



# SUSTAINABLE TOURISM: LEARNINGS FROM RESIDENT ATTITUDES TOWARDS TOURISM FOR DMO ACTIVITIES

## BRUGES CASE

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VISITFLANDERS 2016



Visit Bruges



Modul University Vienna



# RESIDENT ATTITUDES TOWARDS TOURISM

## BRUGES

1 / INTRODUCTION

2 / METHODOLOGY


3 / RESULTS

4 / CONCLUSIONS

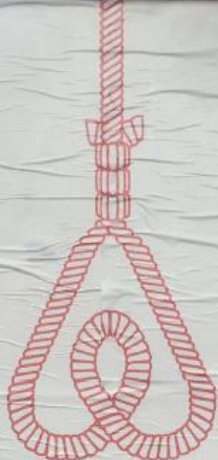


# INTRODUCTION

**BOAT TOURISM  
NOISE POLLUTION**




**Flanders**  
State of the Art



**Who pays for your holiday?**

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each new holiday apartment a local tenant has to leave their home.



## Castrate gentrification.

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each holiday apartment a local tenant has to leave their home.

#boycottairbnb



RESIDENTS & CARRYING CAPACITY



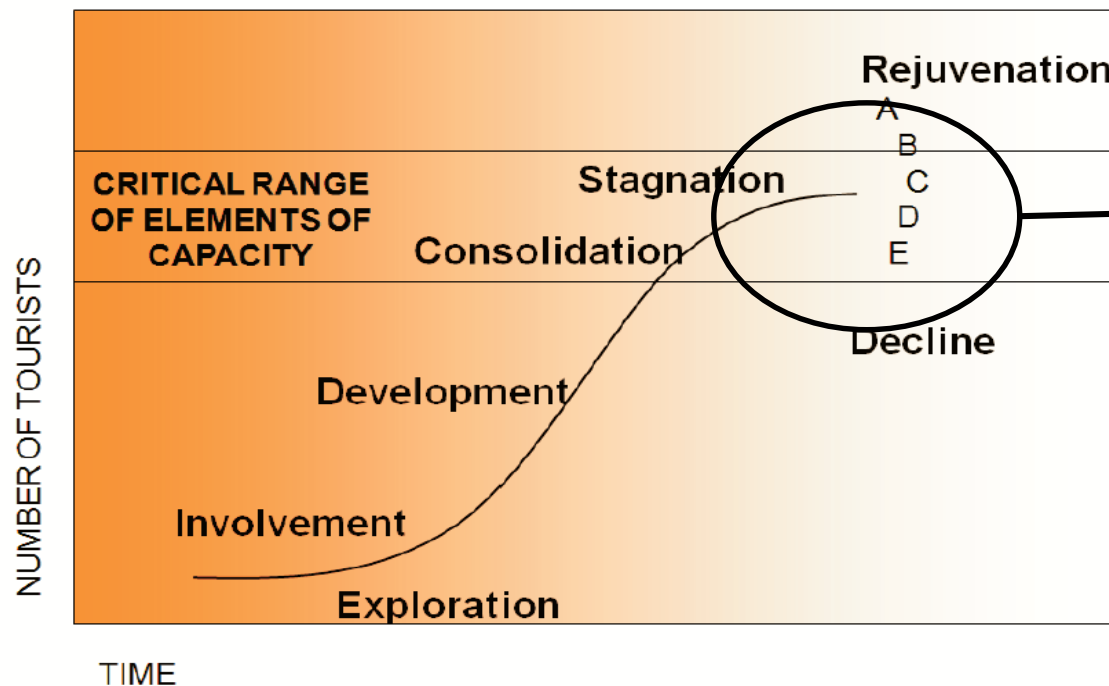
# INTRODUCTION



RESIDENTS & CARRYING CAPACITY

# INTRODUCTION

- . Carrying capacity: *'where the upper limit of tourism development finds itself'* (Jan van der Borg, 2004)
- . Butler, 1980, Tourism Life Cycle Area



- . quality of supply
- . price VS quality
- . growing share of day trips
- . losing share of valuable tourists
- . dissatisfied residents & tourists
- . resulting in a loss of benefits



# TOURISM CARRYING CAPACITY & RESIDENTS ATTITUDES

- . The carrying capacity of a destination can be viewed from the perspective of:
  - . residents
  - . tourists
  - . tourism sector
  - . + all other aspects (f.e. in attractions, destinations... → monitoring volumes)
- . → VISITFLANDERS (DMO) makes clear strategic choices related to sustainability and carrying capacity
  - . Sustainable development and sustainable growth in our mission
  - . Carrying capacity
  - . Ambassadorship
- . This Bruges RESIDENT study is also part of my MBA master's thesis at
- . and a cooperation with the local DMO Visit Bruges
- . Full results [here](#)

B R U  
G G E

**MODUL** VIENNA  
**UNIVERSITY**  
WKO WIRTSCHAFTS PRIVATE UNIVERSITY

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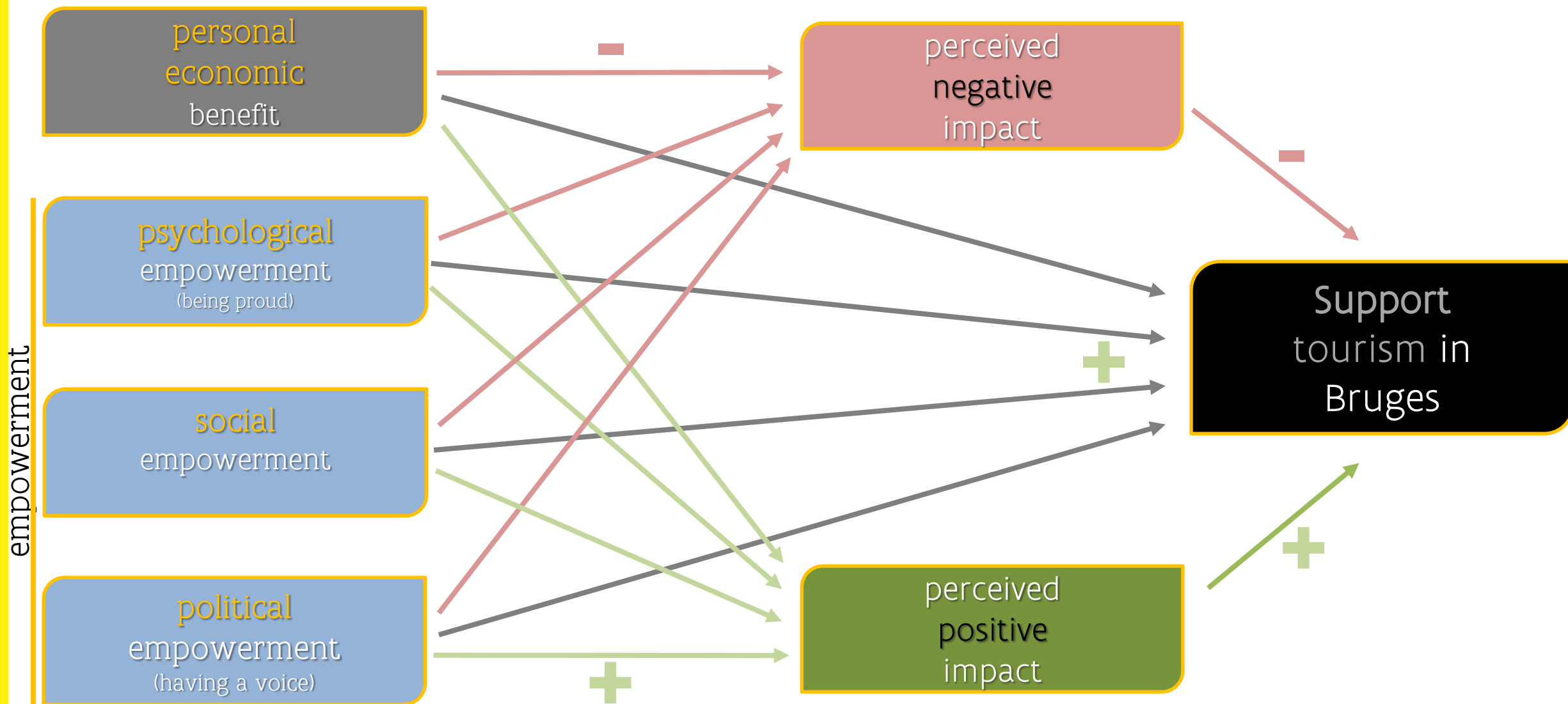


# BRUGES...

- Location → in Europe – Belgium – Flanders
- Stable population: 19.500 inner city – 98.000 rest
- Number  tourism destination in Belgium after Brussels
- 8,75 million visitors/annum
- Tourism intensity rate: 123 visitors per day per 100 residents (Inner city)
- Commercial arrivals increased 64% in 10 years (same pace as Barcelona, A'dam)



# MODEL \*



\*\* Boley, B., McGehee, N.G., Perdue, R., Long, P., 2014 and Boley, B. & McGehee, N.G., 2014



# METHODOLOGY: Field work summary

- **Online survey** Bruges residents 18+ in a closed setting!
- Sept-Oct 2016
- All **communities** + focus on the Inner City
- **Representativeness:** age, gender, education, community
- 1.250 useful responses
- 326 in the Inner City – 924 rest of Bruges
- **Response:** 38%
- **Complete ratio:** 88%





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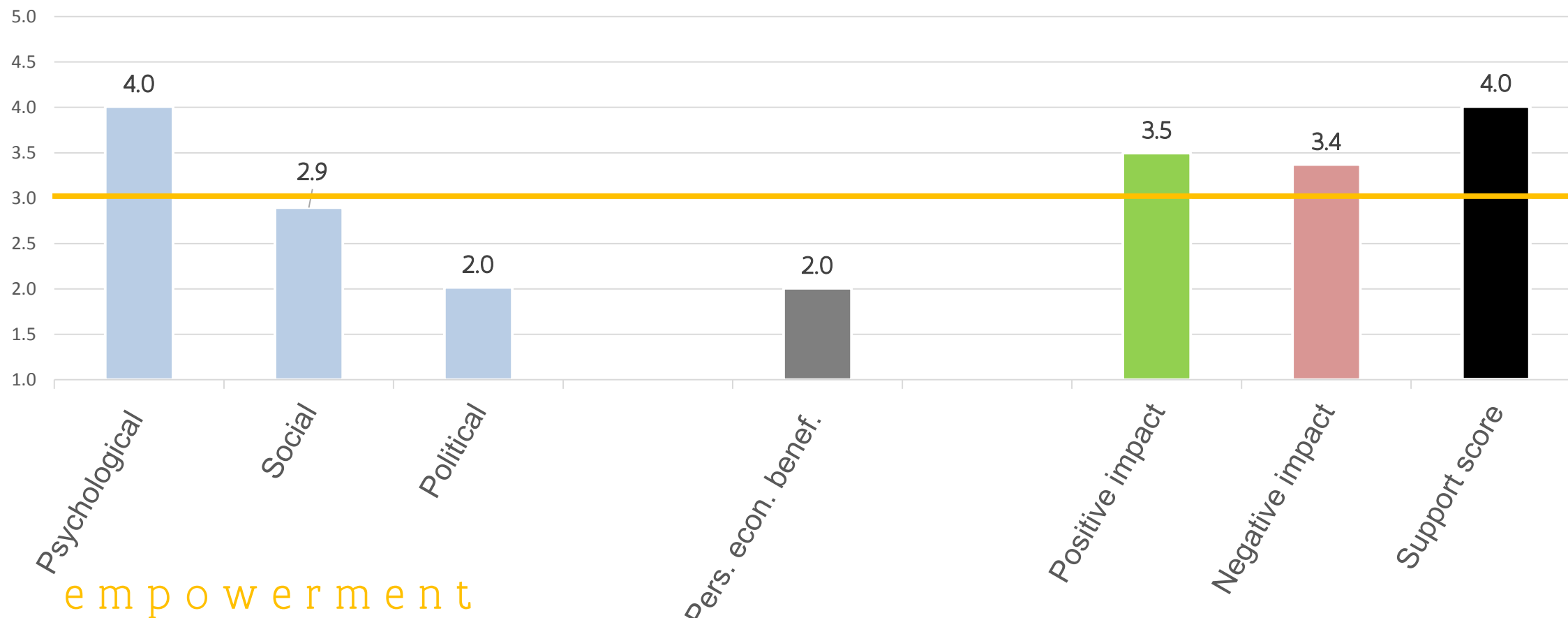
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# RESULTS

Mean scores for the 7 constructs /5



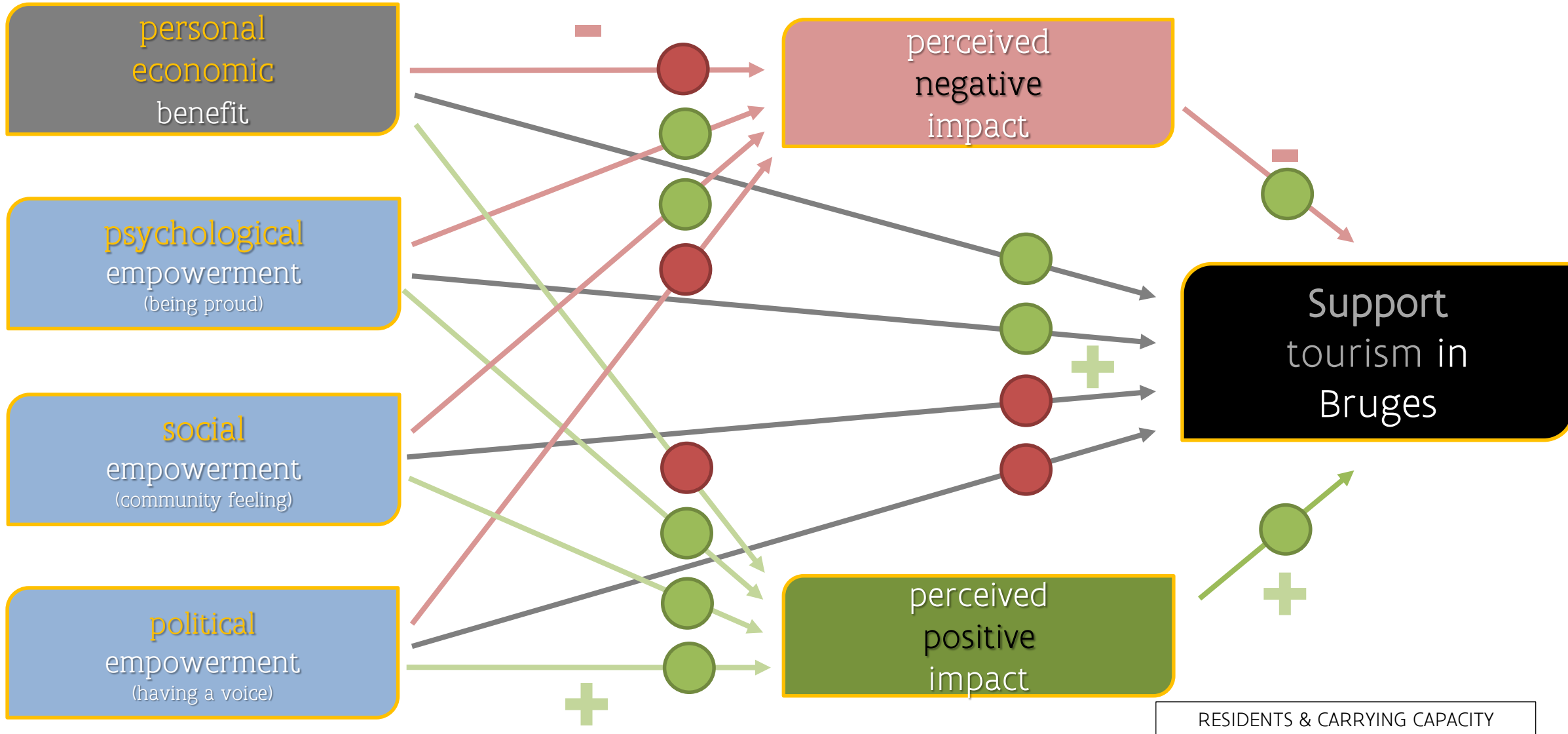
empowerment



# RESULTS: Relations 7 constructs in Bruges

- NO support Hypothesis
- Support Hypothesis

empowerment



# DETAILED RESULTS: support for tourism in Bruges

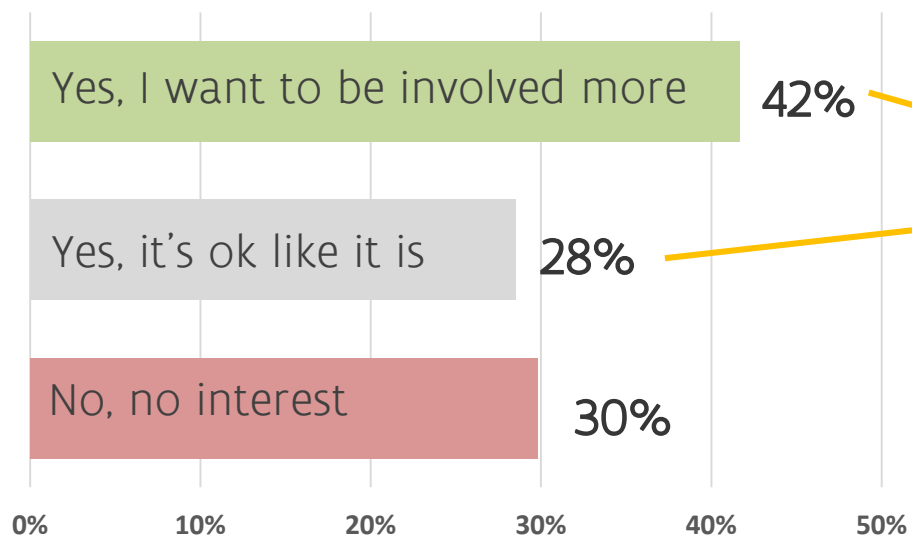
SUPPORT FOR TOURISM IN BRUGES	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
<b>In general, the positive benefits of tourism outweigh negative impacts in Bruges</b>										
do not agree	7%	11%	10%	11%	7%	11%	12%	7%	11%	<b>11%</b>
neutral	13%	20%	21%	18%	10%	22%	22%	13%	20%	<b>20%</b>
agree	80%	69%	69%	71%	83%	68%	65%	80%	69%	<b>70%</b>
<b>I believe tourism should be actively encouraged in Bruges</b>										
do not agree	15%	9%	10%	11%	8%	9%	12%	7%	11%	<b>10%</b>
neutral	21%	23%	25%	20%	19%	22%	24%	19%	23%	<b>23%</b>
agree	64%	68%	65%	69%	72%	69%	64%	74%	67%	<b>67%</b>
<b>I support tourism and want to see it remain important to Bruges</b>										
do not agree	3%	4%	3%	6%	2%	4%	5%	0%	5%	<b>4%</b>
neutral	15%	20%	20%	19%	12%	18%	23%	11%	20%	<b>20%</b>
agree	82%	75%	77%	75%	86%	78%	71%	89%	75%	<b>76%</b>
<b>Bruges should remain a tourist destination</b>										
do not agree	2%	3%	2%	4%	2%	2%	3%	0%	3%	<b>3%</b>
neutral	8%	8%	9%	8%	6%	5%	11%	6%	8%	<b>8%</b>
agree	91%	89%	90%	88%	92%	93%	86%	94%	89%	<b>89%</b>
<b>Bruges should support the promotion of tourism</b>										
do not agree	9%	5%	5%	7%	5%	5%	7%	3%	6%	<b>6%</b>
neutral	12%	17%	18%	15%	14%	16%	18%	9%	17%	<b>17%</b>
agree	79%	77%	78%	78%	80%	79%	75%	89%	77%	<b>78%</b>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Significant higher results are indicated in grey background, z-test, p=0,05



# RESULTS

Do you want to be involved in tourism policies and planning in Bruges?



7 on 10 is interested, wants to be involved

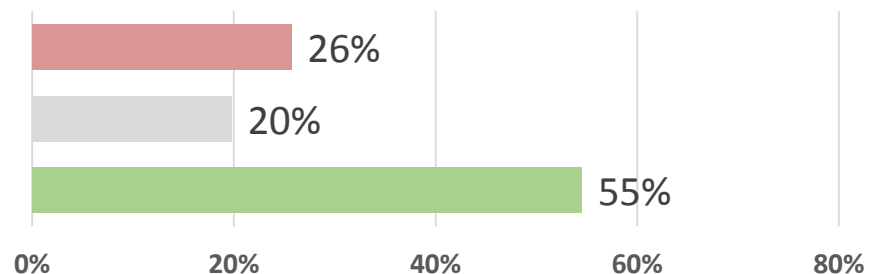
More with:

- people from the tourism sector
- 18-34 year olds
- people from the inner city

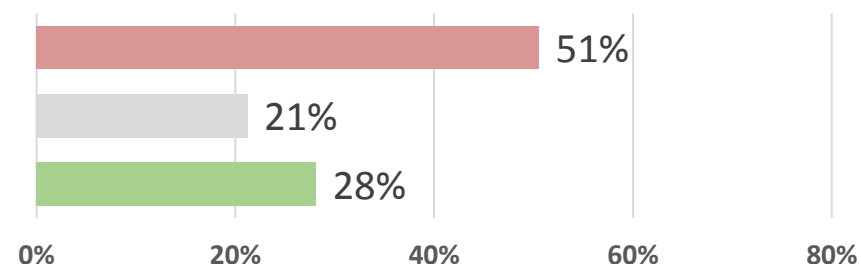
# RESULTS

## Impact of tourism on the livability and quality of life

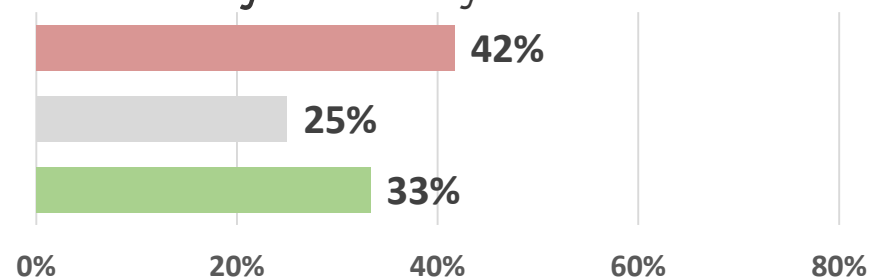
In some districts I feel limited in my comfort because of tourists



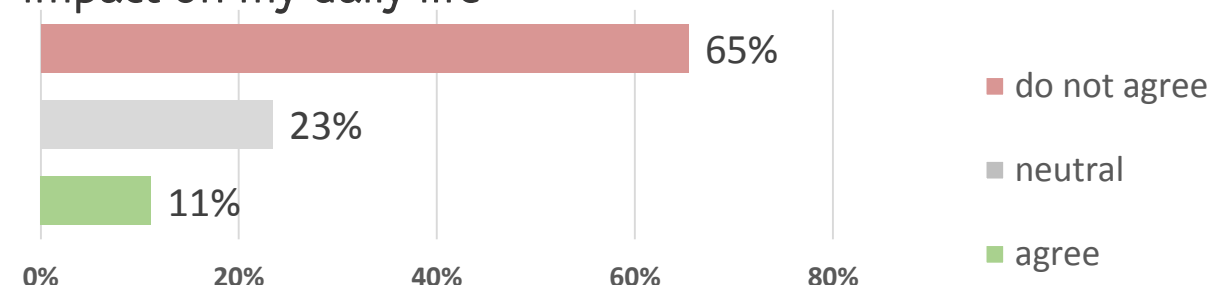
I feel that our city is no longer ours



The increasing number of tourists reduces the viability of the city



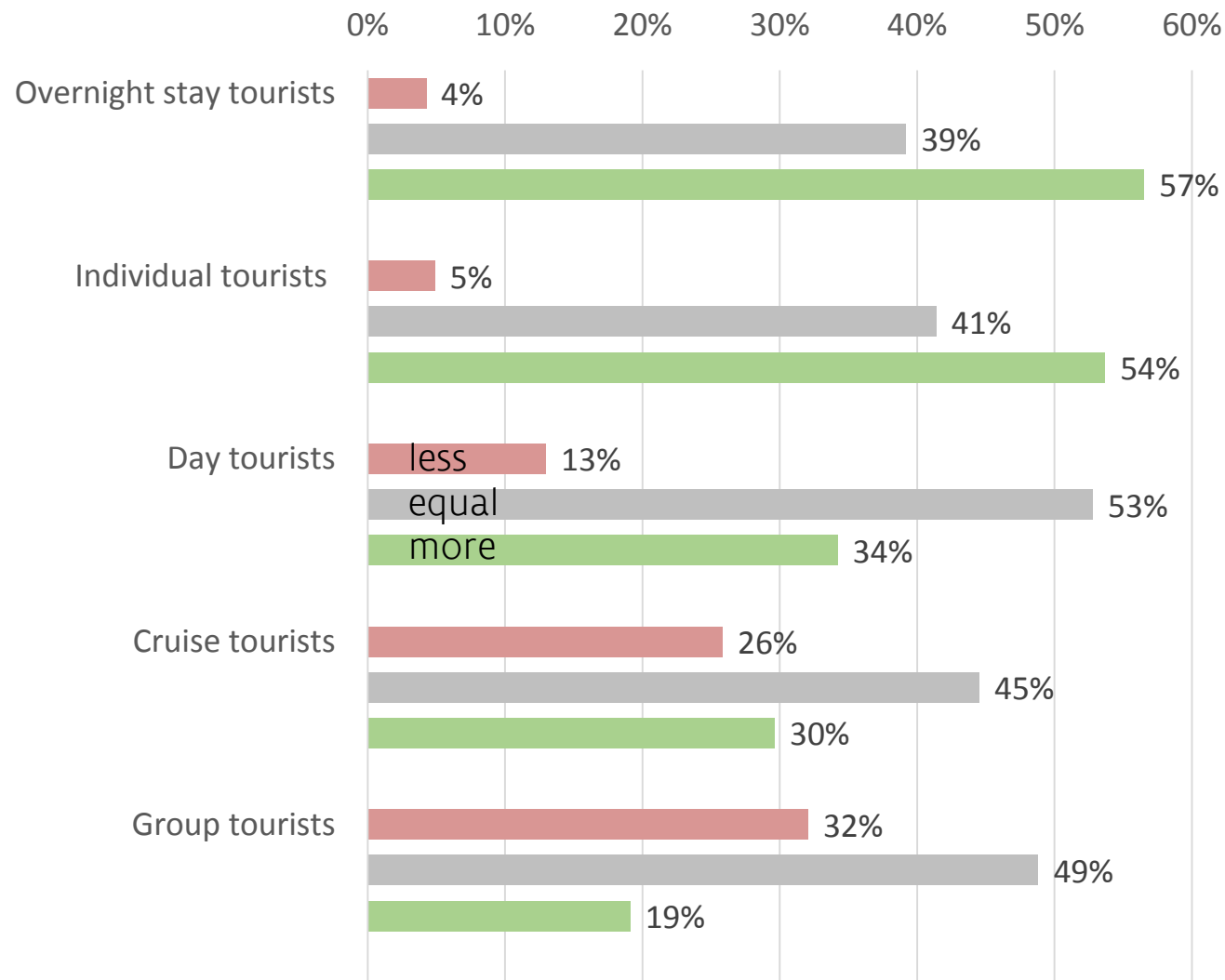
The pressure of tourism has a negative impact on my daily life





# RESULTS

In the future, more or less visitors, and which type of visitors?



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## Support for tourism

# CONCLUSIONS

## 1) Keep/get your locals on your side

- → make more citizens **proud**
- → prove the positive **social** effects of tourism
- → give residents a **voice**
- → try to **eliminate** the **negative impacts**
- → **communicate** about **positive impacts**

psychological  
empowerment  
(being proud)

social  
empowerment  
(community feeling)

political  
empowerment  
(having a voice)

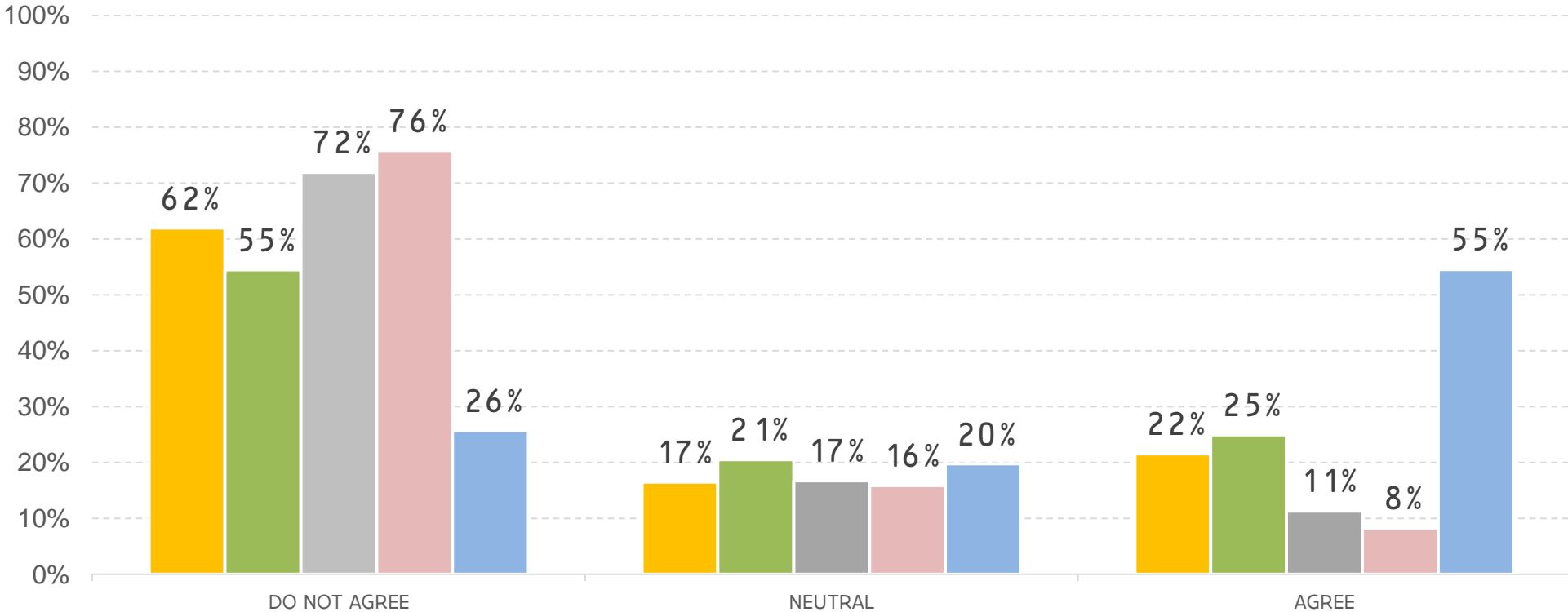
perceived  
negative  
impact

perceived  
positive  
impact

## 2) Share the same research model to improve benchmark possibilities

# BENCHMARK ENRICHES THE CONCLUSIONS

## Impact







**Flanders**  
State of the Art