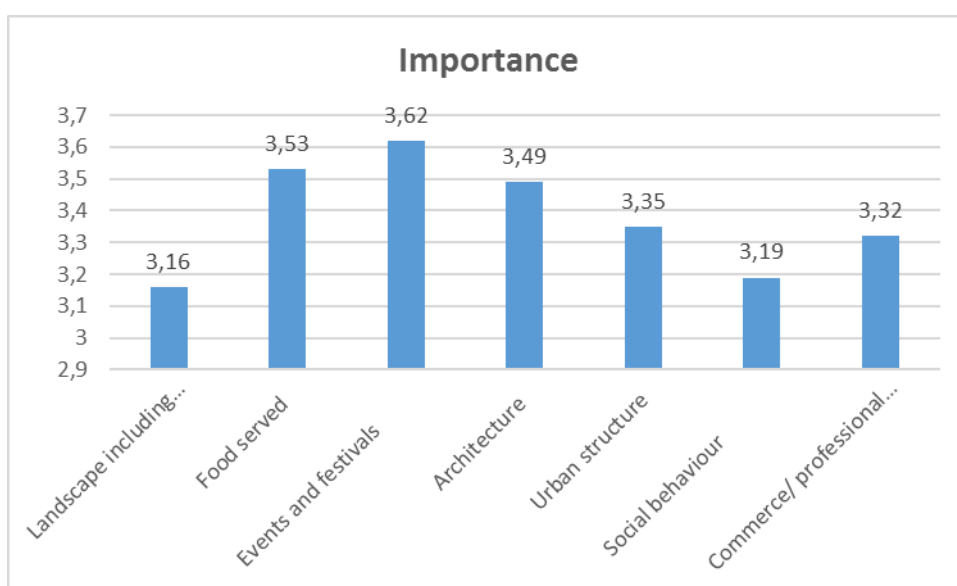
Only a small percentage of the respondent is occupied in the tourism sector, by representing the 12.2% percentage of the sample.

### The most emblematic attraction of the city

The most emblematic attractions of the city are among: the cathedral, the historic city Centre, the Ciudad de las Artes, the neighborhoods and parks, the L'Albufera, the beach, the Lonja, the Mestalla, the plazas and the ~~Tunia~~ **Turia** river park. However, most of the residents (40%) answer the Ciudad de las Artes is the most emblematic attraction of the city, followed by the historic city Centre (17%).

### Hierarchisation of categories according to their importance and level of threat due to large and uncontrolled tourism masses in your city

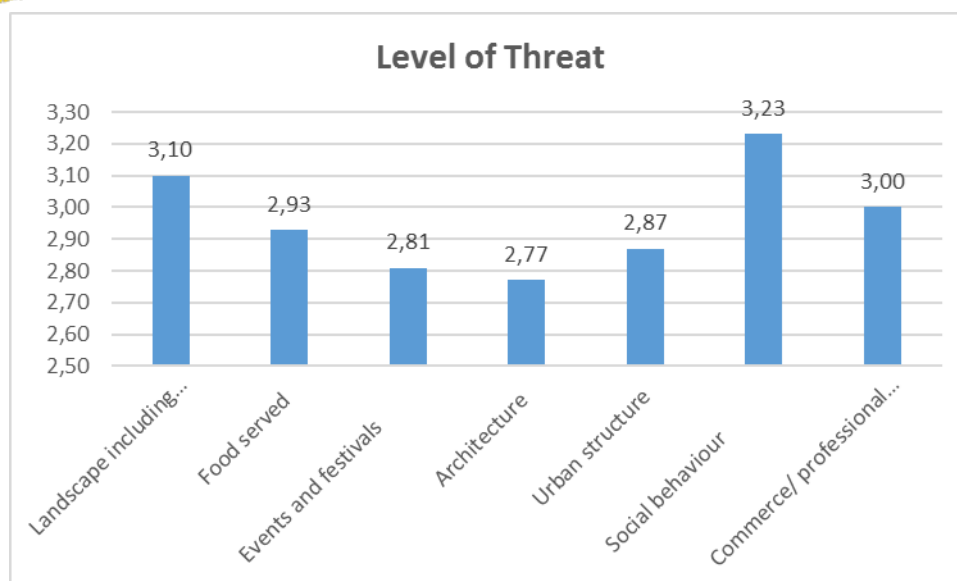
The residents were asked to prioritise the following categories according to their importance. The highest importance with an average of 3.62 is attached to the "Festivals and events", while also "Food served" (3.53) and "Architecture" (3.49) seem to be of a high importance. Results are depicted in the following Figure.



**Figure 44:** *Importance\_Mediterranean characteristics\_Residents\_VALENCIA*

The characteristic that is under of the highest level of threat is "Social behaviour" (3.23) followed by "Landscape" (3.10) and "Commerce/ Professional activities" (3.00). Results are depicted in the following Figure.





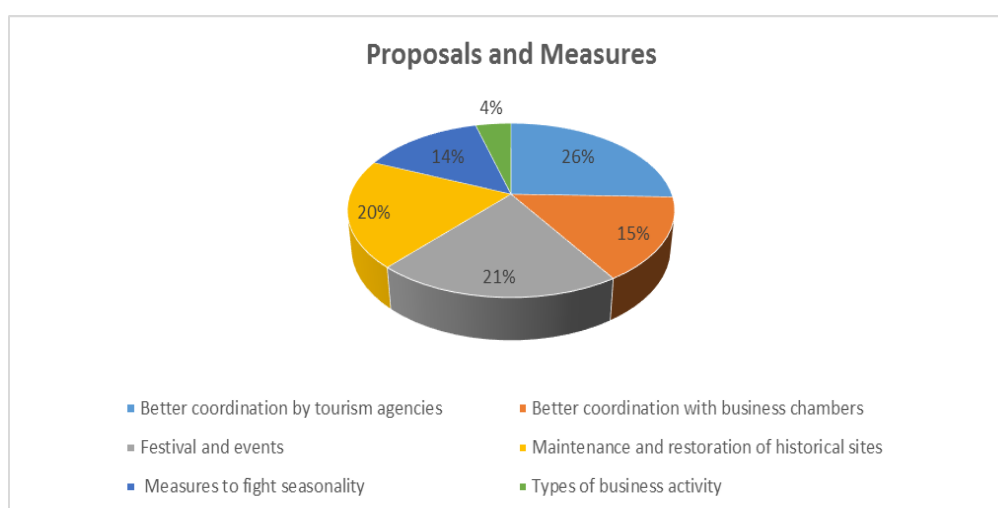
**Figure 45:** Level of threat\_Mediterranean characteristics\_residents\_VALENCIA

#### Characteristic that is lost due to uncontrolled tourism activity

The characteristics that are most lost due to the uncontrolled tourism activity affecting life of residents are mobility, affordability of goods/services and quietness.

#### Proposals to promote the Mediterranean Character of your City

Residents were asked about proposals and measures they would suggest, in order to preserve and promote the Mediterranean character of the city. The results highlight that all proposals are considered important. The most important proposal is the "Better coordination by tourism agencies" (26%), followed by the "Festival and events" (21%) and the "Maintenance and restoration of historical sites" (20%). Results are depicted in the following Figure.

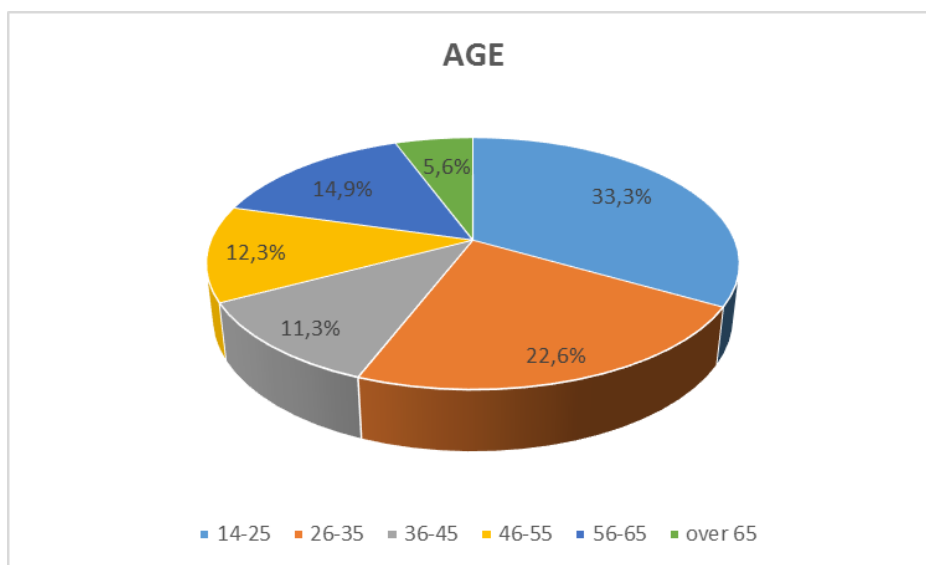


**Figure 46:** Proposals and measures\_Residents\_VALENCIA

### 3.5.3 Tourists

#### Age/ Gender

195 questionnaires are collected from tourists in Valencia. The average age of the tourists is 37.5 years old. The age ranges' representation in the sample is depicted in the following Figure.



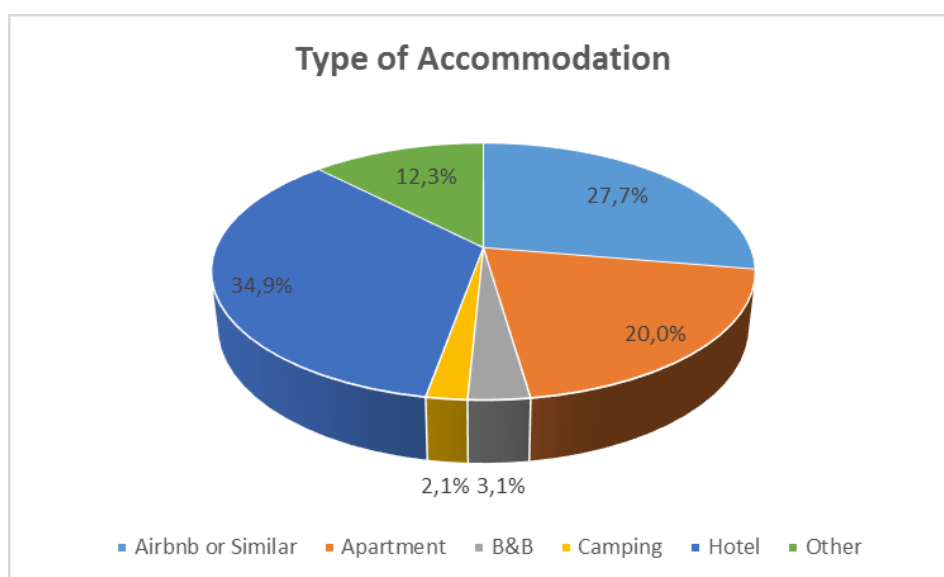
**Figure 47:** Age\_Tourists\_VALENCIA

Both genders are equally represented in the sample.

#### Nationality

Tourists in Valencia come from different countries, such as the Netherlands, UK, USA, France, Germany, Italy, Spain, etc. In general, there is a variety of tourists mostly coming from Europe. Most of them are overnight tourists (93.3%).

Overnight tourists are staying in hotels (34.9%), Airbnbs or Similar (27.7%) and apartments (20.0%). Also, there are also tourists staying with friends and family. Results are depicted in the following Figure.



**Figure 48:** Type of accomondation\_Tourists\_VALENCIA

### Times you have visited the city

Most of the tourists are visiting Valencia for the first time (70.0%). However, the one third has come back to re-visit the city.

### Reason of the Visit

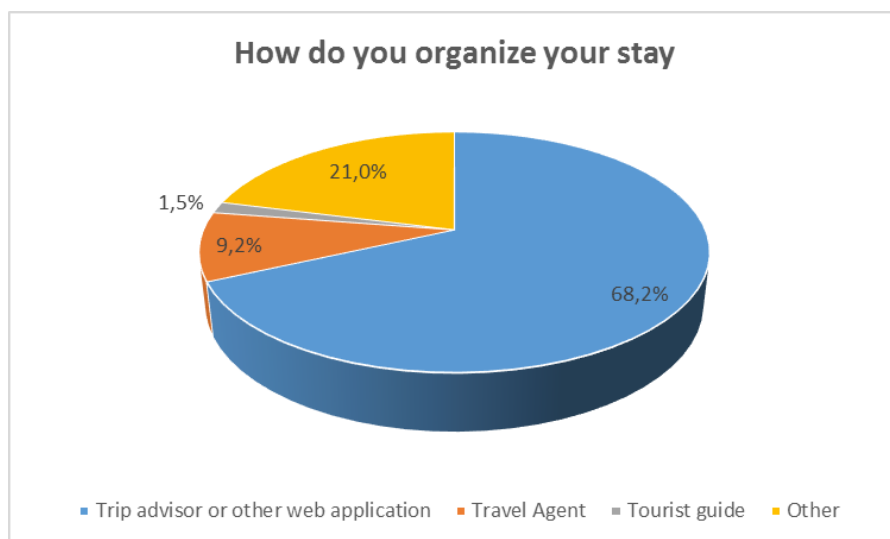
Most of the tourists are coming to Valencia for their holidays (77.4%). A small percentage comes to Valencia for other reasons such as to visit family or friends.

### Mean of Transportation

Tourists are coming to Valencia mainly by plane (64.6%), by train (18.5%) and by using their own cars (13.3%).

### How do you organise the stay?

Tourists coming to Valencia are mostly using the trip advisor or similar web applications (68.2%). Results are depicted in the following Figure.



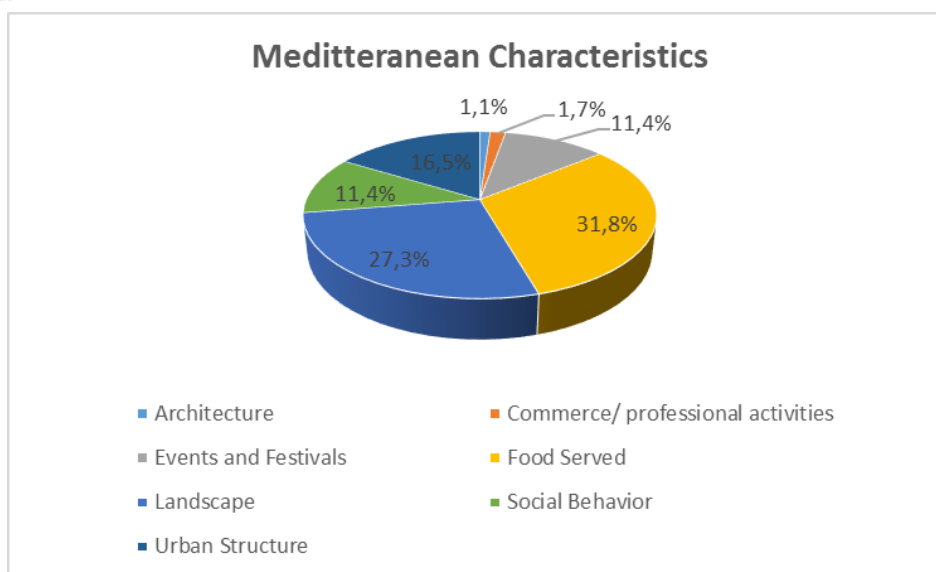
**Figure 49:** Ways of organizing the stay\_Tourists\_VALENCIA

### Important Characteristic that made you visit the city

Tourists prefer Valencia because it is a beautiful historic city that has a nice weather, nice beaches and good food.

### Mediterranean Characteristic

The highest importance seems to hold "food" and with the rest of the categories to have very low preference. Analytic results are depicted in the following Figure.



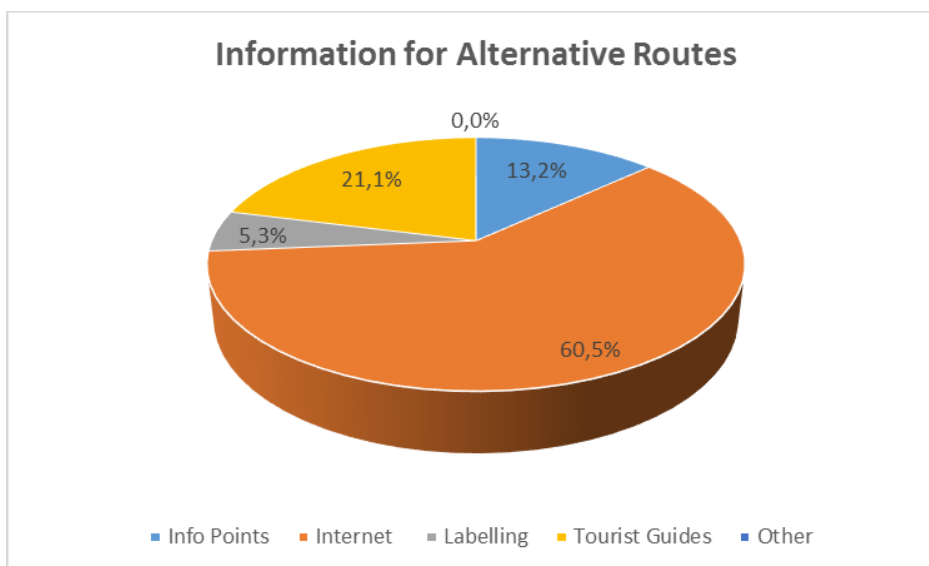
**Figure 50:** Mediterranean characteristics\_Tourists\_VALENCIA

### Alternative Routes

Most tourists (83.5%) express their willingness to follow alternative routes other than the city center and the main attractions.

### Information for Alternative Routes

Tourists are interested to be informed about the alternative routes mainly through the internet (60.5%) and from tourist guides (60.5%). Options are depicted in the following Figure.



**Figure 51:** Information for alternative routes\_Tourists\_VALENCIA

### Emblematic Attraction

Tourists claim that the most emblematic attraction of Valencia is the beach, the cathedral, the old city, the Ciudad de la Artes and the Oceanogràfic. Tourists have visited these places for more than once.

### Use of Public Transportation

More than half of tourists represented in the sample (69.2%) is using public transportation means during their stay in Valencia. The ones that prefer public transportation are using it once or twice per day.

### Eating Out

Most of the tourists enjoy eating out more than five times. It seems that people are enjoying the good food in Valencia.

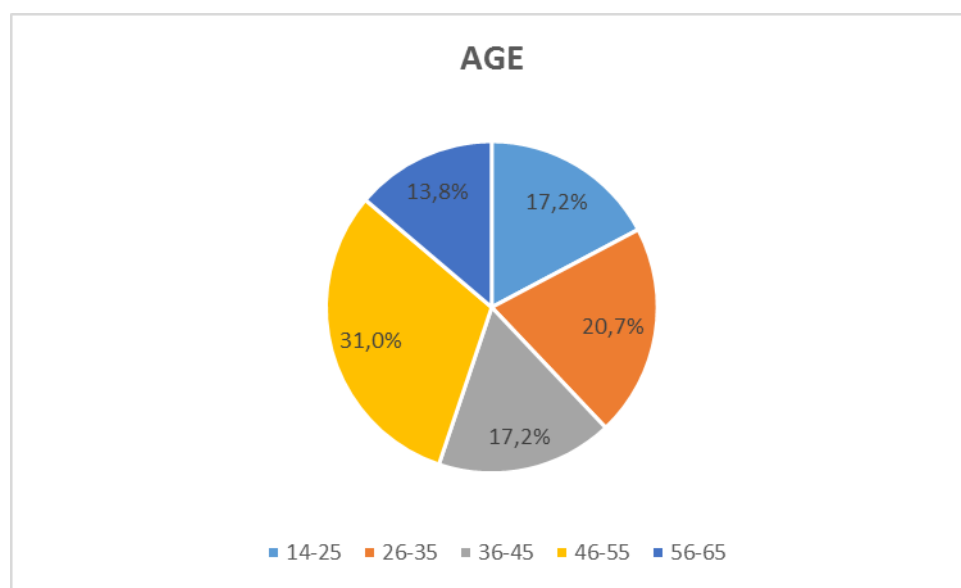
### Spending of Tourists

Tourists are spending on average per day 62.3 euros. Most of them are spending less than 50 euro but there is also a good percentage of tourist that is spending from 50-100 euros per day.

### 3.5.4 Professionals

#### Age

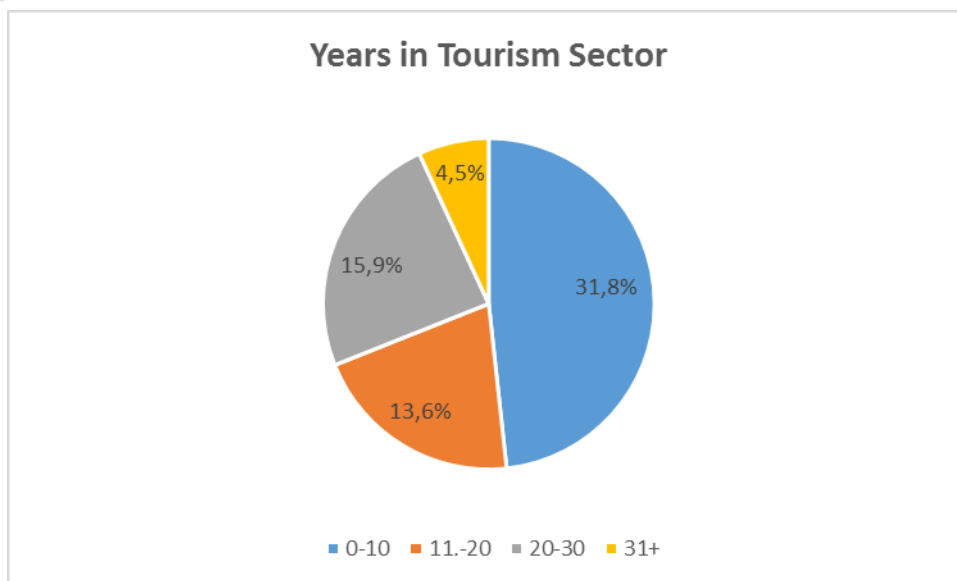
29 questionnaires were collected from professionals in Valencia. The average age of the responders is 40,2 years old. Most of the respondents are between the ages 46-55 years old.



**Figure 52:** Age\_professionals\_VALENCIA

### Number of years in Tourism Sector

The average year of people working in the tourism sector is 13.1 years. The responders are working in the tourism sector between 0-10 years. However, there is a considerable percentage of people working more than 20 years in the tourism sector in Valencia. Results are depicted in the following Figure.



**Figure 53:** Years in tourism sector\_Professionals\_VALENCIA

#### Category of Occupation in Tourism Sector

Most of the respondents are working in Restaurants (79.3%) and some of them in hotel and as tourist guides.

#### The most emblematic attraction of the city

Professionals claim that the most emblematic attractions of the city are the Ciudad de las Artes y las Ciencias, the Oceanogràfic and the beach.

#### Most characteristic Route followed by the tourists

The city center is the most characteristic route followed by the tourists in Valencia.

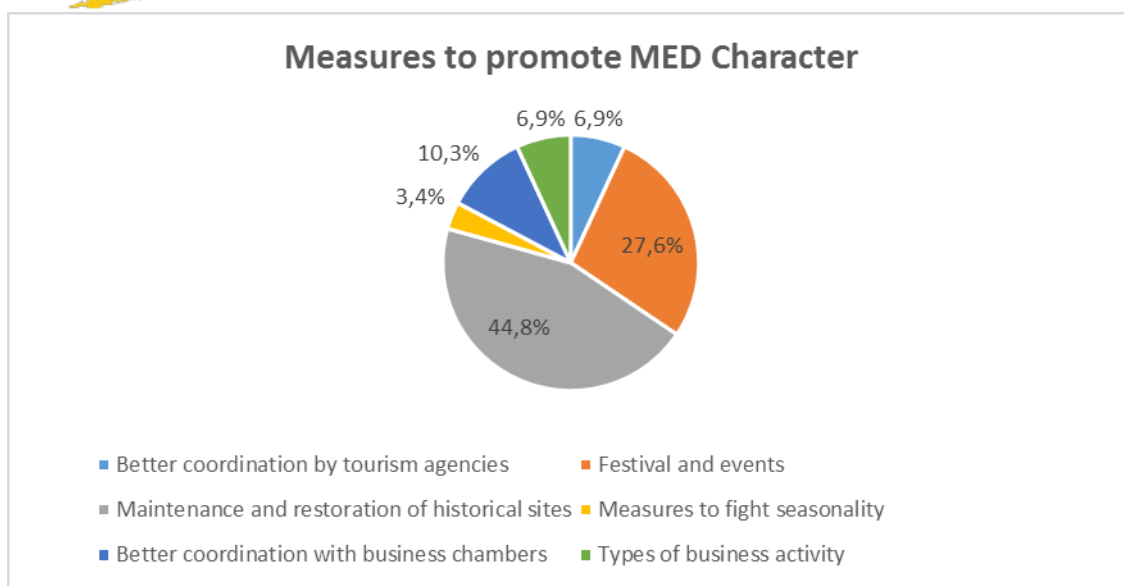
#### Altering Tourist Options

In case professionals understand that tourism is exceeding in the area they do not alter the tourist options (75.9%) since they are not altered by any public or private authority for this issue.

Some proposals for alternatives routes to be introduced to the tourists might be: [VCabanyal](#), [Ruzaifa](#), the Central Market, El Saler, Torres de Quart and de Serranos, other areas of the town as well as visiting other towns that are close to [Gandia](#)the city.

#### Measure to Preserve/ Promote Mediterranean Character

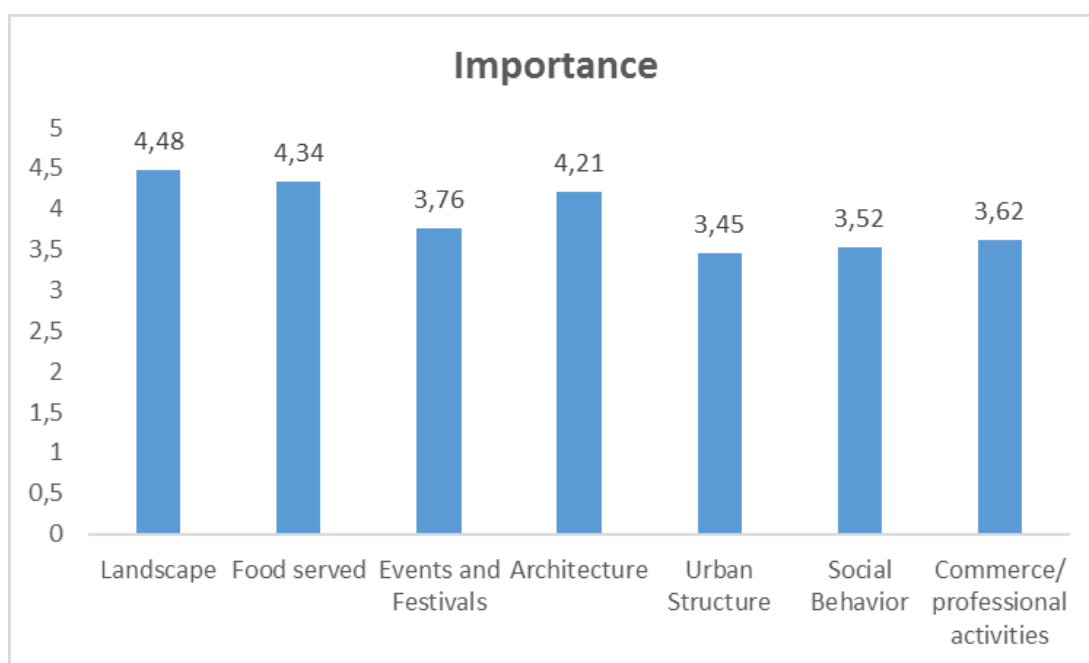
Professionals believe that the most appropriate measures to preserve and promote the Mediterranean Character is the "Maintenance and restoration of historical sites" as well as the "Festival and events".



**Figure 54: Measures\_Professionals\_VALENCIA**

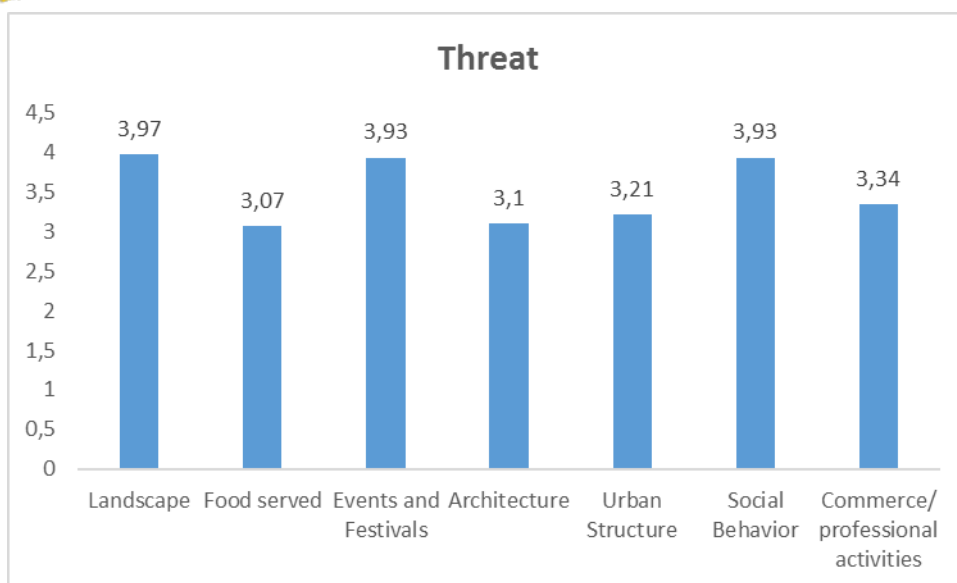
Hierarchisation of categories according to their importance and level of threat due to large and uncontrolled tourism masses

The highest importance with an average of 4.48 is "Landscape", followed by "Food served" (4.34) and "Architecture" (4.21). Results are depicted in the following Figure.



**Figure 55: Importance of Mediterranean characteristics\_Professionals\_VALENCIA**

Also, the professionals were asked to prioritise the categories above based on the level of threat, due to large and uncontrolled tourism masses in their city. The factors that are under of the highest threat in Valencia is "Landscape" (3.97), "Social behavior (3.93) and "Festivals and events" (3.93).



**Figure 56:** Mediterranean characteristics under threat\_Professionals\_VALENCIA

### 3.5.5 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents, tourists and professionals in Valencia.

**Table 12:** Overall discussion\_VALENCIA

	Residents	Tourists	Professionals
Age	31	37.5	40.2
Highest importance	Festivals and events, Food served	Food served	Landscape, Food served
Highest threat	Social behaviour, Landscape	-	Landscape, Festivals and events, Social behaviour
Emblematic attraction	Historic city centre, Ciudad de las Artes, neighbourhoods and parks, the L; Albufera, beach, Lonja, Mestalla, plazas, <del>Turia</del> <u>Turia</u> river park	Historic centre, Cathedral, beaches, Ciudad de las Artes, Oceanografic	Ciudad de las Artes, Oceanografic, beach

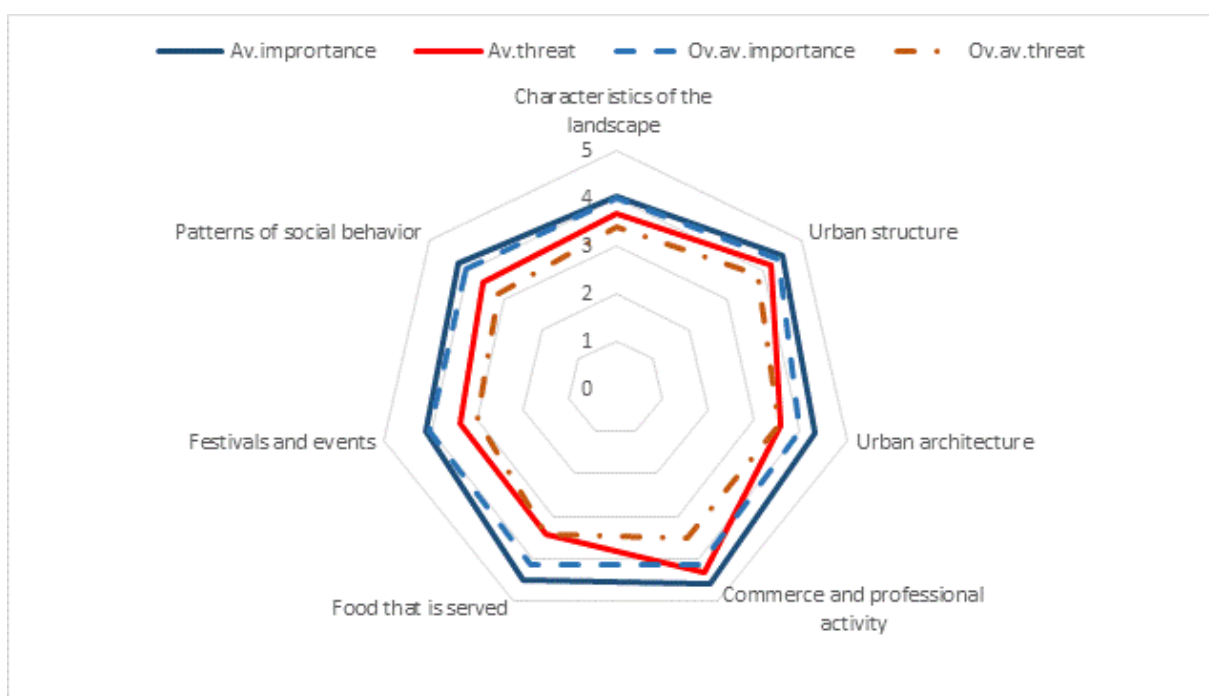
Although slight differences are observed in the age range of the target groups (between 30 and 40 years old) a consensus seems to be reached with regards to the element that is considered to be most important for the Mediterranean identity: food served, and with regards to the elements that are highlighted as the mostly threatened ones: landscape and social behavior. Festivals and events are considered to be of high importance for the residents, while also they are found to be under threat, according to the professionals, which raises the need to draft strategies towards this direction. Finally, an agreement is reached concerning the most emblematic attractions in Valencia: Ciudad de las Artes, the beach.

### 3.6 Venice



### 3.6.1 Experts community

17 experts responded to the survey from the area of Venice. Figure 56 highlights a high importance attached to the "Commerce and professional activity" (4.59) category, followed by "Urban structure" (4.50) and "Food served" (4.47). "Architecture" (4.29), "Social behaviour" (4.24), "Festivals and events" (4.12), and "Landscape" (4.06) also present a high importance. Underpopulated and over-touristic Venice is facing threats from all sides. Regarding the level of threat, the category that was evaluated with the highest score is "Commerce and professional activity" (4.29), which is totally justified, since restaurants, bed and breakfasts (B&Bs), cafés, and souvenir shops monopolise the city centre. The categories of "Landscape" (3.69), "Architecture" (3.56), and "Social behaviour" (3.56) follow, as a consequence of vast tourism masses that reach the city every year.



**Figure 57: Spider diagram\_VENICE**

As depicted in the following Table, the overall average importance as estimated in the case of scientific experts from Venice, follows very closely the overall average importance, as estimated in the case of all the experts that participated in the survey. In the case of average threat, the category that depicts the highest deviation in relation to the overall average, is "Commerce and professional activity".

**Table 13: Experts results\_VENICE**

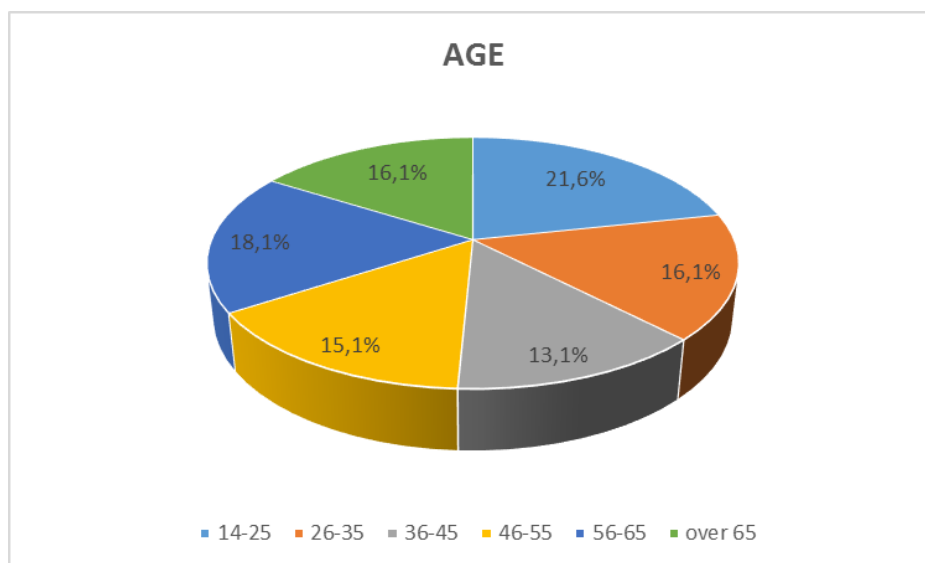
	Average importance	Average threat	Overall average importance	Overall average threat
Characteristics of the landscape	4.06	3.69	4.02	3.40
Urban structure	4.50	4.19	4.38	3.84
Urban architecture	4.29	3.56	3.98	3.51
Commerce and professional activity	4.59	4.29	4.14	3.52
Food that is served	4.47	3.41	4.15	3.42

Festivals and events	4.12	3.38	4.04	2.99
Patterns of social behaviour	4.24	3.56	4.05	3.19

### 3.6.2 Residents

#### Age/ Gender

203 questionnaires are collected from the residents of Venice. The average age of the respondents is 49 years old.



**Figure 58: Age\_Residents\_VENICE**

Both genders are equally represented in the sample of Venice.

#### Number of years living in the city

The average number of years of living in the city is 39.5 years. Most of the respondents are living in Venice for over 41 years (44.50%).

#### Occupied in Tourism Sector

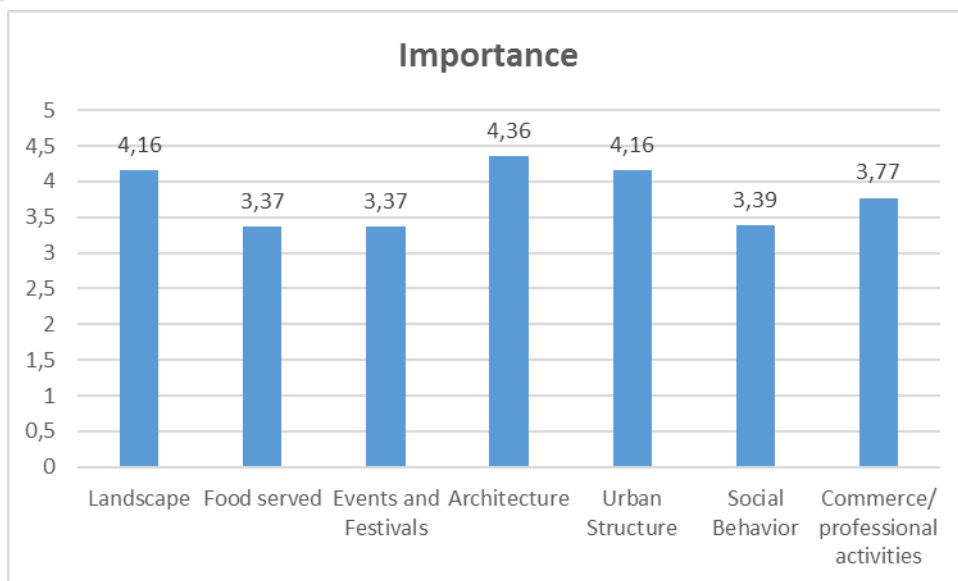
A small percentage of locals represents occupation in the tourism sector, representing the 24.88% of the sample.

#### The most emblematic attraction of the city

San Marco piazza is claimed to be the most emblematic attraction of the city.

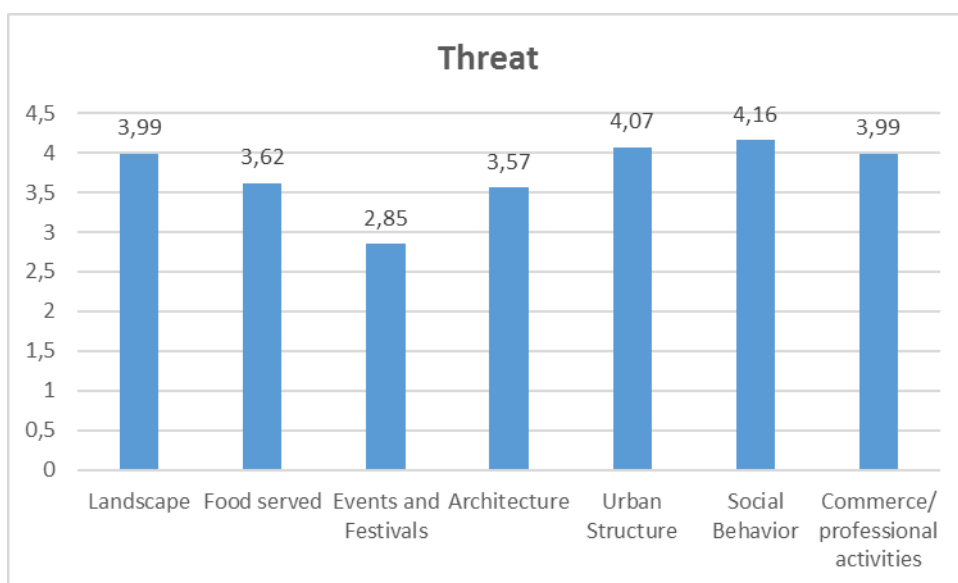
#### Hierarchisation of categories according to their Importance and their level of threat due to uncontrolled tourism activities

"Architecture" is category that presents the highest importance (4.36), according to the survey to residents, followed by "Landscape" and "Urban structure" (4.16) Analytic results are depicted in the following Figure.



**Figure 59:** Importance of Mediterranean characteristics\_Residents\_VENICE

Also, the residents hierarchised the categories above based on the level of threat, due to large and uncontrolled tourism masses in their city. The category that is under of the highest threat in Venice is "Social behavior" (4.16), followed by "Urban structure" (4.07), "Landscape" (3.99) and "Commerce and professional activities" (3.99).



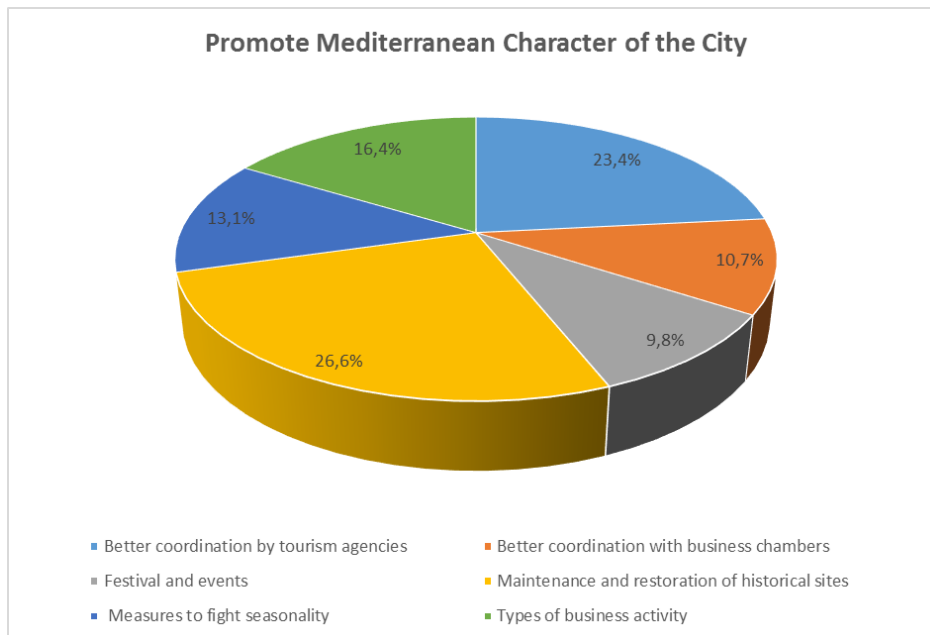
**Figure 60:** Level of threat of Mediterranean characteristics\_Residents\_VENICE

#### Characteristic that is lost due to uncontrolled tourism activity

The overcrowded city, with a lot of tourists that makes the area chaotic and dirty, difficult to move and overcrowded leads to the loss of the quality of life and habitability. Also, the quality of services that is provided to the residents is very low. Due to over-crowdness and noise residents decide to move out from the city resulting to depopulation.

### Proposals to promote the Mediterranean Character of your City

Residents propose that "Maintenance and restoration of historical sites" is the most important for the city of Venice (26.6%) as well as the "Better coordination by tourism agencies" (23.4%). Analytic results are depicted in the following Figure.

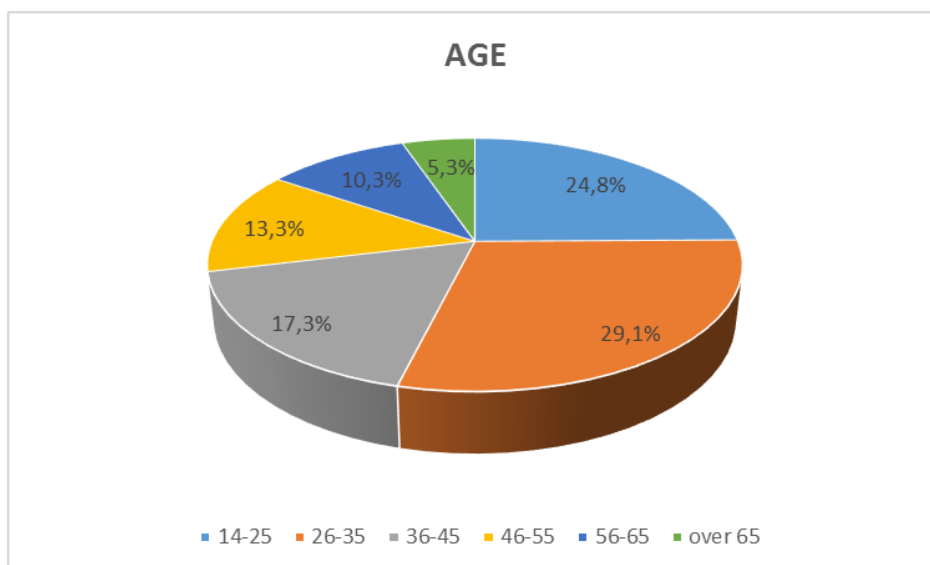


**Figure 61: Measures\_Residents\_VENICE**

### 3.6.3 Tourists

#### Age/ Gender

405 questionnaires are collected from tourists in Venice, exceeding by far the initial sample. The average age of the tourists is 37.9 years old. Most of the respondents are between the ages 14-25 and 26-35. The age ranges are depicted in the following Figure.



**Figure 62: Age\_Tourists\_VENICE**

Both genders are represented in the sample in a balanced way.

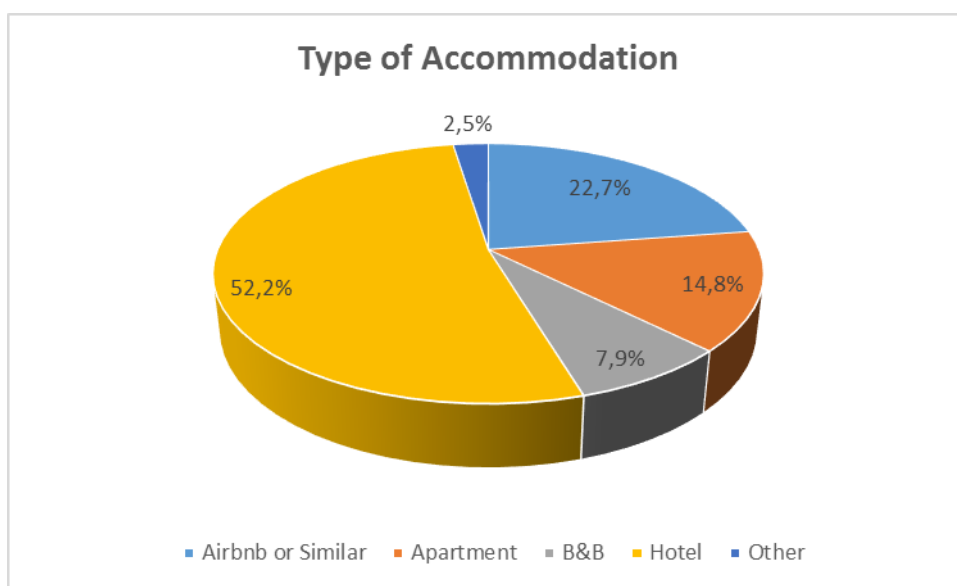
### Nationality

The origin of tourists visiting Venice is very broad. Visitors come from different countries, such as Denmark, UK, Greece, Finland, Germany, Italy, Israel, Sweden, Austria, Netherlands, France, Hungary, etc. Also, a considerable percentage of tourists is coming from Italy (34.8%).

### Type of Tourists

According to the survey results, 50.7% of the sample is represented by one day tourists and 49.3% by overnight visitors.

Overnight tourists mostly stay in hotels (52.2%) and in Airbnb or Similar (22.7%). Also, there is a percentage of tourists that prefers to stay in apartments.



**Figure 63:** Type of accomondation\_Tourists\_VENICE

### Reason of the Visit

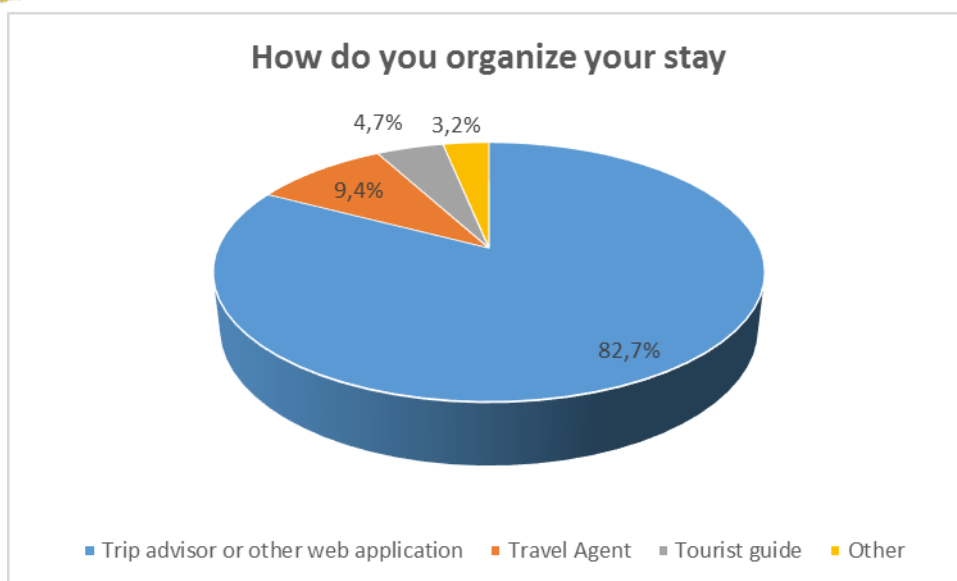
Most of the tourists are coming to Venice for holidays (91.3%). A small percentage is visiting Venice for professional or other reasons.

### Mean of Transportation

Tourists are coming to Venice mainly by train (57.4%) and by plane (26.2%). Very few are the ones that are coming by cruise ships, bus and with their own cars.

### How do you organise the stay?

Tourists visiting Venice are mostly using trip advisor or similar applications (82.7%) and they arrange their accommodation on their own.



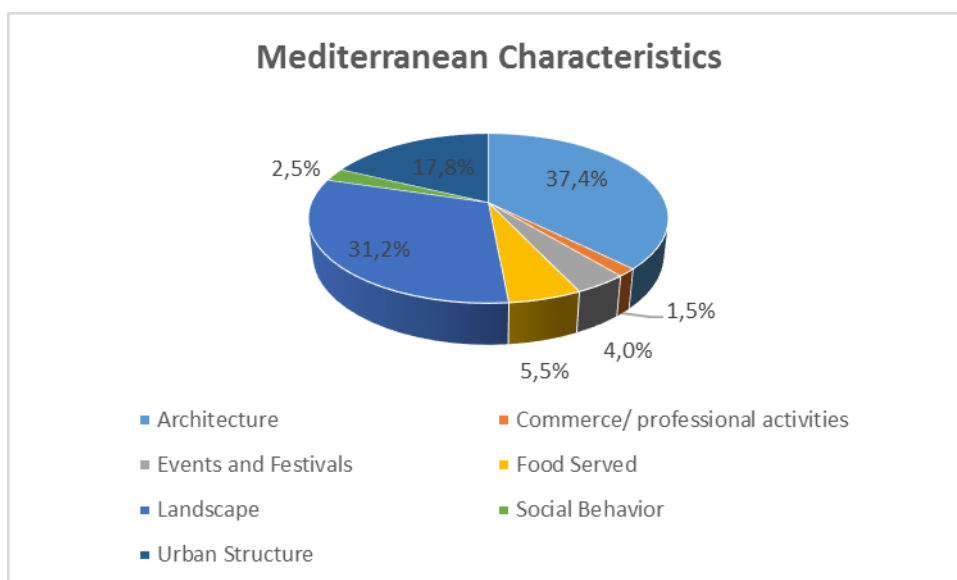
**Figure 64:** Organisation of stay\_Tourists\_VENICE

#### Important Characteristic that made you visit the city

Most of the tourists claim that they prefer Venice because of the uniqueness of the architecture, the art and the historical museums, the beauty of the city with the canals and the culture and history that the city has.

#### Most important Mediterranean Characteristic

37.4% of the respondents believe that "Architecture" represents the most important Mediterranean characteristic in the case of Venice (37.4%) followed by "Landscape" (31,2%). Results are depicted in the following Figure.



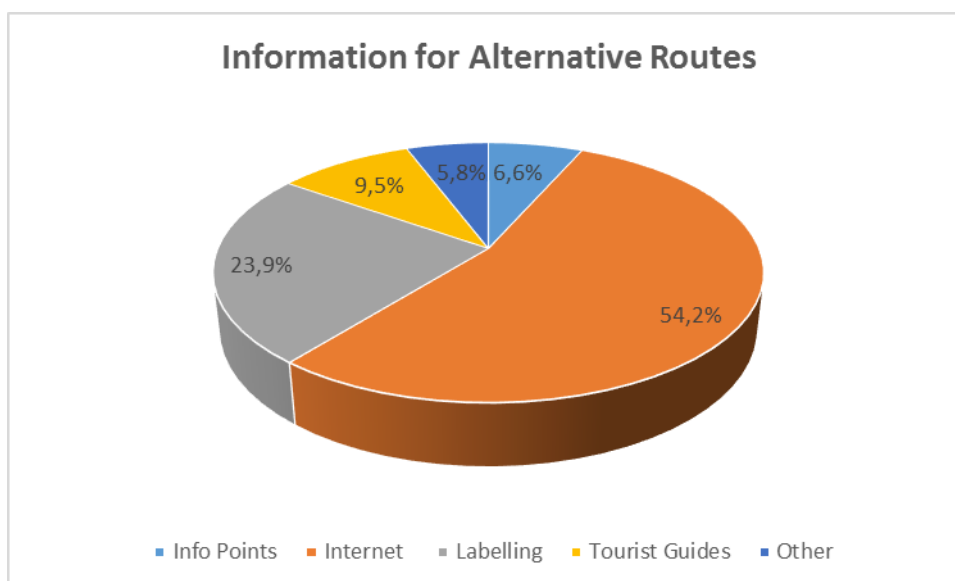
**Figure 65:** Most important Mediterranean characteristic\_Tourists\_VENICE

#### Alternative Routes

According to the survey, most tourists are willing to follow alternative routes other than the island center and the main attractions.

### Information for Alternative Routes

Tourists are interested to be informed about the alternative routes mainly through the "Internet" (54.2%) and from "Labelling" (23.9%). Results are depicted in the following Figure.



**Figure 66:** Information for alternative routes\_Tourists\_VENICE

### Emblematic Attraction

Tourists agree that the most emblematic attraction of Venice is the piazza San Marco, the canals with the gondolas and the Rialto Bridge. Tourists have visited these places for more than once.

### Use of Public Transportation

58.5% of the sample is using public transportation, once or twice per day.

### Eating Out

Most of the tourist prefer to eat out once during their stay. Also, there is a percentage of 25.2% that they don't eat out.

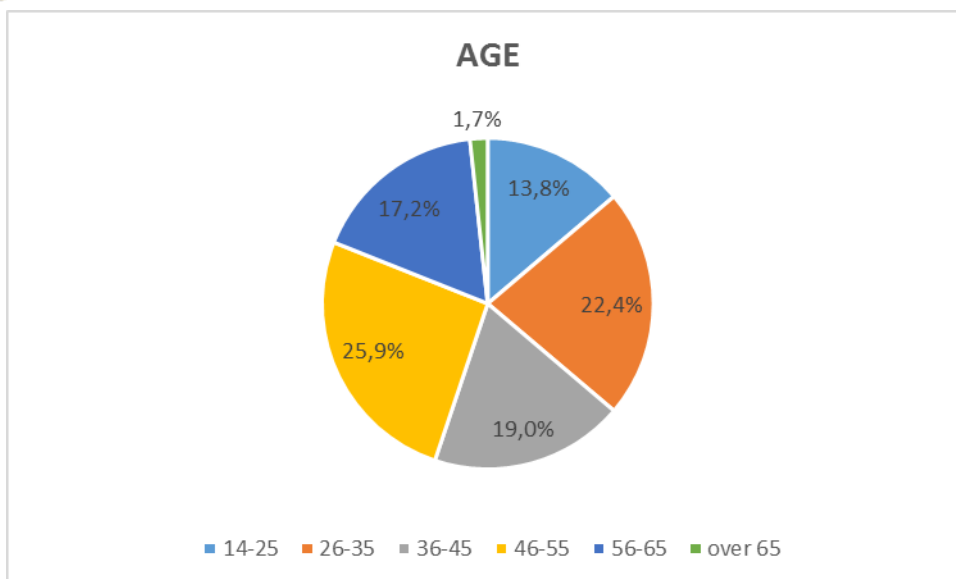
### Spending of Tourists

32.6% is spending between 50-100 euros per day. 48% spend less than 50 euros per day while 22.9% spend more than 100 euros per day.

## 3.6.4 Professionals

### Age

59 questionnaires are collected from professionals, activated in the tourism sector in Venice. The average age of the responders is 41.9 years old. Most of them are between the ages 46-55 and 26-35. Results are depicted in the following Figure.



**Figure 67:** Age\_Professionals\_VENICE

#### Number of years in Tourism Sector

The average number of years calculated for the professionals in Venice, reaches 28.1 years. Considerable percentage of the respondents is working in the tourism sector more than 30 years. Also, there is a considerable percentage of people working between 0-10 years in the tourism sector in Venice. Results are depicted in the following Figure.

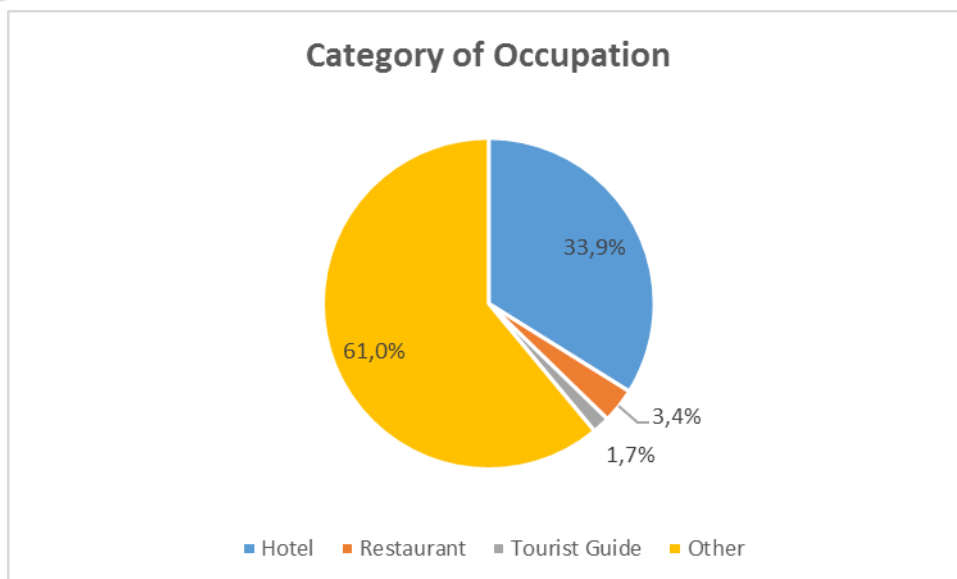


**Figure 68:** Number of years in the tourism sector\_Professionals\_VENICE

#### Category of Occupation in Tourism Sector

Most of the respondents are working in sectors such as footwear, jewelry, souvenir shops, etc. Also, 33.9% is working in Hotels.





**Figure 69:** *Category of occupation\_Professionals\_VENICE*

#### The most emblematic attraction of the city

Piazza San Marco, the gondolas, the Rialto Bridge as well as the Venice itself are the most emblematic attractions.

#### Most characteristic Route followed by the tourists

The most characteristic route followed by tourists according to the survey is Strata Nuova as well as Strada nuova Rialto San Marco.

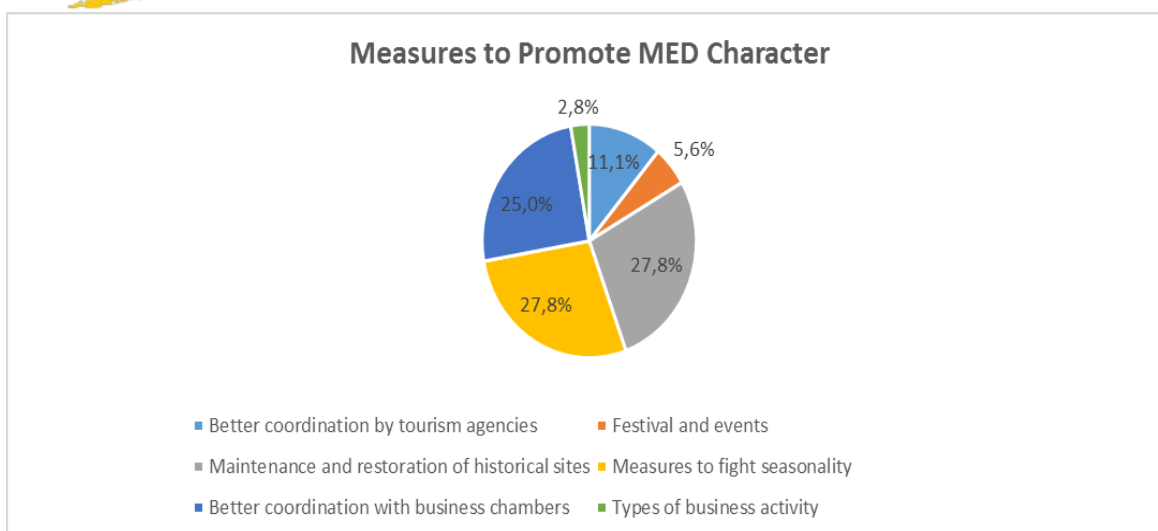
#### Altering Tourist Options

Professionals claim that they tend to alter the tourist options (61%) by giving them alternative routes and ideas on what to visit and see.

Some proposals for alternatives routes to be introduced to the tourists is Academia and nearby islands.

#### Measures to Preserve/ Promote Mediterranean Character

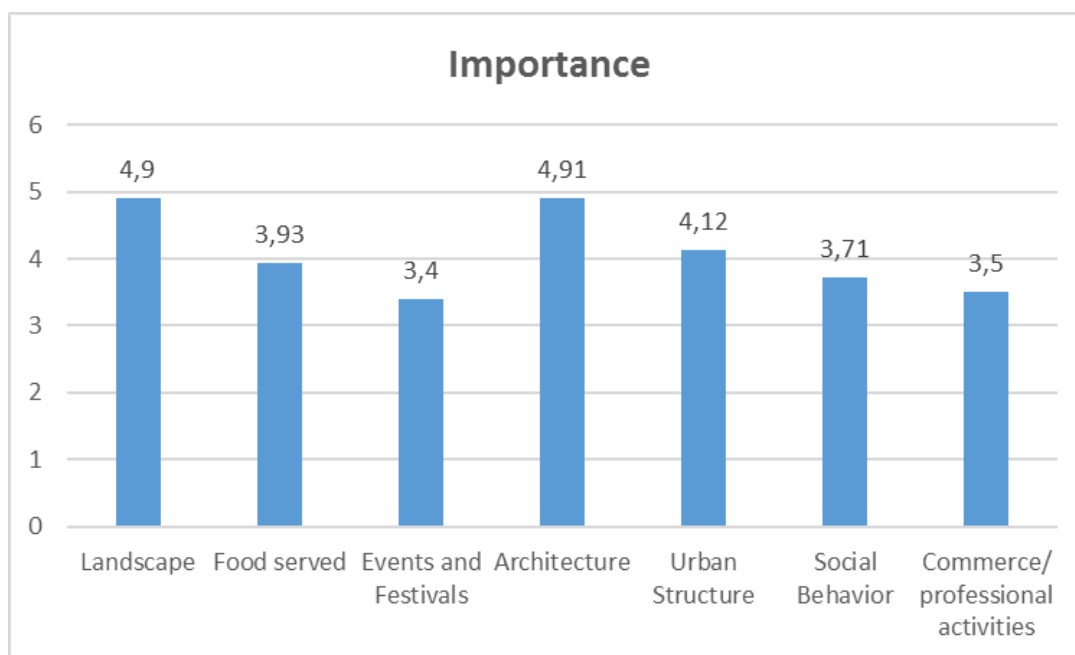
Professionals believe that the most appropriate measures to preserve and promote the Mediterranean character are: "Better coordination by tourism agencies", the "Maintenance and restoration of historical sites" as well as "Measures to fight seasonality". Results are depicted in the following Figure.



**Figure 70:** Measures to promote Mediterranean character\_Tourists\_VENICE

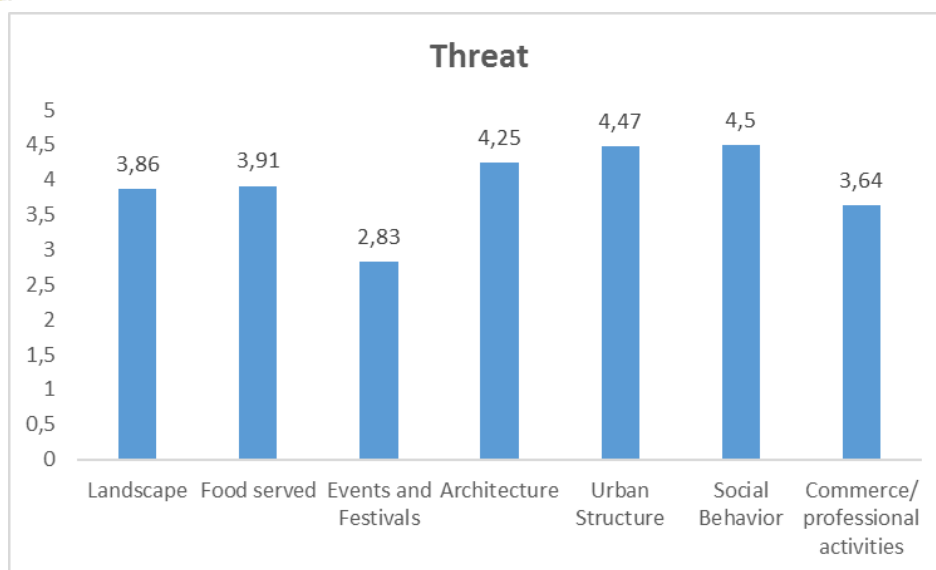
Hierarchisation of categories according to their importance and level of threat due to uncontrolled tourism masses

Among the categories surveyed, the highest importance corresponds to "Architecture" with an average of 4.91, followed by "Landscape" (4.90) and "Urban structure" (4.12). Results are depicted in the following Figure.



**Figure 71:** Importance of Mediterranean characteristics\_Tourists\_VENICE

The factors that are under of the highest threat in Venice are: "Urban Structure", "Social behaviour" and "Architecture". Results are depicted in the following Figure.



**Figure 72:** Level of threat of Mediterranean characteristics\_Tourists\_VENICE

### 3.6.5 Overall discussion

The following Table highlights some comparable results reflecting the target groups of residents, tourists and professionals in Venice.

*Table 14: Overall discussion\_VENICE*

	Residents	Tourists	Professionals
Age	49	37.9	41.9
Highest importance	Landscape, Urban structure	Urban architecture, Landscape	Architecture, Landscape
Highest threat	Social behaviour, Urban structure	-	Urban structure, Social behaviour
Emblematic attraction	San Marco piazza	San Marco piazza, canals, Rialto bridge	San Marco piazza, Rialto bridge, the city as a whole

The perceptions of the target groups seem to reach an agreement in the case of Venice, despite the slight differences in the age range of the three groups. Residents, tourists and professionals agree that the most important element is the landscape and architecture, while the element that is found to be under threat is urban structure and social behavior. The San Marco Piazza is considered to be the most emblematic attraction in Venice.

#### 4. Conclusions

In the frame of the ALTER ECO project, a survey was first launched to experts representing six participating cities (Dubrovnik, Genoa, Malaga, Rhodes, Valencia and Venice) with the use of an analytic Questionnaire. The aim was to assess the identified (through D3.2.2) the Mediterranean identity thematic categories and relevant characteristics. 71 experts participated in the survey and made the assessment against the importance and the level that the identified categories and characteristic are considered to face threats, using an 1-5 Likert scale.

Three additional surveys were addressed to residents, tourists and professionals, with the use of Questionnaires, with the same aim, using an 1-5 Likert scale (1: very low, 2: low, 3: moderate, 4: high, 5: very high). Overall, 1217 tourists, 771 residents and 188 professionals responded to the survey, representing six cities (Dubrovnik, Genoa, Malaga, Rhodes, Valencia and Venice).

Mediterranean characteristics have been assessed and hierarchised in terms of importance and level of threat by three target groups (experts, residents and professionals) and the overall results are depicted in the following Tables:

**Table 15:** Mediterranean characteristics – Assessment against importance

	Landscape	Urban structure	Architecture	Commerce and professional activities	Food served	Festivals and events	Patters of social behavior
Experts	4.02	4.38	3.98	3.98	4.14	4.15	4.04
Residents	4.15	3.79	3.96	3.73	3.66	3.48	3.46
Professionals	4.44	3.90	3.90	3.58	4.03	3.41	3.57

**Table 16:** Mediterranean characteristics – Assessment against level of threat

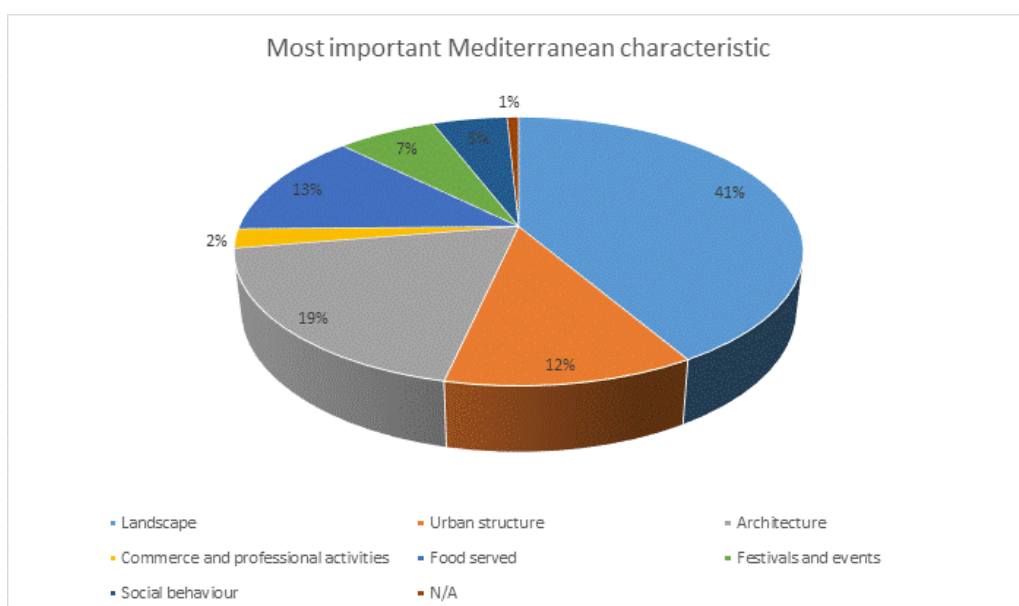
	Landscape	Urban structure	Architecture	Commerce and professional activities	Food served	Festivals and events	Patters of social behavior
Experts	3.40	3.84	3.51	3.52	3.42	2.99	3.19
Residents	3.83	3.54	3.30	3.40	3.33	2.90	3.70
Professionals	3.06	3.44	2.73	3.34	3.11	2.76	3.34

Table 15 highlights an “agreement” between residents and professionals regarding the high importance of the landscape (4.15 and 4.44 respectively) in comparison to the other characteristics, while scientific experts prioritise the characteristic of urban structure. An agreement between residents and professionals is also highlighted regarding the characteristic of urban architecture (3.96 and 3.90 respectively), ranked as the second mostly high important. Urban structure is also agreed as very important by residents and professionals, in the third rank (3.79 and 3.90 respectively), very closely following the characteristic of urban architecture. The characteristics where a bigger consensus is met, among the three target groups, are landscape, urban structure, architecture, commerce and professional activity.

Table 16 depicts that the characteristic of urban structure is the mostly threatened, due to uncontrolled tourism activities according to experts and professionals, while for the residents, this characteristic is ranked third, with the first being the landscape. The patters of social behavior is the characteristic that is ranked second in the case of residents, which is an important sign of loosen of Mediterranean

identity, due to uncontrolled tourism activities. Also, commerce and professionals activities is the characteristic that is ranked fourth for residents. With regards to this characteristic, a strong consensus is met among the three target groups.

As for the tourists' target group, the most relevant question that reveals the importance of the Mediterranean characteristics, is the one related to the reason they chose the specific destination. The majority of tourists highlighted the landscape (41%), followed by far by architecture (19%), food (13%), urban structure (12%), festivals and events (7%), as depicted in the following Figure. With regards to the landscape, most tourists were referring to beaches/ sea front promenade, good weather and cultural atmosphere in general, as the most important elements that motivated them to plan their visit.



**Figure 73:** Most important Mediterranean characteristic\_All Tourists

Also, it is depicted that the majority of tourists are positive to follow alternative routes, if they are properly informed, through internet, labeling and tourist guides. Moreover, professionals are positive to collaborate towards the alternation of the tourism routes, if properly alerted by responsible authorities.

A comparative analysis among the participating cities, depicts the following highlights, with regards to the residents target group:

**Table 17:** Intra-city analysis highlights\_Residents

	DUBROVNIK	MALAGA	GENOA	RHODES	VALENCIA	VENICE
<b>AVERAGE AGE</b>	32.7	47.2	53	37	31	49
<b>AVERAGE LIVING IN THE CITY</b>	29.4	43.1	42.4	30.4	18.5	39.5
<b>MOST IMPORTANT</b>	Urban architecture, Urban structure	Landscape, Commerce and professional activity	Landscape, Commerce and professional activity	Landscape, Food	Festival and events, Food	Landscape, Urban structure

<b>HIGHEST THREAT</b>	Urban architecture Social behavior	Landscape, Food	Landscape, Social behavior	Landscape, Urban structure	Landscape, Social Behavior	Urban structure, Social behavior
<b>LOST</b>	City quietness, cleanness	Affordability in terms of prices and identity	-	City quietness, free parking spaces, cleanness	Mobility, affordability of goods/services and quietness	Quality of life, habitability, quality of services
<b>PROPOSALS</b>	Better coordination with tourism agencies and business chambers	Maintenance and restoration of historic sites	Maintenance and restoration of historic sites	Maintenance and restoration of historic sites	Better coordination by tourism agencies	Maintenance and restoration of historic sites

Table 17 highlights the importance of Landscape as a Mediterranean characteristic that is also threatened due to uncontrolled tourism activity. Social behavior is also highlighted as a characteristic that is threatened due to uncontrolled tourism activity, as well as urban structure. With regards to the proposals that are recorded, maintenance and restoration of historic sites is very important. Similarly, a comparative analysis among the participating cities, depicts the following highlights, with regards to the tourists target group:

**Table 18:** Intra-city analysis highlights\_Tourists

	DUBROVNIK	MALAGA	GENOA	RHODES	VALENCIA	VENICE
<b>AV.AGE</b>	42.9	39.8	53.8	36	37.5	37.9
<b>OVERNIGHT STAYING</b>	70.5%	72.6%	32.3%	36%	37.5%	37.9%
<b>MOST IMPORTANT EMBLEMATIC ATTRACTION</b>	Urban architecture, Old city	Food served Beach, Cathedral, historic city,	Landscape Eurofora event, weather, parks sea front promenade	Landscape Lindos, old city, beaches	Food served Beaches, Cathedral, old city, Ciudad de la Artes and the Oceanogràfic	Urban architecture Piazza San Marco, canals, Rialto bridge
<b>WILLINGNESS TO FOLLOW ALTERNATIVE ROUTE</b>	81.4%	49.8%	93.3%	84.4%	83.5%	82.6%

Table 18 highlights once again the importance of Landscape as an important Mediterranean characteristic. Also, tourists express their willingness to follow alternative routes in order to decongest the city hot spots, as long as they receive the relevant alert. Finally, the comparative analysis among the participating cities, depicts the following highlights, with regards to the professionals target group:

**Table 19: Intra-city analysis highlights\_Professionals**

	MALAGA	GENOA	RHODES	VALENCIA	VENICE
AV. AGE	47.1	-	36.8	40.2	41.9
AV. AGE IN THE TOURISM SECTOR	17.5	-	13.6	13.1	28.1
CHARACTERISTIC ROUTE	Historic monuments, museums, tradition, beach	-	Lindos	City center	Strata Nuaove, Rialto San Marco
TEND TO ALTER TOURISM OPTIONS	62.5%	-	77.3%	25.1%	61%
MOST IMPORTANT THREAT	Social behavior, Urban structure	Landscape, Urban structure, Commerce and professional activity	Social behaviour, Landscape, Commerce and professional activity	Landscape, Food served, Landscape, Social behavior	Architecture, Landscape, Urban structure, Social behaviour
MEASURES	Maintenance and restoration of historic sites		Better coordination by tourism agencies	Maintenance and restoration of historic sites	Better coordination by tourism agencies

Table 19 also highlights the Landscape as the most important Mediterranean characteristic and urban structure as the characteristic that is under level of threat. Commerce and professional activity is also under a level of threat according to the professionals.

Finally, in terms of proposals and measures to promote and preserve Mediterranean identity, it is derived that maintenance of cultural and heritage is needed, as well as better coordination with tourism agencies and public authorities. To this end, all results will be carefully considered towards the drafting of strategies to promote and preserve Med identity from the impacts of mass, uncontrolled tourism activities (in the frame of the Activity 3.4).





## TOURISTS' QUESTIONNAIRE

Pilot area (City): \_\_\_\_\_

Date: \_\_\_\_\_

Name of the interviewee: \_\_\_\_\_

### Questions to tourists:

1. Age \_\_\_\_\_

2. Gender \_\_\_\_\_

3. Nationality \_\_\_\_\_

4. ☐ Overnight tourist (+ number of stays) ☐ Day visitor

If overnight - Type of Accommodation:

☐ Hotel ☐ Apartment ☐ Airbnb or similar ☐ B&B ☐ Other  
(specify)

5. Number of times you have visited this city

☐ First ☐ More than once

6. Reason of the visit

☐ Professional ☐ Holiday ☐ Health ☐ Other (please specify)

7. Mean of transportation to reach the city

☐ Cruise ☐ Airplane ☐ Car ☐ Bus ☐ Train

☐ Other (please specify)

8. How do you organise your staying?

☐ Travel agent ☐ Trip advisor or other web application ☐ Tourist guide

☐ Other (please specify)

9. Which is the most important characteristic of the city that made you choose this destination instead of another one, out of the MED area?

10. Which is the most important Mediterranean characteristic for you of this destination?  
(provide the interviewer with examples for each category)

- ☐ Landscape including mountains and islands ☐ Food served ☐ Events and festivals
- ☐ Architecture ☐ Urban structure ☐ Social behavior
- ☐ Commerce/ professional activities ☐ N/A ☐ Other (please specify)

11. Would you like to follow alternative routes, other than the city centre or the main attractions?

- ☐ No ☐ Yes

If No, why? \_\_\_\_\_

If Yes, How would you like to be informed about these alternative routes?

- ☐ Labeling ☐ Tourist guides ☐ Internet ☐ Info points ☐ Other (please specify)

12. What do you consider to be the most emblematic attraction of the destination?

Please specify: \_\_\_\_\_

- Did you visit it? ☐ Yes ☐ No

If yes, how many times during your stay? ☐ (insert the number )

13. Did you take any public transportation during your stay? ☐ Yes ☐ No

If Yes, how many times per day? ☐ (insert the number )

14. How many times did you eat in a restaurant (for lunch and/or dinner) during your stay in the destination?

n. lunch \_\_\_\_\_

n. dinner \_\_\_\_\_

14. How much did you spend approximately per day? \_\_\_\_\_

Currency: ☐ Euro ☐ Dollar ☐ Kune ☐ Other (please specify)

## RESIDENTS' QUESTIONNAIRE

Pilot area (City): \_\_\_\_\_

Date: \_\_\_\_\_

Name of the interviewee: \_\_\_\_\_

Address of the resident (street name only): \_\_\_\_\_

### Questions to residents:

Age \_\_\_\_\_ Gender \_\_\_\_\_

Number of years staying at the city \_\_\_\_\_

Occupied in the tourism sector (Hotel/ Restaurant/Tourist Guide/ Apartments/Air bnb/ B&B/ other)

☐ No ☐ Yes

1. Which is, in your opinion, the most emblematic attraction of your city?

Please specify: \_\_\_\_\_

2. Please hierarchise the categories below according to their importance (*provide the interviewer with examples for each category*)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Landscape including mountains and islands | <input type="checkbox"/> Food served     | <input type="checkbox"/> Events and festivals |
| <input type="checkbox"/> Architecture                              | <input type="checkbox"/> Urban structure | <input type="checkbox"/> Social behavior      |
| <input type="checkbox"/> Commerce/ professional activities         | <input type="checkbox"/> Other (specify) |   |
| <input type="checkbox"/> N/A                                       |  |   |

3. Please hierarchise the categories below based on the level of threat, due to large and uncontrolled tourism masses in your city (*provide the interviewer with examples for each category*)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Landscape including mountains and islands | <input type="checkbox"/> Food served     | <input type="checkbox"/> Events and festivals |
| <input type="checkbox"/> Architecture                              | <input type="checkbox"/> Urban structure | <input type="checkbox"/> Social behavior      |

☐ Commerce/ professional activities ☐ Other (specify)

☐ N/A

4. Which is the specific characteristic that tends to be lost due to uncontrolled tourism activity, affecting thus: a. your life: \_\_\_\_\_ b. your city: \_\_\_\_\_

5. Proposals/ measures that would preserve/ promote the Mediterranean character of your city that you would like to discuss with your politicians if you had the chance (selection from drop down menu)

☐ Better coordination by tourism agencies ☐ Better coordination with business chambers

☐ Festival and events ☐ Maintenance and restoration of historical sites

☐ Measures to fight seasonality ☐ Types of business activity

☐ Other (please specify) \_\_\_\_\_

## PROFESSIONALS' QUESTIONNAIRE

Date: \_\_\_\_\_

Pilot area (City): \_\_\_\_\_

Name and position of the interviewee: \_\_\_\_\_ Age: \_\_\_\_\_

Name of the company: \_\_\_\_\_

Number of years activating in the tourism sector of the city: \_\_\_\_\_

Category of occupation in the tourism sector: \_\_\_\_\_ (drop down list: Hotel/  
Restaurant/Tourist Guide/ Apartments/Air bnb/ B&B/ other)

1. Which is, the most emblematic attraction of your city, based on the tourists' preferences?

Please specify: \_\_\_\_\_ N/A ☐

2. Which is, the most characteristic route followed by the tourists in your city?

Please specify: \_\_\_\_\_ N/A ☐

3. Do you alter the tourists' options if you get alerted or you understand that tourism is exceeding in your area?

Yes ☐ No ☐ N/A ☐

4. Do you ever get alerted by a public or private authority that tourism is exceeding in your area?

Yes ☐ No ☐ N/A ☐

By whom? \_\_\_\_\_

5. Proposals of alternative routes you could introduce in order to decongest your city hot spots:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

6. Measures that would preserve/ promote the Mediterranean character of your city that you would like to discuss with your politicians if you had the chance (selection from drop down menu)

- ☐ Better coordination by tourism agencies ☐ Better coordination with business chambers
- ☐ Festival and events ☐ Maintenance and restoration of historical sites
- ☐ Measures to fight seasonality ☐ Types of business activity
- ☐ Other (please specify) \_\_\_\_\_

7. Please hierarchise the categories below according to their importance (*provide the interviewer with examples for each category*).

- ☐ Landscape including mountains and islands ☐ Food served ☐ Events and festivals
- ☐ Architecture ☐ Urban structure ☐ Social behavior
- ☐ Commerce/ professional activities ☐ Other (specify)
- ☐ N/A

8. Please hierarchise the categories below based on the level of threat, due to large and uncontrolled tourism masses in your city (*provide the interviewer with examples for each category*)

- ☐ Landscape including mountains and islands ☐ Food served ☐ Events and festivals
- ☐ Architecture ☐ Urban structure ☐ Social behavior
- ☐ Commerce/ professional activities ☐ Other (specify)
- ☐ N/A



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