

RESIDENT ATTITUDES TOWARDS TOURISM IN BRUGES

Vincent Nijs
🐦 @CentNijs | vincent.nijs@visitflanders.com

 **Vlaanderen**
is toerisme
VISITFLANDERS 2016

BRUGGE
Visit Bruges

MODUL VIENNA
UNIVERSITY
WKO PRIVATE UNIVERSITY
Modul University Vienna

RESIDENT ATTITUDES TOWARDS TOURISM

BRUGES

- 1 / INTRODUCTION
- 2 / METHODOLOGY
- 3 / RESULTS
- 4 / CONCLUSIONS

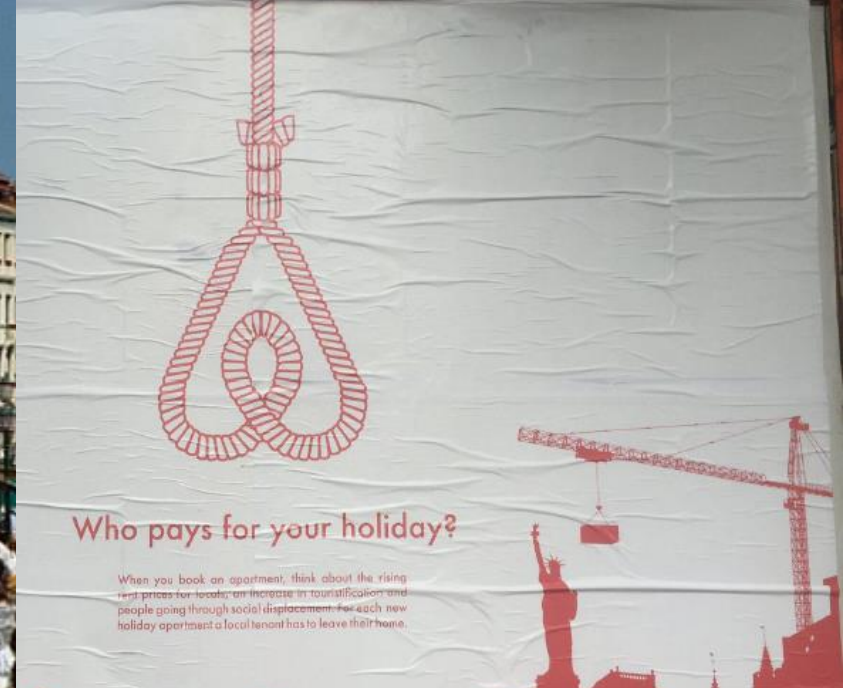


Flanders
State of the Art

RESIDENTS BRUGES



INTRODUCTION



RESIDENTS BRUGES

CONTEXT

- Worldwide visitor numbers in destinations are growing and even more growth is forecasted in the coming decades. In the European art city segment the increase of the number of visitors is expected to be even stronger. However, more and more we see negative news about crowding and the pressure on residents. VISITFLANDERS wants to investigate the carrying capacity in Flemish tourism destinations. This needs to be done from different angles:
 - The carrying capacity of a destination can be viewed from:
 - the perspective of the **residents**
 - the perspective of the **tourists**
 - people from the **tourism sector**
 - + all other aspects (f.e. in attractions,... → monitoring)
 - This specific study tackles the carrying capacity of an art city in Flanders, Bruges, from the residents' perspective.
 - VISITFLANDERS makes clear strategic choices related to sustainability and carrying capacity
 - See strategy VISITFLANDERS – <http://toerismevlaanderen.be/marketingstrategie>
 - Sustainable development and sustainable growth
 - Dispersion – carrying capacity
 - Ambassadorship
 - This Bruges study is also part of an **MBA master's thesis at MODUL University Vienna**
 - Model: Resident Empowerment Through Tourism Scale (RETS) (Prof. Bynum Boley)*
 - This study is a VISITFLANDERS research project in cooperation with **Visit Bruges** and **MODUL University Vienna**
 - More info: vincent.nijs@toerismevlaanderen.be



RESIDENT ATTITUDES TOWARDS TOURISM

BRUGES

1 / INTRODUCTION

2 / **METHODOLOGY**

3 / RESULTS

4 / CONCLUSIONS

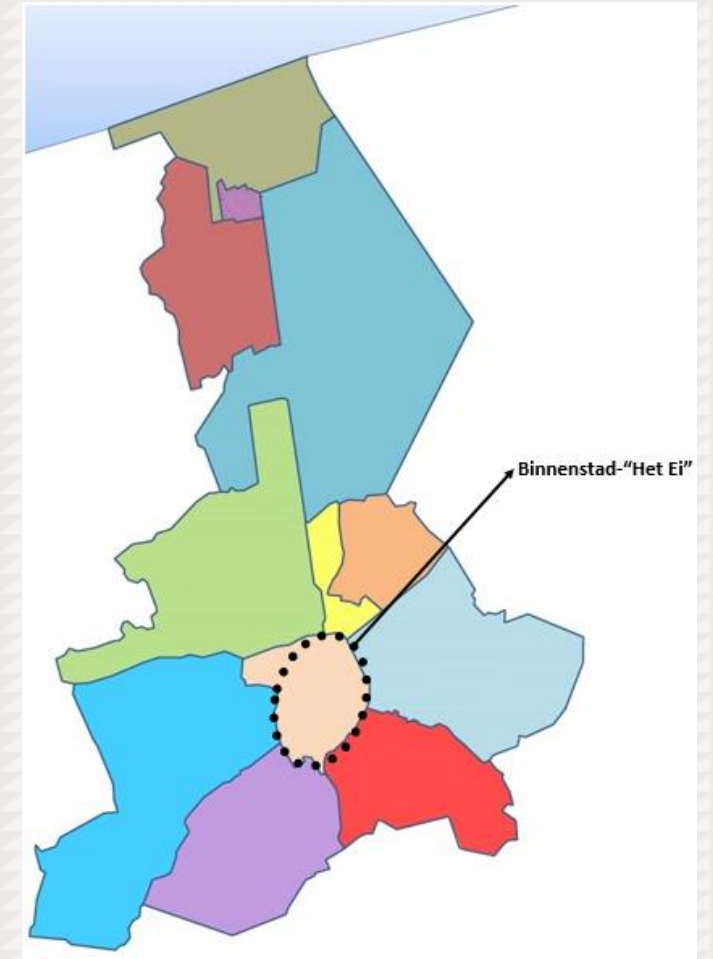


Flanders
State of the Art

RESIDENTS BRUGES

METHODOLOGY

- Online survey Bruges residents 18+ years old
- Sept-Oct 2016
- All **communities** + focus on 'the Egg'
- **2 sources:** recruitment via professional research institute's panel and city database
- **Representativeness:** age, gender, education, community
- **Responses:** 1.248
- 326 in 'the Egg' = inner historical city – 922 rest of Bruges
- **Response:** 37%



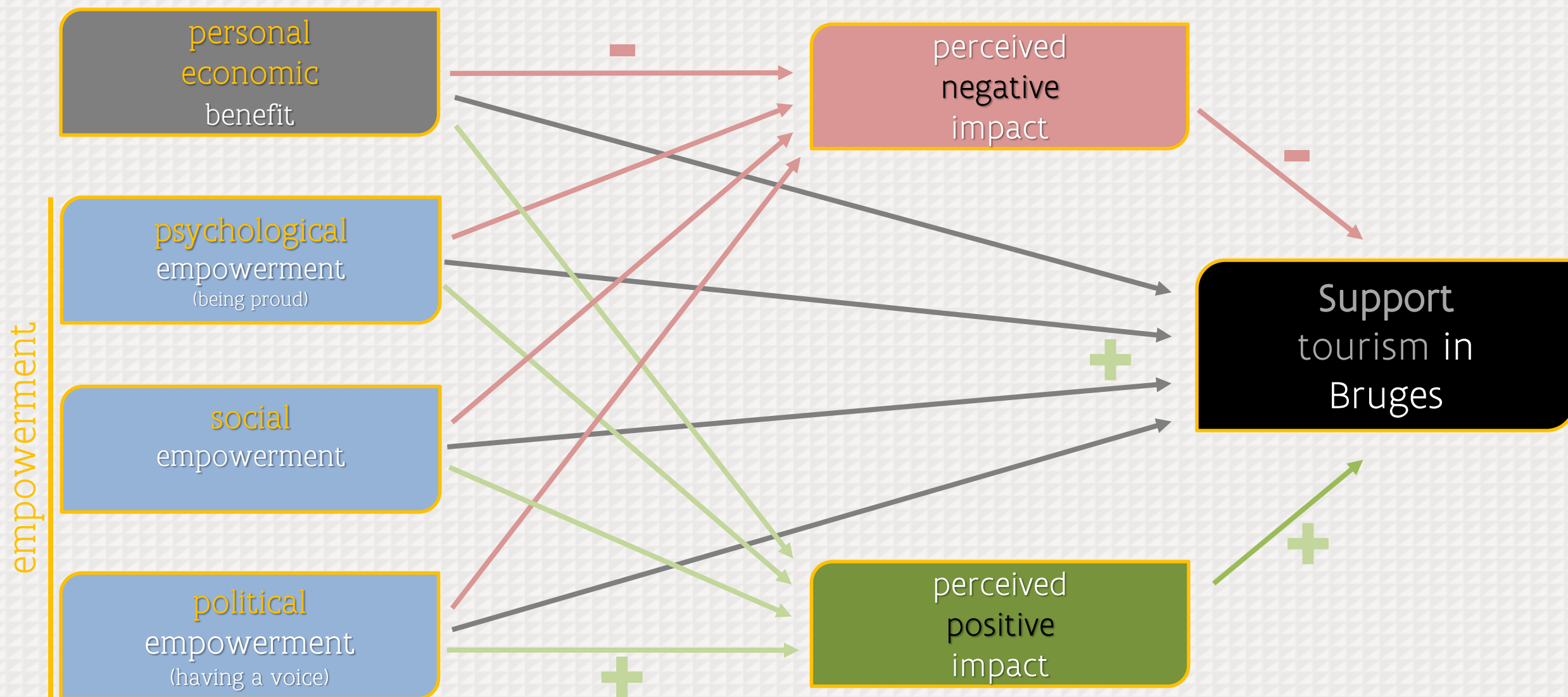
THEORY: EMPOWERMENT

- . Resident attitudes towards tourism can be approached from different angles.
- . The international model: '*Resident Empowerment through Tourism Scale*', or RETS*, is a framework that helps us to define and survey different aspects of these attitudes and to find the relationships between these aspects.
- . 3 types of '**Empowerment**' exist: **psychological empowerment** (or being a proud citizen thanks to tourism), **social empowerment** (thanks to perceiving the social benefits of tourism) and **political empowerment** (feeling you have a voice in tourism planning).

*Boley, B., McGehee, N.G., Perdue, R., and Long, P. (2014). 'Empowerment's and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens'. *Annals of Tourism Research*. 49, pp. 33-50.

MODEL

7 concepts based on 'empowerment', personal economic benefit, perception of impact and support for tourism



RESIDENT ATTITUDES TOWARDS TOURISM

BRUGES

- 1 / INTRODUCTION
- 2 / METHODOLOGY
- 3 / RESULTS
- 4 / CONCLUSIONS

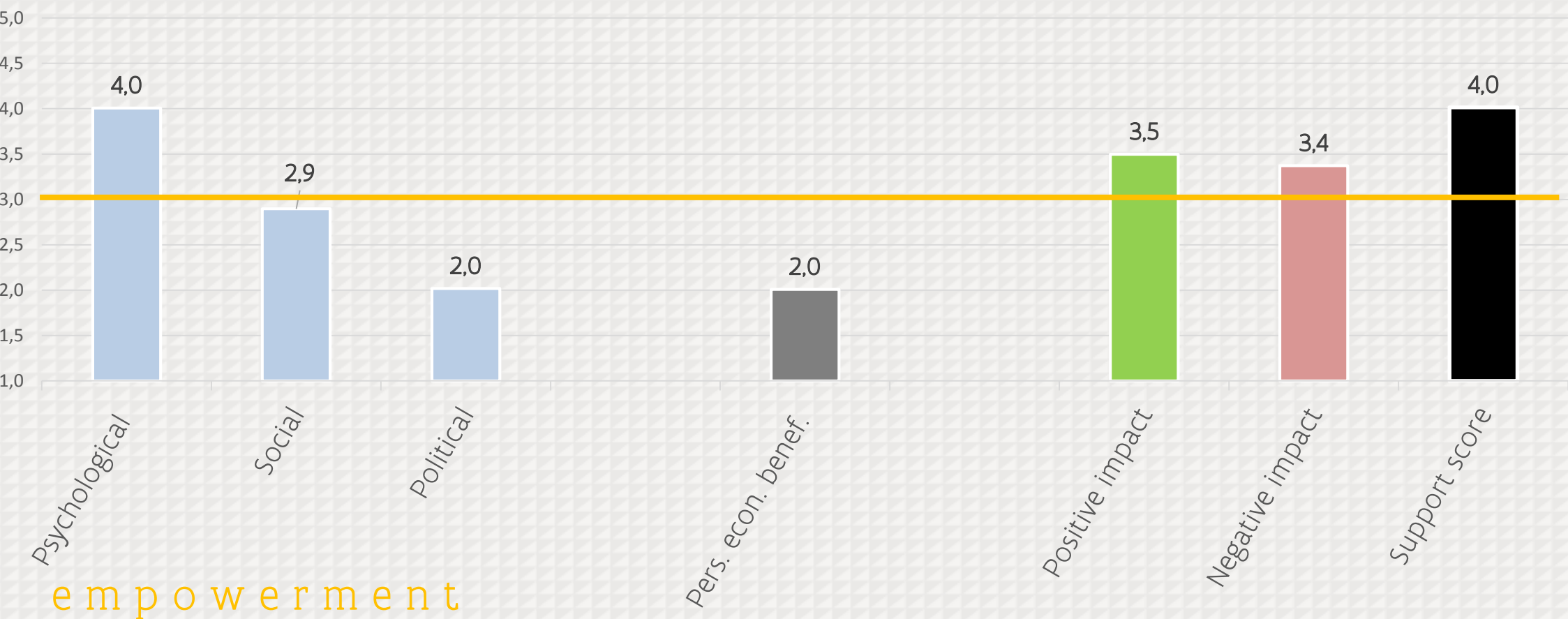


Flanders
State of the Art

RESIDENTS BRUGES

RESULTS

Mean scores for the 7 constructs: /5



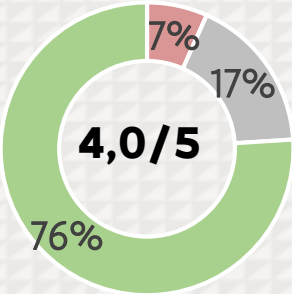
RESULTS

Support for tourism in Bruges

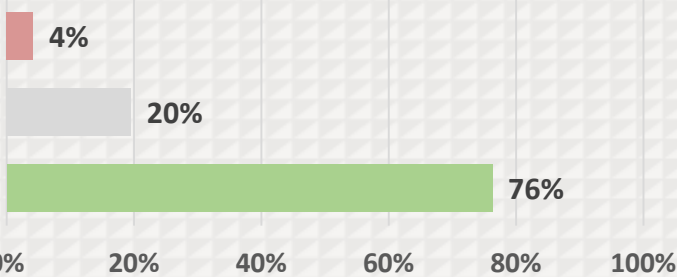
do not agree

neutral

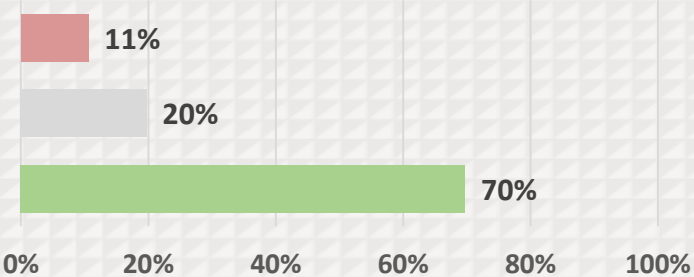
agree



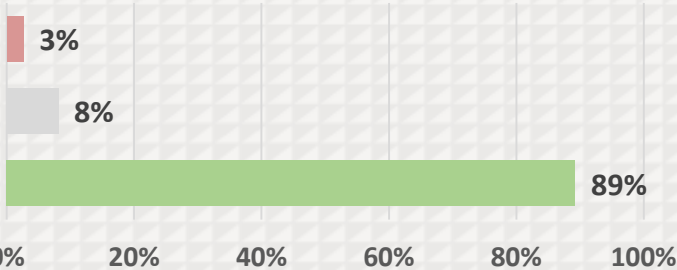
I **support** tourism and want to see it remain important to Bruges



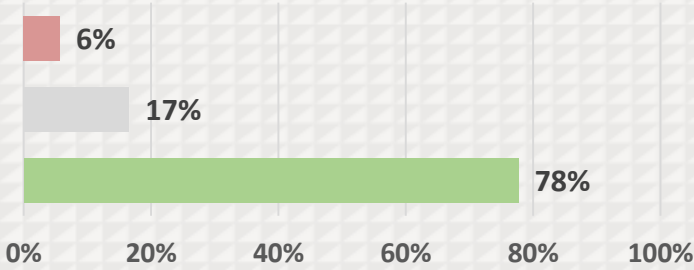
In general, the positive **benefits** of tourism **outweigh** negative impacts in Bruges



Bruges should **remain** a tourist destination



Bruges should **support** the **promotion** of tourism



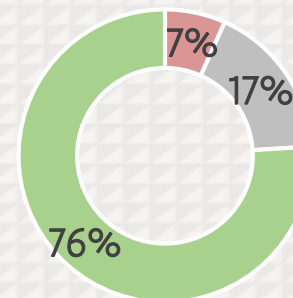
RESULTS

Support for tourism in Bruges

do not agree

neutral

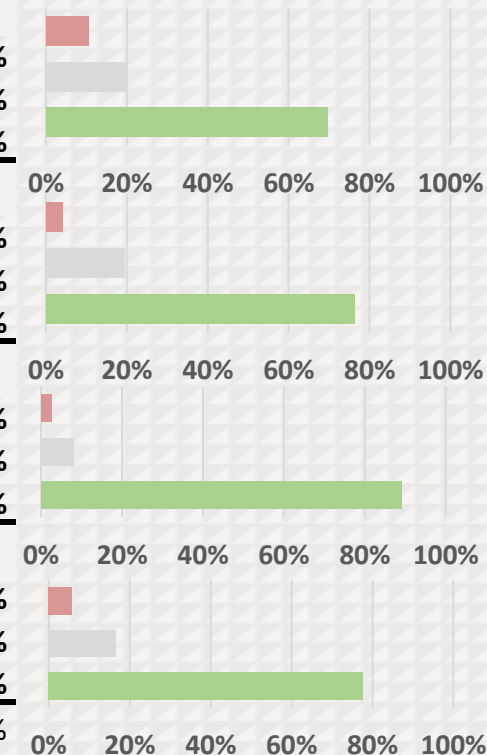
agree



4,0

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	
In general, the positive benefits of tourism outweigh negative impacts in Bruges										
do not agree	7%	11%	10%	11%	7%	11%	12%	7%	11%	11%
neutral	13%	20%	21%	18%	10%	22%	22%	13%	20%	20%
agree	80%	69%	69%	71%	83%	68%	65%	80%	69%	70%
I support tourism and want to see it remain important to Bruges										
do not agree	3%	4%	3%	6%	2%	4%	5%	0%	5%	4%
neutral	15%	20%	20%	19%	12%	18%	23%	11%	20%	20%
agree	82%	75%	77%	75%	86%	78%	71%	89%	75%	76%
Bruges should remain a tourist destination										
do not agree	2%	3%	2%	4%	2%	2%	3%	0%	3%	3%
neutral	8%	8%	9%	8%	6%	5%	11%	6%	8%	8%
agree	91%	89%	90%	88%	92%	93%	86%	94%	89%	89%
Bruges should support the promotion of tourism										
do not agree	9%	5%	5%	7%	5%	5%	7%	3%	6%	6%
neutral	12%	17%	18%	15%	14%	16%	18%	9%	17%	17%
agree	79%	77%	78%	78%	80%	79%	75%	89%	77%	78%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Significantly higher results are marked in grey background



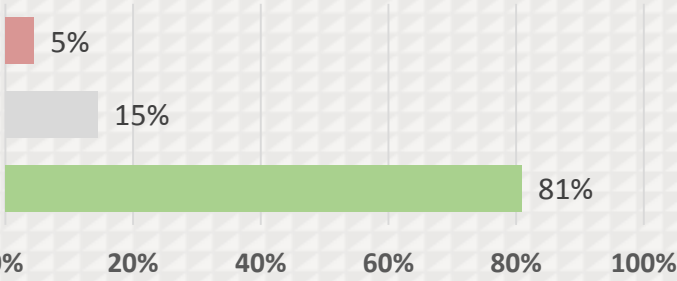
Residents Bruges

RESULTS

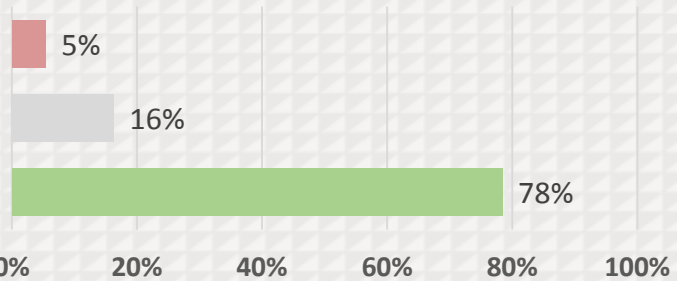
Psychological empowerment: being proud

Tourism in Bruges...

makes me **proud** to be a Bruges Resident



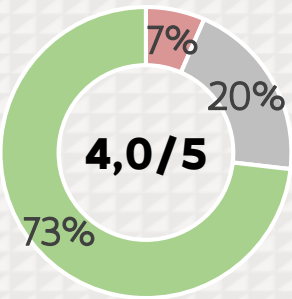
makes me **want to tell others** about what we have to offer in Bruges



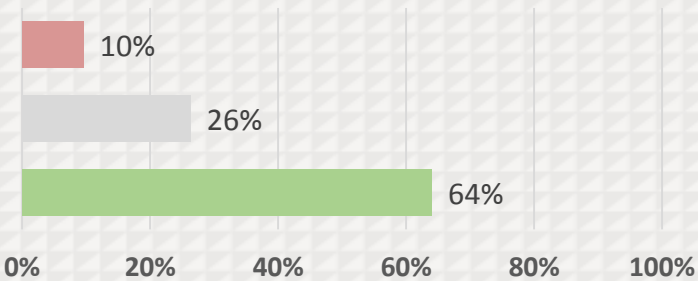
do not agree

neutral

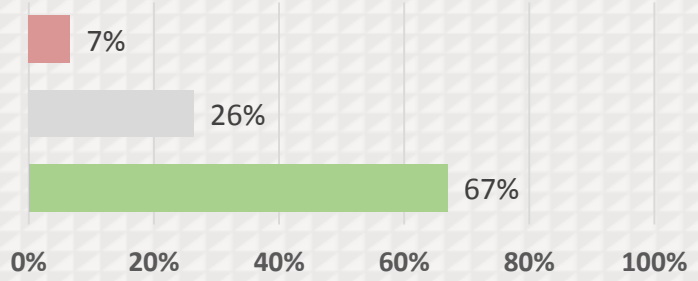
agree



makes me **feel special** because people travel to see my city's unique features



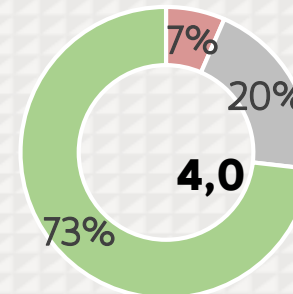
makes me **want to work** to keep Bruges special



RESULTS

Psychological empowerment: being proud

do not agree
neutral
agree



	City area		Gender		Age			Working in tourism in Bruges		Total
Tourism in Bruges...	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
makes me proud to be a Bruges Resident										
do not agree	3%	5%	4%	5%	3%	3%	7%	1%	5%	5%
neutral	16%	14%	14%	15%	11%	16%	15%	19%	14%	15%
agree	81%	81%	82%	80%	86%	81%	79%	80%	81%	81%
makes me feel special because people travel to see my city's unique features										
do not agree	10%	10%	10%	9%	11%	8%	10%	3%	10%	10%
neutral	23%	27%	24%	28%	22%	26%	28%	22%	27%	26%
agree	67%	63%	66%	62%	67%	66%	61%	75%	63%	64%
makes me want to tell others about what we have to offer in Bruges										
do not agree	3%	6%	6%	5%	8%	5%	5%	0%	6%	5%
neutral	12%	17%	16%	16%	15%	17%	17%	14%	16%	16%
agree	85%	77%	78%	79%	77%	79%	79%	85%	78%	78%
makes me want to work to keep Bruges special										
do not agree	3%	7%	7%	6%	9%	6%	6%	0%	7%	7%
neutral	20%	28%	27%	26%	24%	27%	27%	18%	27%	26%
agree	77%	65%	66%	68%	67%	67%	67%	81%	66%	67%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

Significantly higher results are marked in grey background

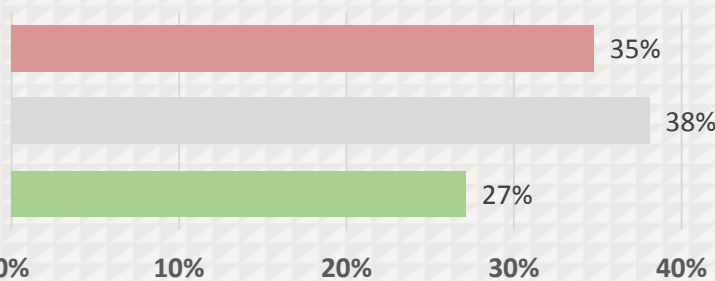
Residents Bruges

RESULTS

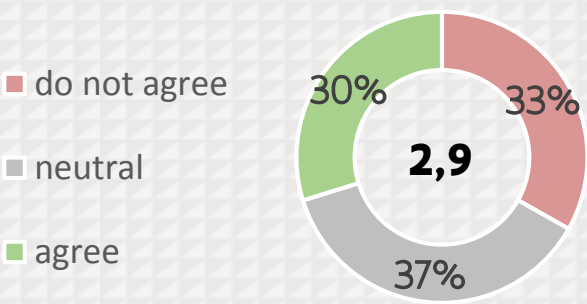
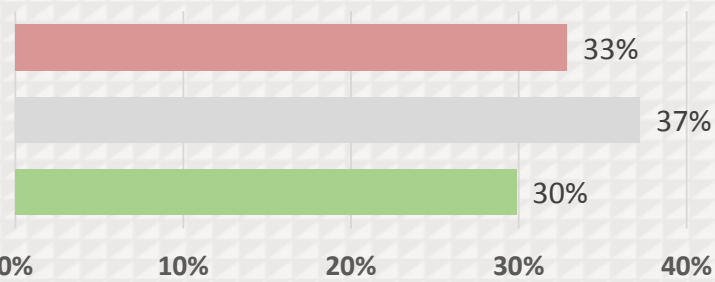
Social empowerment: tourism brings people together

Tourism in Bruges...

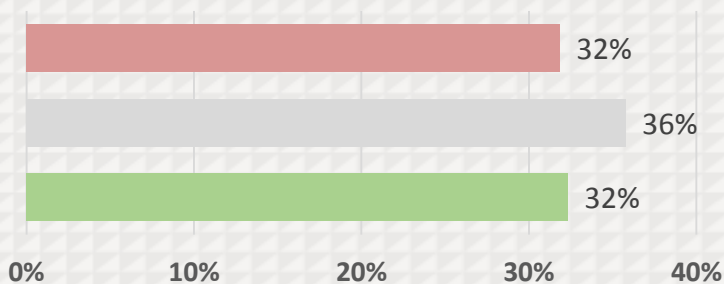
·makes me feel more **connected** to my community



provides ways for me to **get involved** in my community

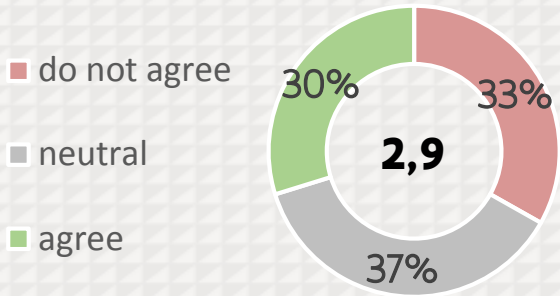


fosters a sense of **'community spirit'** within me



RESULTS

Social empowerment: tourism brings people together



	City area		Gender		Age			Working in tourism in Bruges		Total	
Tourism in Bruges...	inner	outer	woman	man	<= 34	35-54	55+	yes	no		
makes me feel more connected to my community											
do not agree	37%	34%	36%	33%	41%	35%	32%	27%	36%	35%	<div><div></div><div></div><div></div></div>
neutral	32%	39%	36%	40%	29%	38%	42%	35%	38%	38%	<div><div></div><div></div><div></div></div>
agree	31%	26%	28%	27%	30%	27%	26%	38%	26%	27%	<div><div></div><div></div><div></div></div>
fosters a sense of 'community spirit' within me											0%10%20%30%40%
do not agree	32%	32%	32%	32%	40%	33%	28%	21%	33%	32%	<div><div></div><div></div><div></div></div>
neutral	30%	37%	36%	36%	30%	32%	41%	31%	36%	36%	<div><div></div><div></div><div></div></div>
agree	38%	31%	32%	32%	30%	35%	31%	48%	31%	32%	<div><div></div><div></div><div></div></div>
provides ways for me to get involved in my community											0%10%20%30%40%
do not agree	31%	33%	35%	31%	44%	31%	29%	20%	34%	33%	<div><div></div><div></div><div></div></div>
neutral	30%	39%	36%	39%	31%	36%	41%	33%	38%	37%	<div><div></div><div></div><div></div></div>
agree	39%	28%	30%	30%	25%	32%	30%	47%	28%	30%	<div><div></div><div></div><div></div></div>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	<div><div></div><div></div><div></div></div>

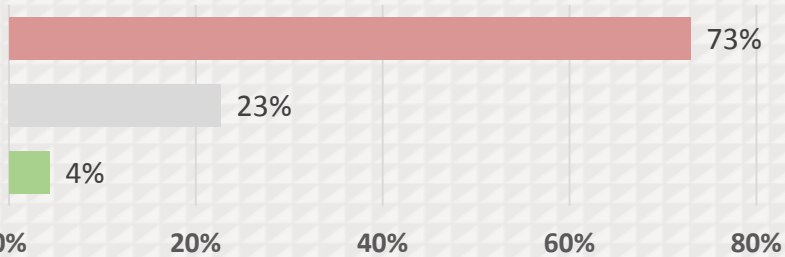
Significantly higher results are marked in grey background

RESULTS

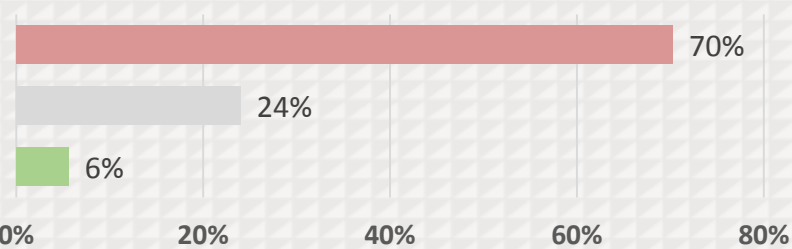
Political empowerment: having a voice in tourism planning

I feel like...

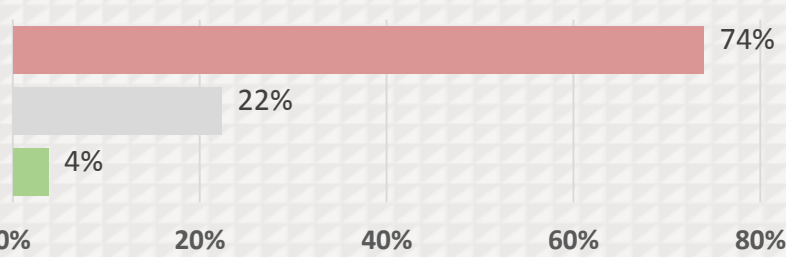
I have **a voice** in Bruges tourism **development** decisions



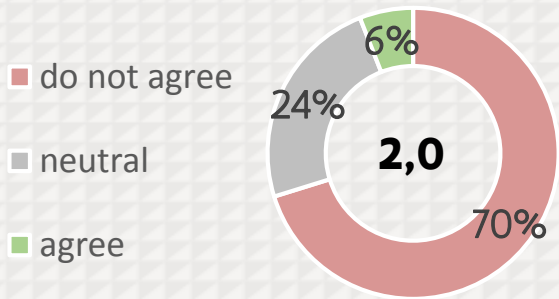
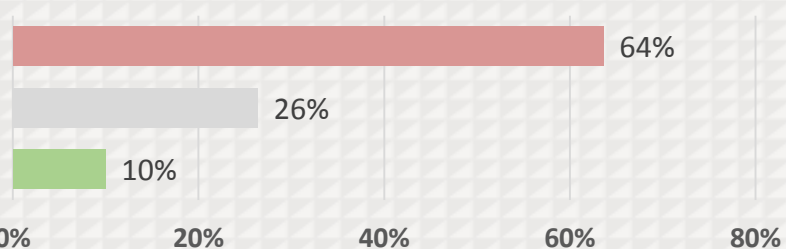
my vote makes a **difference** in how tourism is developed in Bruges



I have **access** to the **decision making** process when it comes to tourism in Bruges

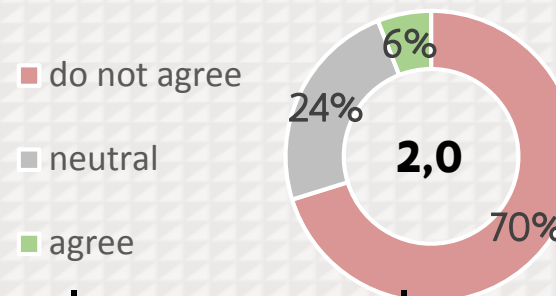


I have **an outlet** to **share my concerns** about tourism development in Bruges

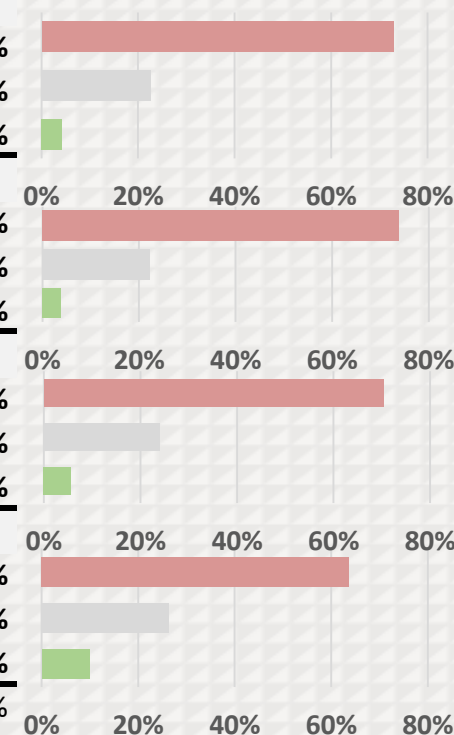


RESULTS

Political empowerment: having a voice in tourism planning



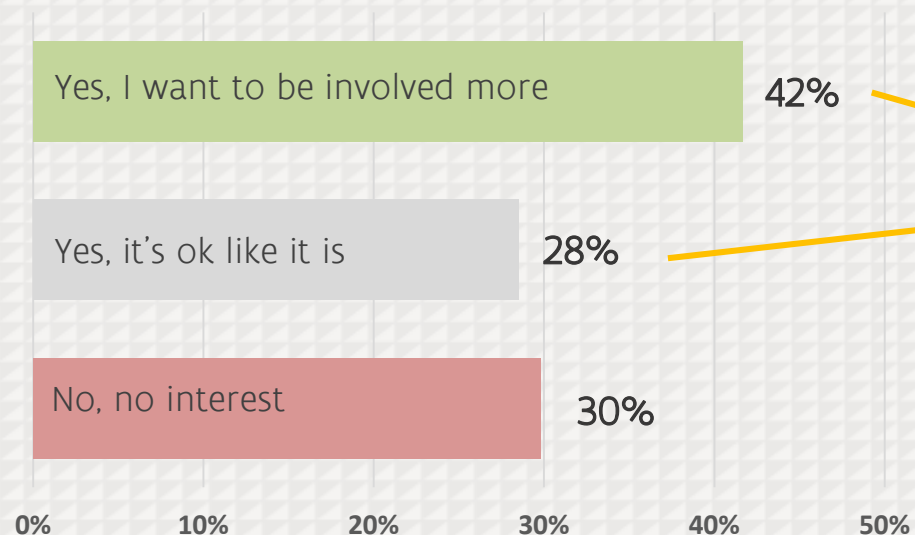
	City area		Gender		Age			Working in tourism in Bruges		Total
I feel like...	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
I have a voice in Bruges tourism development decisions										
do not agree	73%	73%	71%	75%	72%	73%	73%	67%	74%	73%
neutral	23%	23%	25%	20%	22%	24%	22%	24%	23%	23%
agree	4%	4%	4%	5%	5%	3%	5%	9%	4%	4%
I have access to the decision making process when it comes to tourism in Bruges										
do not agree	72%	74%	72%	76%	77%	72%	74%	71%	74%	74%
neutral	23%	22%	27%	18%	20%	24%	23%	24%	22%	22%
agree	5%	3%	2%	6%	3%	4%	4%	5%	4%	4%
My vote makes a difference in how tourism is developed in Bruges										
do not agree	72%	70%	68%	73%	74%	71%	68%	61%	71%	70%
neutral	22%	25%	27%	21%	22%	22%	26%	28%	24%	24%
agree	6%	6%	5%	6%	3%	7%	6%	11%	5%	6%
I have an outlet to share my concerns about tourism development in Bruges										
do not agree	64%	64%	62%	66%	65%	64%	63%	58%	64%	64%
neutral	26%	27%	29%	24%	27%	26%	26%	25%	26%	26%
agree	11%	10%	10%	10%	8%	11%	11%	16%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Significantly higher results are marked in grey background

RESULTS

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



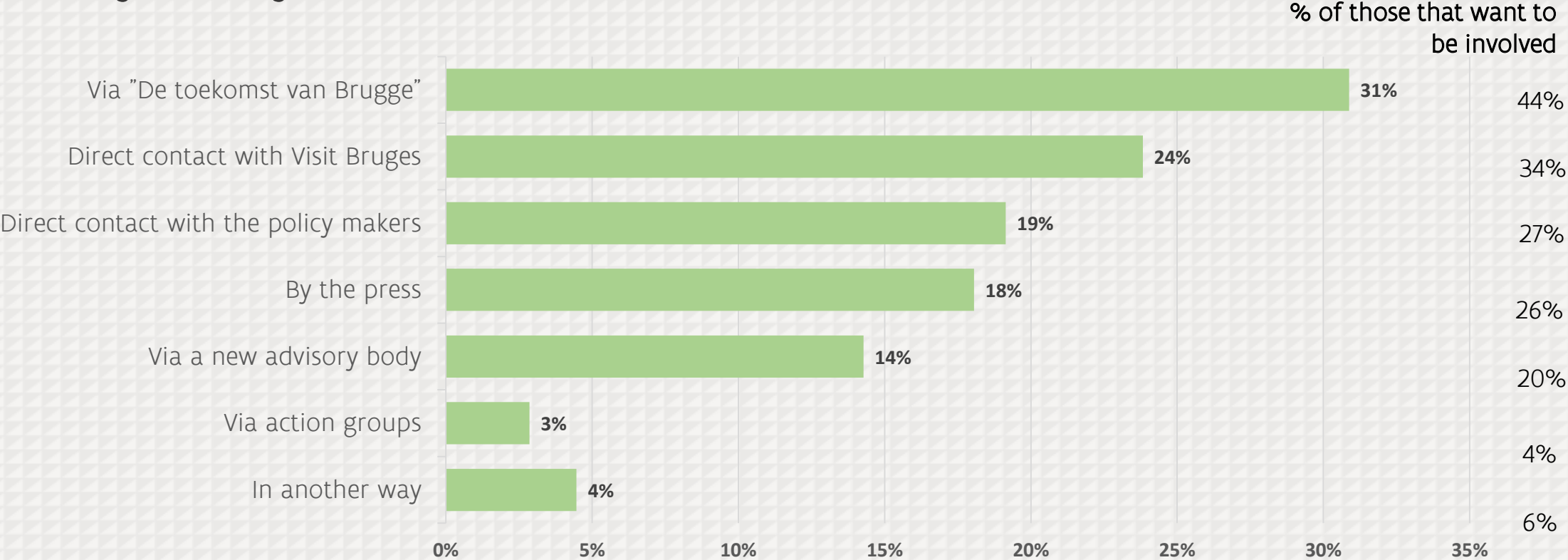
7 on 10 is interested, wants to be involved

More with:

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

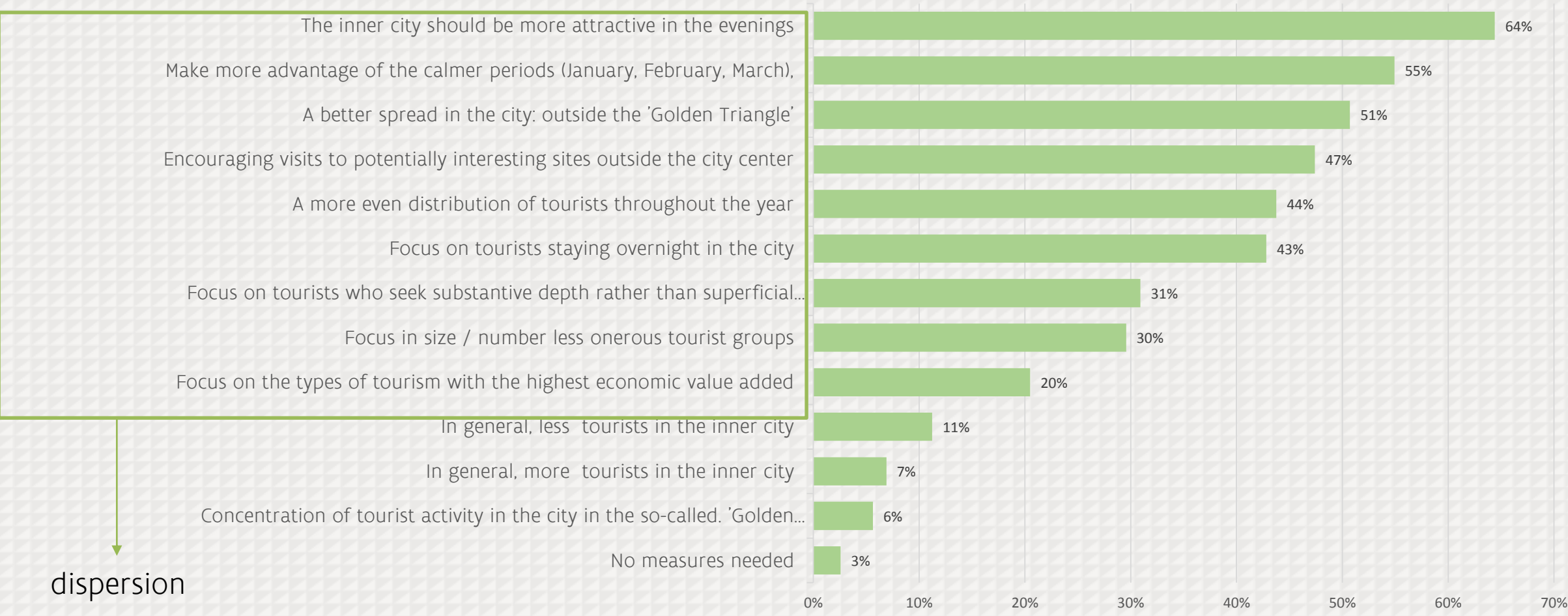
RESULTS

In which way do they want to be involved? (based on total sample)



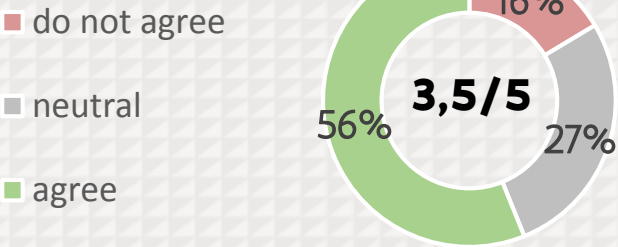
RESULTS

Policy decision – Necessary decisions according tot the residents

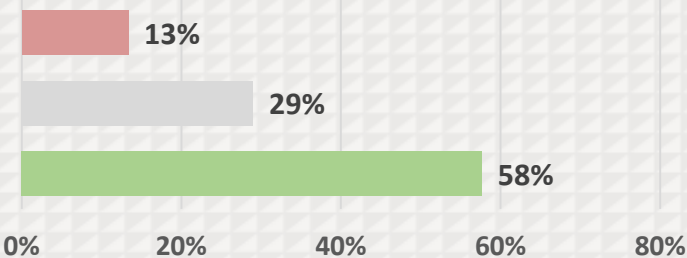


RESULTS

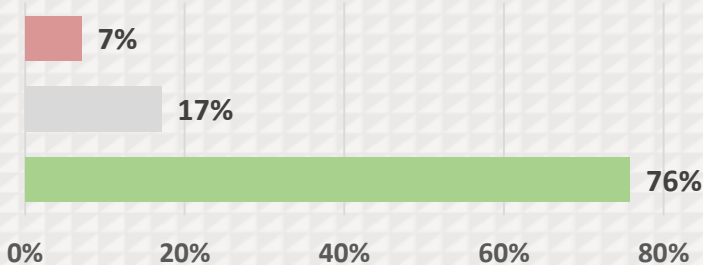
Perception of positive impact



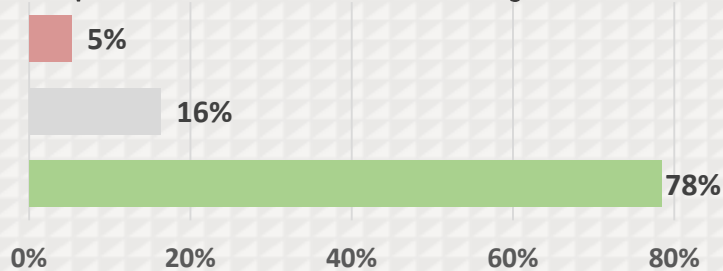
Tourism development **improves** the **physical appearance** of Bruges



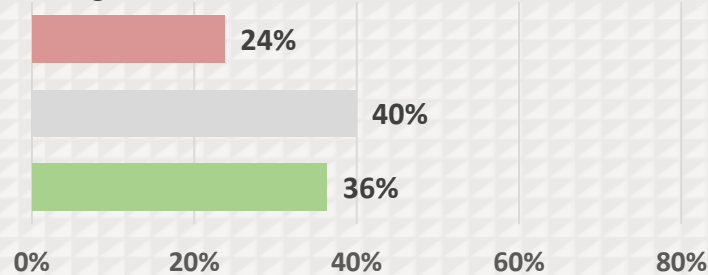
Tourism helps **preserve** the **cultural identity** and **restoration** of historical buildings in Bruges



Increasing the number of **tourists** visiting Bruges **improves** the **local economy**



Tourism development **increases** the **quality of life** in Bruges



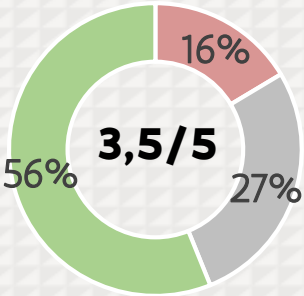
RESULTS

Perception of positive impact

do not agree

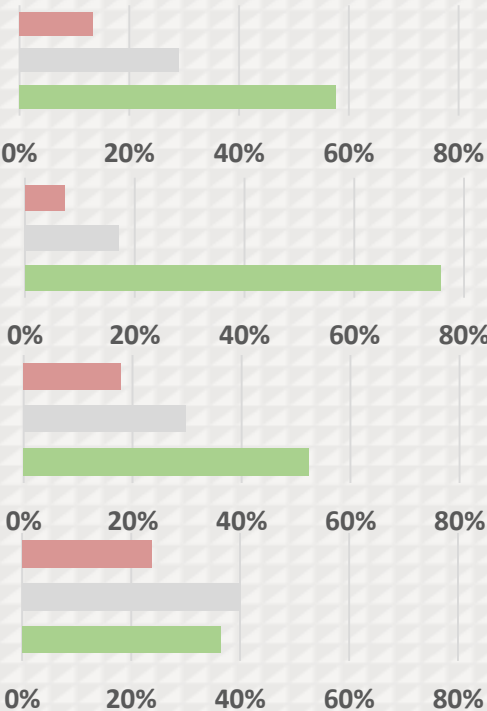
neutral

agree



	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Tourism development improves the physical appearance of Bruges										
do not agree	13%	13%	14%	13%	11%	14%	14%	11%	14%	13%
neutral	26%	30%	33%	24%	29%	32%	27%	28%	29%	29%
agree	61%	57%	53%	63%	60%	54%	59%	61%	57%	58%
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges										
do not agree	10%	6%	7%	8%	4%	6%	9%	6%	7%	7%
neutral	11%	18%	18%	16%	14%	20%	17%	15%	17%	17%
agree	79%	75%	75%	76%	81%	74%	75%	79%	75%	76%
Tourism contributes to income and standard of living in Bruges										
do not agree	17%	18%	21%	15%	13%	22%	17%	8%	19%	18%
neutral	27%	30%	32%	28%	32%	25%	31%	16%	31%	30%
agree	56%	52%	48%	57%	55%	53%	51%	76%	50%	52%
Tourism development increases the quality of life in Bruges										
do not agree	22%	24%	24%	24%	19%	24%	26%	14%	25%	24%
neutral	37%	41%	45%	35%	42%	41%	39%	41%	40%	40%
agree	42%	35%	31%	42%	40%	35%	36%	45%	35%	36%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

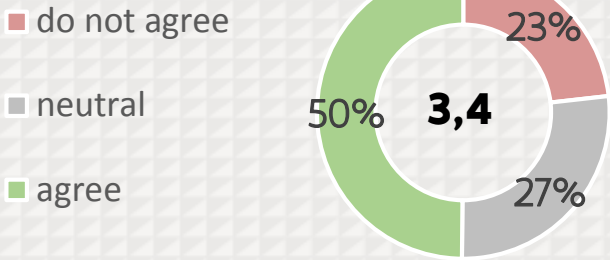
Significantly higher results are marked in grey background



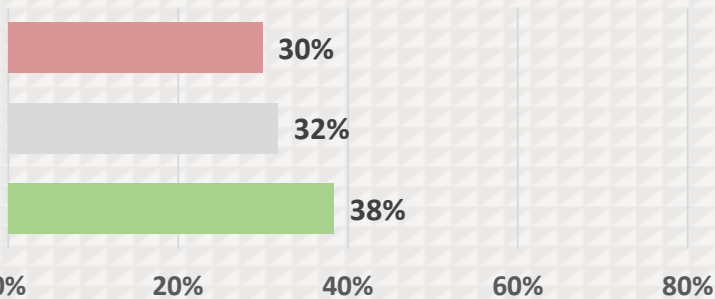
Residents Bruges

RESULTS

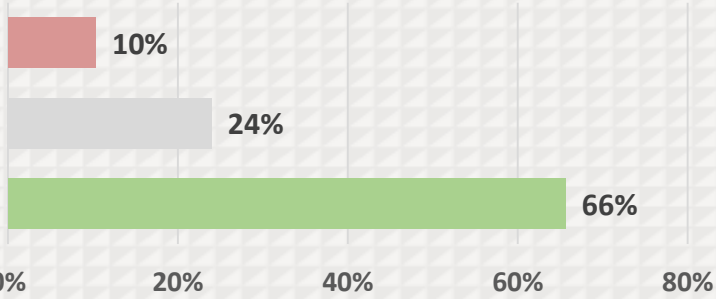
Perception of negative impact



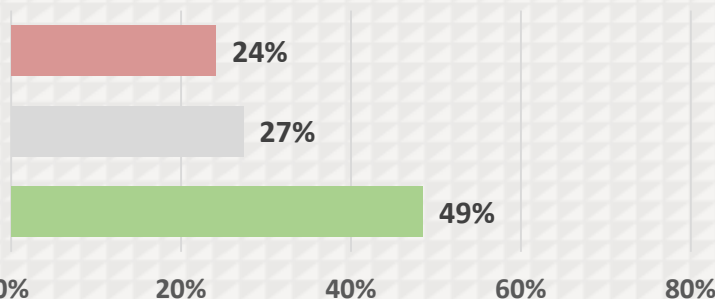
The growth in tourism will result in a **decline of inhabitants** in the Bruges inner city



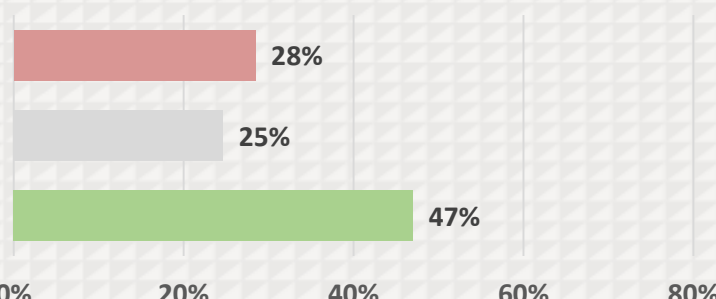
Tourism results in an **increase** of the **cost of living** in Bruges



Tourism causes Bruges to be **overcrowded**



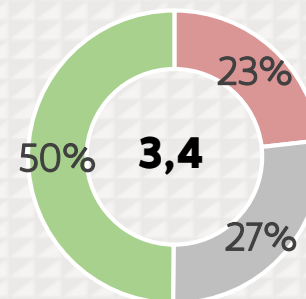
An increase in tourists in Bruges will lead to **friction between homeowners and tourists**



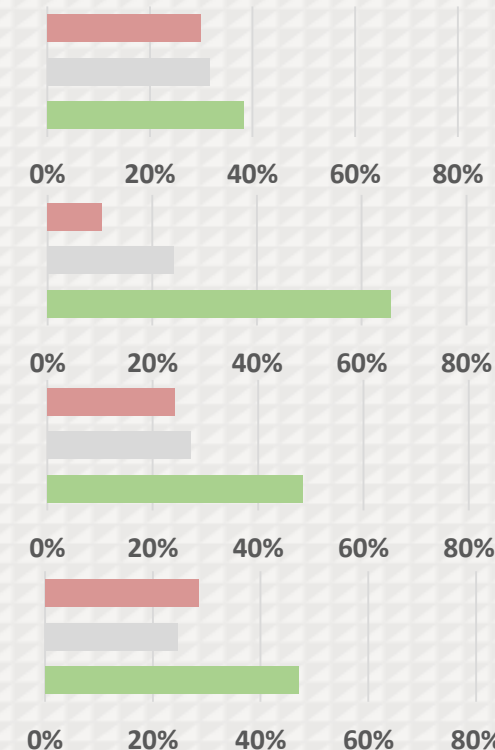
RESULTS

Perception of **negative** impact

do not agree
neutral
agree



	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
The growth in tourism will result in a decline of inhabitants in the Bruges inner city										
Niet akkoord	29%	30%	29%	30%	30%	31%	29%	39%	29%	30%
Neutraal	33%	32%	32%	32%	27%	33%	33%	29%	32%	32%
Akkoord	38%	38%	39%	38%	43%	36%	38%	32%	39%	38%
Tourism results in an increase of the cost of living in Bruges										
do not agree	12%	10%	11%	10%	10%	12%	9%	12%	10%	10%
neutral	21%	25%	25%	23%	24%	22%	25%	18%	25%	24%
agree	67%	65%	64%	67%	66%	65%	66%	70%	65%	66%
Tourism causes Bruges to be overcrowded										
do not agree	25%	24%	24%	24%	26%	26%	22%	35%	23%	24%
neutral	29%	27%	27%	28%	29%	31%	24%	29%	27%	27%
agree	46%	49%	49%	48%	45%	43%	54%	36%	50%	49%
An increase in tourists in Bruges will lead to friction between homeowners and tourists										
do not agree	34%	27%	28%	29%	32%	28%	27%	31%	28%	28%
neutral	22%	25%	24%	25%	22%	25%	25%	23%	25%	25%
agree	45%	47%	48%	46%	45%	47%	48%	46%	47%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



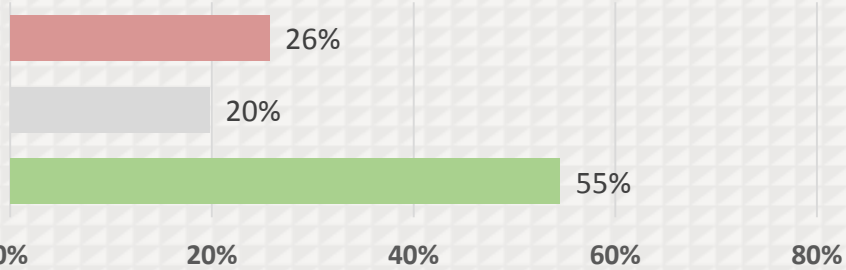
Residents Bruges

Significantly higher results are marked in grey background

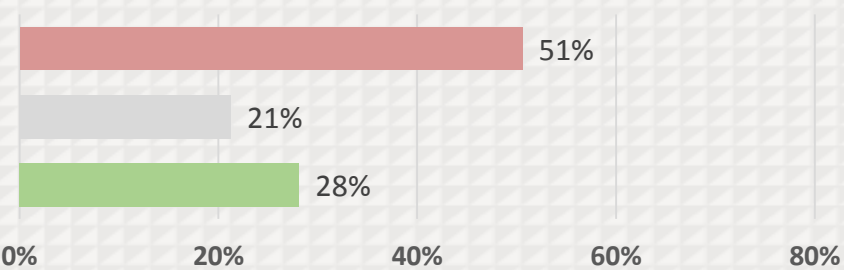
RESULTS

Impact of tourism on the livability

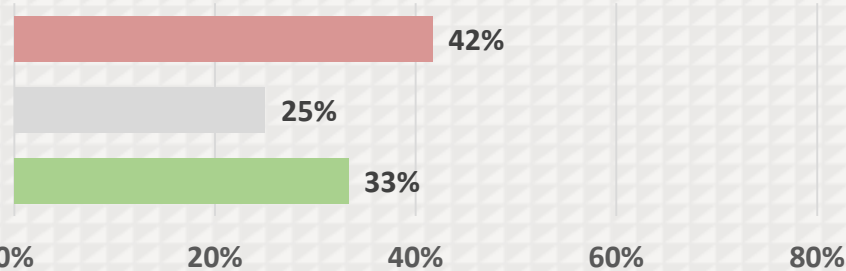
In some districts I **feel limited in my comfort** because of tourists



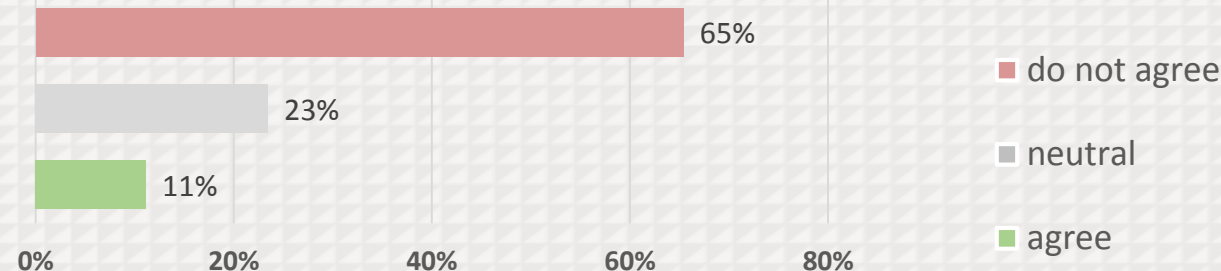
I feel that our **city is no longer ours**



The **increasing** number of tourists **reduces the viability** of the city



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

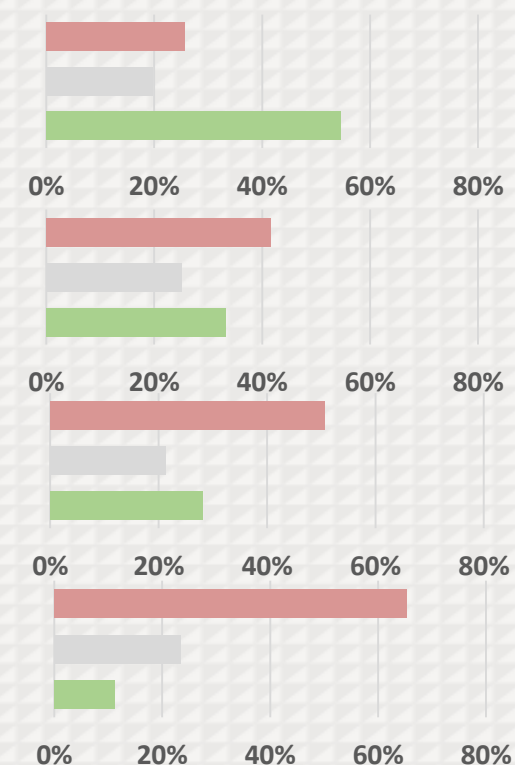


RESULTS

Is tourism a nuisance and does it impact the livability?

	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
In some districts I feel limited in my comfort because of tourists										
Niet akkoord	24%	26%	25%	27%	25%	29%	24%	31%	25%	26%
Neutraal	18%	20%	18%	22%	17%	19%	21%	22%	20%	20%
Akkoord	58%	54%	57%	52%	58%	52%	55%	46%	55%	55%
The increasing number of tourists reduces the viability of the city										
do not agree	45%	41%	44%	39%	51%	43%	37%	53%	41%	42%
neutral	25%	25%	24%	27%	21%	27%	25%	23%	25%	25%
agree	31%	34%	33%	34%	28%	30%	38%	24%	34%	33%
I feel that our city is no longer ours										
do not agree	57%	49%	52%	50%	56%	57%	45%	61%	49%	51%
neutral	18%	22%	21%	22%	25%	18%	22%	20%	21%	21%
agree	25%	29%	28%	29%	19%	26%	34%	19%	29%	28%
The pressure of tourism has a negative impact on my daily life										
do not agree	60%	66%	67%	63%	67%	69%	62%	75%	64%	65%
neutral	23%	24%	23%	24%	25%	21%	24%	18%	24%	23%
agree	16%	10%	10%	12%	9%	9%	13%	7%	12%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

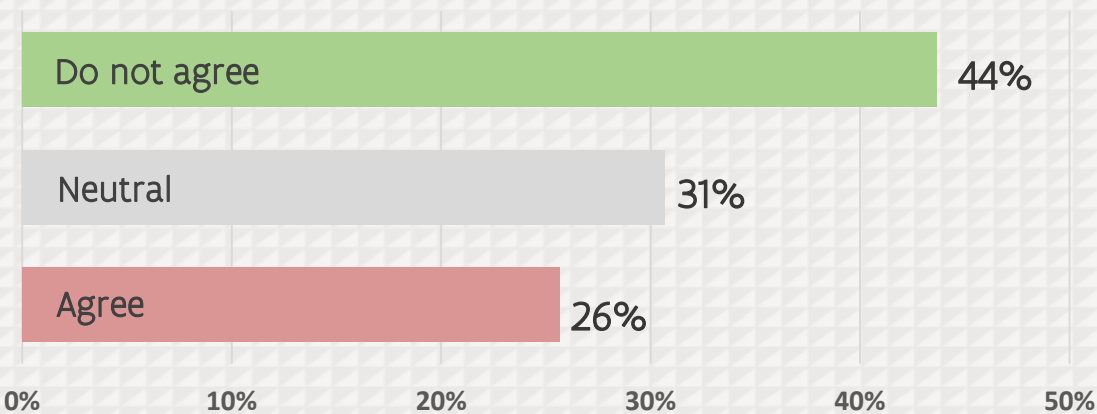
Significantly higher results are marked in grey background



Residents Bruges

RESULTS

Are tourists in Bruges a nuisance?

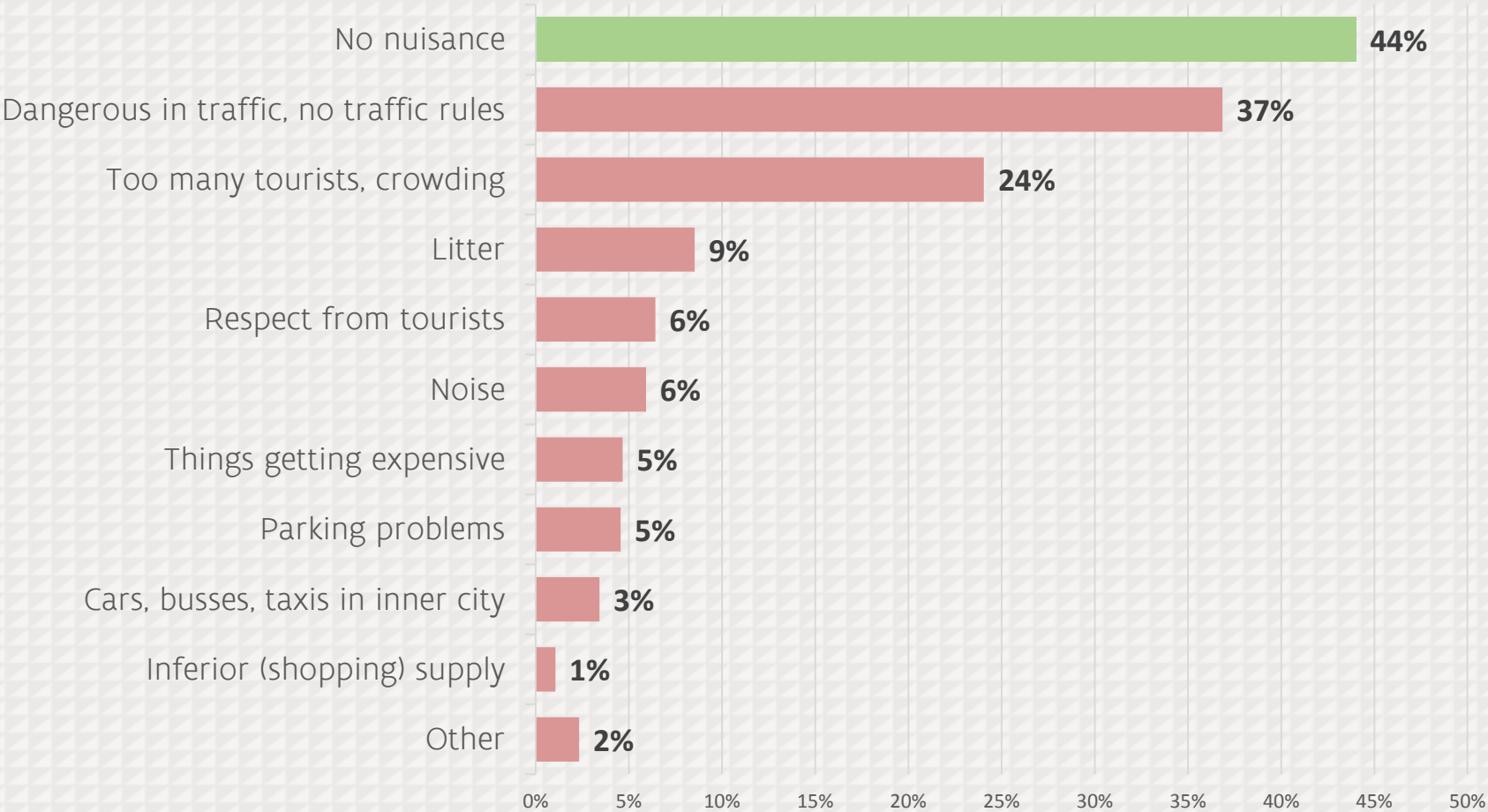


Tourists in Bruges can be	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
do not agree	44%	44%	44%	44%	45%	46%	42%	50%	43%	44%
neutral	30%	31%	31%	30%	30%	31%	30%	37%	30%	30%
agree	26%	26%	25%	26%	25%	22%	28%	13%	27%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

RESULTS

Are tourists in Bruges a nuisance? Which kind of nuisance?

(open question, multiple response)



57% of the residents in the inner city uses a bycycle every day

RESULTS

Are tourists in Bruges a nuisance? Which kind of nuisance? (table)

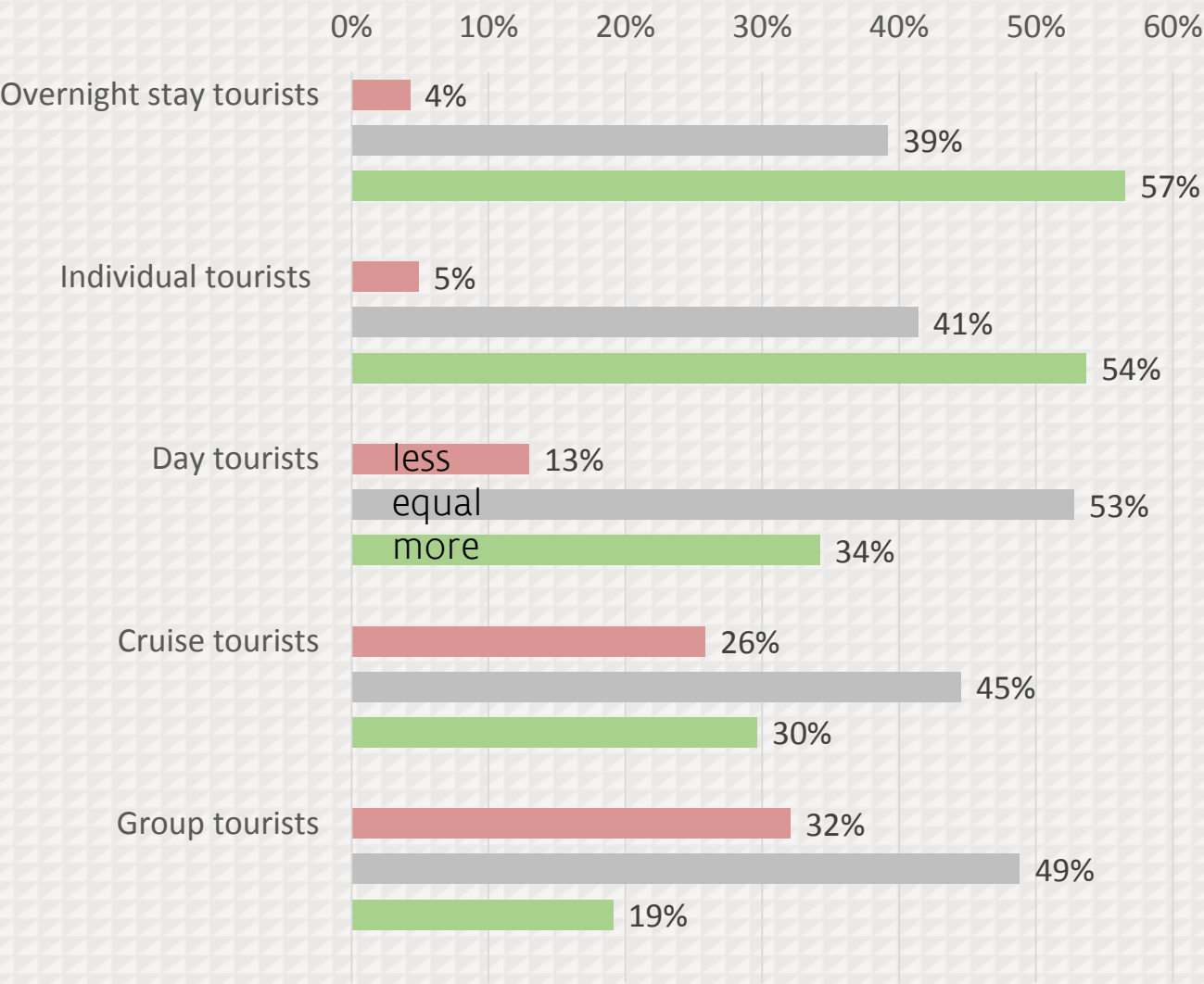
(multiple responses)

Types of nuisance	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
No nuisance	44%	44%	44%	44%	45%	46%	42%	50%	43%	44%
Dangerous in traffic, no t	33%	38%	40%	33%	43%	34%	36%	33%	37%	37%
Too many tourists, crowd	25%	24%	25%	23%	26%	26%	22%	20%	25%	24%
Litter	11%	8%	8%	9%	4%	10%	9%	2%	9%	9%
Respect from tourists	6%	6%	7%	6%	6%	5%	8%	6%	6%	6%
Noise	12%	5%	7%	5%	7%	5%	6%	5%	6%	6%
Things getting expensive	6%	4%	4%	5%	3%	6%	5%	3%	5%	5%
Parking problems	7%	4%	4%	5%	4%	6%	4%	5%	4%	5%
Cars, buses, taxis in inner	4%	3%	3%	4%	3%	3%	4%	1%	4%	3%
Inferior (shopping) supply	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%
Other	4%	2%	3%	2%	4%	2%	2%	7%	2%	2%
Total	152%	140%	145%	139%	145%	141%	141%	129%	143%	142%

Significantly higher results are marked in grey background

RESULTS

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



RESULTS

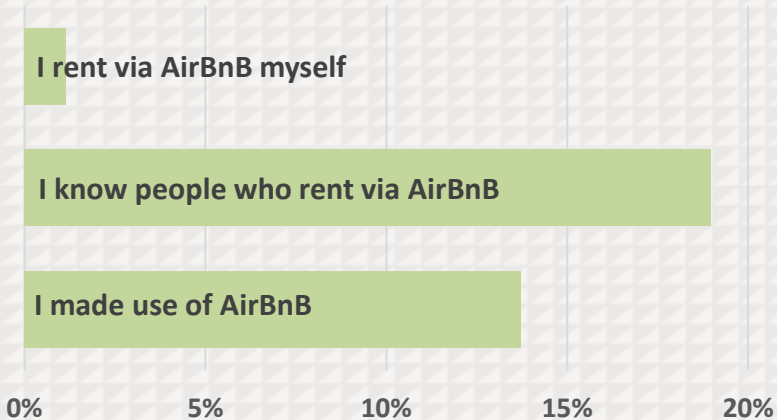
In the future, more or less visitors, and which type of visitors?

		City area		Gender		Age			Working in tourism in Bruges		Total
		inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Overnight stay tourists	less	5%	4%	3%	5%	4%	5%	4%	2%	5%	4%
	equal	31%	41%	45%	33%	35%	39%	41%	25%	41%	39%
	more	65%	55%	52%	62%	61%	56%	55%	74%	55%	57%
Individual tourists	less	5%	5%	4%	6%	4%	4%	6%	1%	5%	5%
	equal	36%	42%	47%	35%	32%	44%	44%	34%	42%	41%
	more	59%	53%	49%	59%	64%	52%	51%	65%	52%	54%
Day tourists	less	22%	11%	11%	15%	15%	12%	13%	22%	12%	13%
	equal	48%	54%	56%	49%	48%	57%	52%	44%	54%	53%
	more	30%	35%	33%	36%	37%	31%	35%	34%	34%	34%
Cruise tourists	less	37%	24%	29%	23%	25%	28%	25%	35%	25%	26%
	equal	41%	45%	47%	42%	49%	42%	44%	37%	45%	45%
	more	22%	31%	24%	36%	26%	30%	31%	28%	30%	30%
Group tourists	less	40%	30%	35%	29%	37%	30%	31%	27%	33%	32%
	equal	45%	50%	49%	48%	44%	52%	49%	53%	48%	49%
	more	14%	20%	16%	22%	19%	18%	20%	20%	19%	19%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Significantly higher results are marked in grey background

RESULTS

AirBnB (% 'yes')

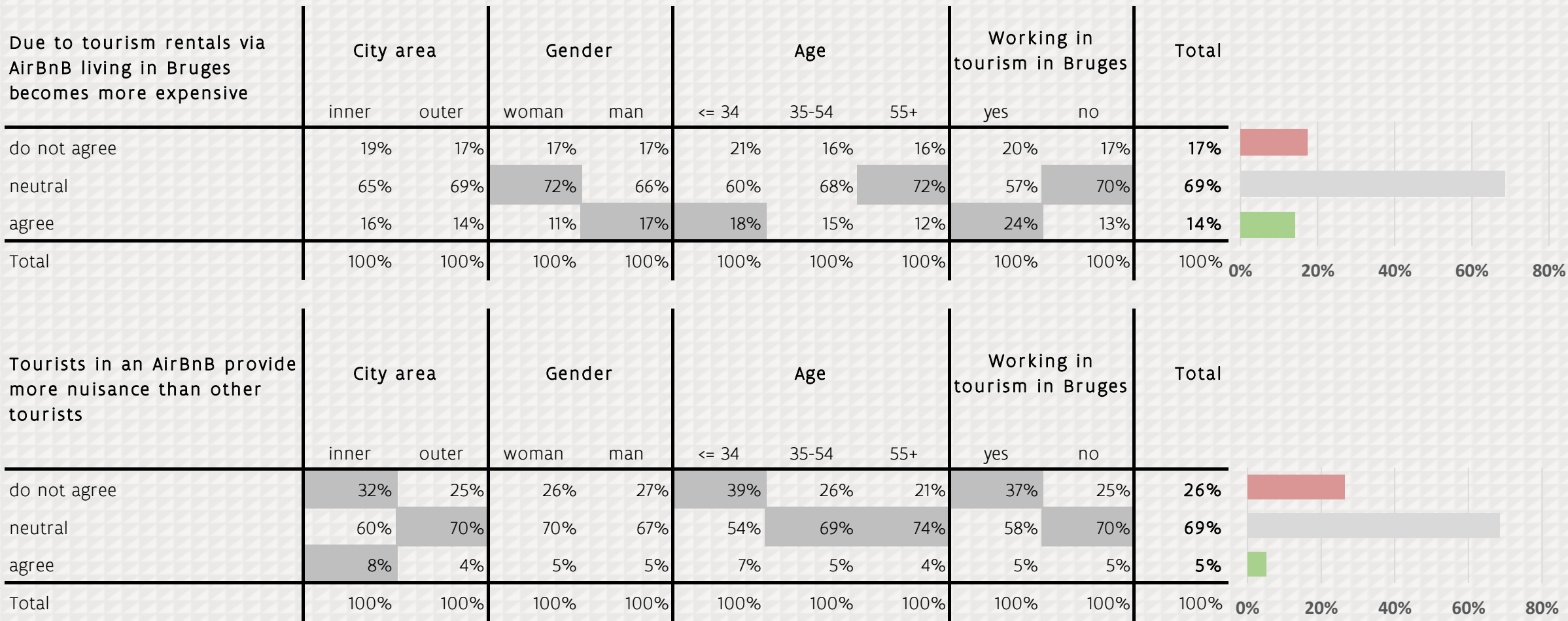


	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
I rent via AirBnB	2%	1%	1%	1%	1%	2%	1%	6%	1%	1%
I know people who rent via AirBnB	30%	17%	19%	19%	34%	18%	13%	37%	17%	19%
I have used AirBnB myself	21%	12%	15%	12%	27%	11%	9%	23%	13%	14%

Significantly higher results are marked in grey background

RESULTS

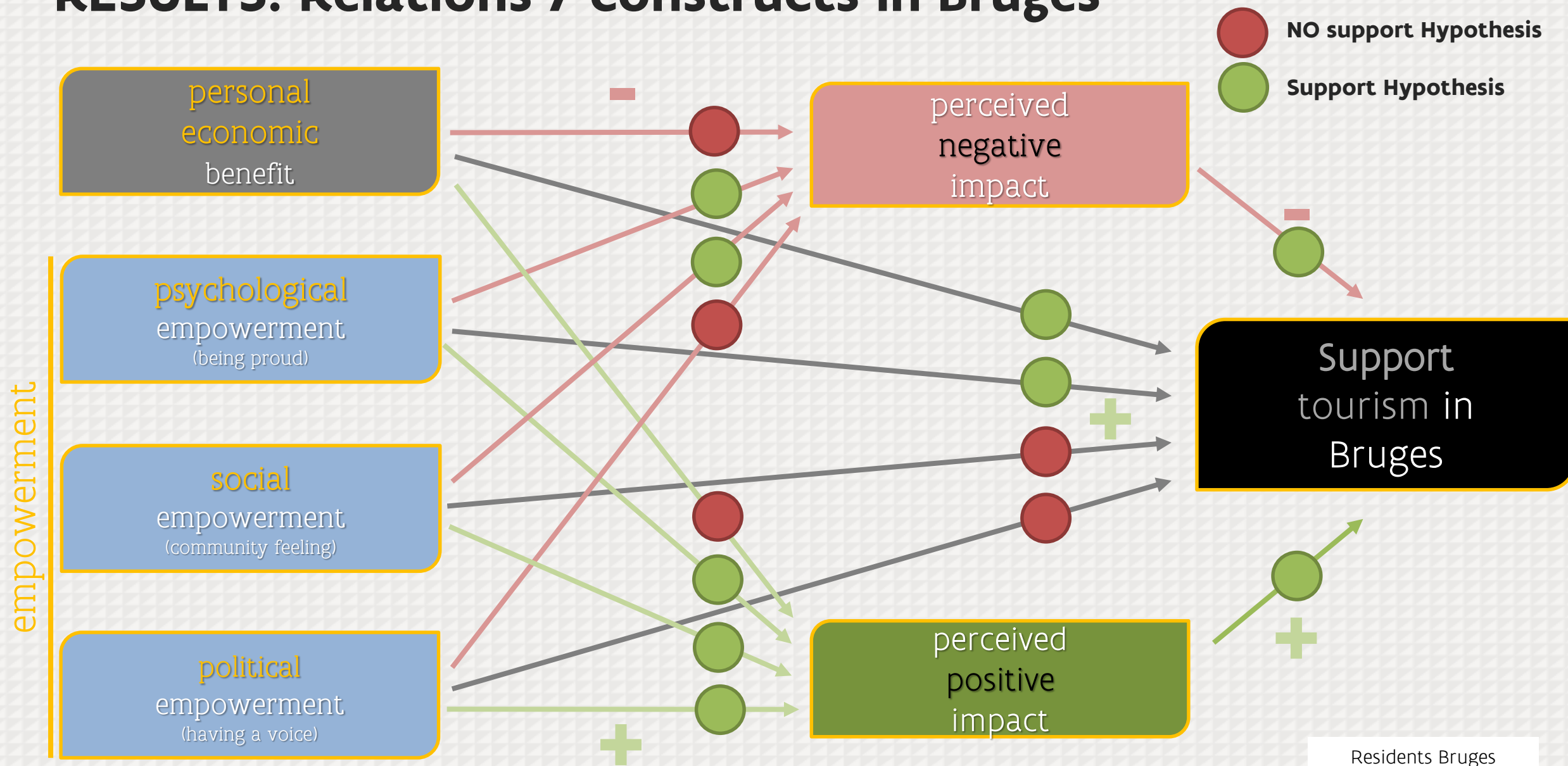
Nuisance from AirBnB activities?



Significantly higher results are marked in grey background

Residents Bruges

RESULTS: Relations 7 constructs in Bruges



RESIDENT ATTITUDES TOWARDS TOURISM

BRUGES

- 1 / INTRODUCTION
- 2 / METHODOLOGY
- 3 / RESULTS
- 4 / CONCLUSIONS



Flanders
State of the Art

RESIDENTS BRUGES

CONCLUSIONS – for the 14 hypotheses and the relations between the 7 constructs

- . Residents that support tourism strengthen the tourism activities in a city, they are ambassadors, spokespersons of the city, mini marketers,... the more residents feel empowered, the less they see negative impacts; the more they see positive impacts, the more they support tourism, the more they might have a positive effect on tourism development.
- . Working on psychological empowerment might have an important effect on residents attitudes: do campaigns to make more residents proud of their city and to even raise the pride among those who are already proud. Proud residents will be better ambassadors. They will be more helpful and friendly to tourists. Proud residents also show more interest and want to be involved more. And involved residents tend to perceive tourism more positive.
- . Thus, involving residents in debates, giving them a voice, creating opportunities for sharing ideas and issues will raise their perceived positive impact.
- . Highlighting the positive social effect of tourism will also raise perceived positive impact and thus create more support for tourism. This seems more complex and is less tangible.
- . The more residents see negative impacts, the more they will stop supporting tourism. Try to minimize negative impacts from tourism
- . The most important nuisances are dangerous situations in traffic, crowding, litter and non respectful tourists.

CONCLUSIONS

- . There is a big support for tourism in Bruges among the residents
 - . 3 in 4 Bruges residents support tourism and want it to remain important, only 4% is not supporting (and 20% is neutral)
 - . For 90% of the residents Bruges should remain a tourism destinations
 - . For 7 in 10 Bruges residents benefits of tourism outperform the negative impacts.
- . There is an important link between support for tourism and being a proud citizen.
 - . More than 8 in 10 residents in the city of Bruges say to be proud thanks to tourism and 2 in 3 want to take action to keep Bruges special. And proud citizens are more likely to support tourism.
- . However, there are some points of attention. 1) some negative aspects of tourism are perceived
 - . 47% of the residents think that if tourism will grow, less people want to live in the inner city
 - . 2 in 3 think life in Bruges is more expensive due to tourism
 - . Half of the residents fear that the inner city will get overcrowded by tourists
 - . 1 in 4 think tourist can be a nuisance (especially in traffic)
 - . Therefore, despite strong support for tourism in Bruges, residents admit there are limits to and issues related to further growth

CONCLUSIONS

- . Therefore we asked if the residents are open to receive more tourists
 - . 57% want more overnight stay travelers, 54% want more individual travelers. And only 4 to 5% of the residents ask for less tourists from these segments. The rest of them want to keep the volumes like they are today.
 - . The desire to receive more day tourist, cruise tourists or group tourists is smaller. 1 in 3 want less group travelers, but for 1 in 5 even this target group can still grow in the future.
- . **Point of attention 2)** The need to be involved in the tourism planning process is another point of attention
 - . 7 in 10 Bruges residents want to be involved (42% more than today, for 28% it is fine like it is now). Only 30% shows no interest.
 - . Especially people from the inner city, younger residents and people from the tourism sector want more involvement
- . **Policy measurements** that should be taken in the future?
 - . **Dispersion** is a key topic:
 - . More activities in the evenings
 - . More tourism in calmer periods Jan-March)
 - . Better dispersion of tourists outside the Golden triangle (southern part of the inner city) and outside the inner city

CONCLUSIONS

- . Differences between different resident groups?
 - . **Younger residents** (-35) are more positive towards the tourism impact, support tourism more and are more proud
 - . People from the **inner city** often have the same perception and attitudes towards tourism than people from the outer city. They do are more often economically dependent to tourism and are a little more proud.
 - . People that **work in the tourism** sector are support tourism more than others. But they are not necessarily more proud than the others.
- . **AirBNB?**
 - . AirBnB does not seem to be a threat in Bruges (yet?) today, according to the residents.
 - . 1,7% of the residents in the inner city is renting out via AirBnB
 - . 14% made use of AirBnB
 - . Only 14% of the residents think AirBnb is causing living in Bruges to be more expensive and only 5% think AirBnB tourist are creating more nuisance than others in Bruges.



Flanders
State of the Art