

OC-146 - (412) - THE DESIRED TOURIST IN ALENTEJO: AN ANALYSIS OF THE RESIDENT'S PERCEPTIONS ON TOURISM

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Proposal and Originality

The aim of this study is to analyse the perceptions of residents of the Alentejo/Ribatejo (Portugal) destination regarding the tourists they prefer to welcome. In fact, among the various dimensions in which it is relevant to know the perceptions of residents (Carneiro & Eusébio, 2015; Šegota et al., 2022), one of them concerns the identification of the 'most desired' tourist. This approach isn't common in previous literature and maybe an important starting point to design tourism development strategies that considers social sustainability dimensions.

Methodology

The collection of data came within the scope of a more comprehensive study at the Alentejo region, with the main objective of assessing the perception and attitudes of residents regarding the impacts caused by the development of tourism in the respective municipality of residence. A survey was applied to residents in the Alentejo NUT II region with an open-ended question regarding their 'desired' tourist.

Results and Implications

Results show that the desired tourist assumes different profiles, with a preference for foreigner tourists, according to the country of origin, and for tourists who show respect for residents. The contribution of this work is based on the identification of a tourist profile that, in the expectation of the resident, leads to a greater level of satisfaction for the local community and, therefore, may be considered a priority within the scope of the segmentation strategies used by the management entities to promote the destination considering also social sustainability objectives.

Research Limitations

Responses were obtained through the application of a questionnaire mostly with closed-ended questions, which may have limited the detail of the answers to the open question.

References Version APA 6th or 7th Edition

Carneiro M. J., & Eusébio C. (2015). Host-tourist interaction and impact of tourism on residents' Quality of Life. *Tourism Management Studies*, 11(1), 25-34. <https://www.tlmstudies.net/index.php/ectms/article/view/754>

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Palavras-chave : residents' perceptions, Alentejo, Desired tourist, social sustainability