



Integral Improvement of the

How to improve the quality of the beach and the satisfaction of the users.

Javier Vall, Budva 2015



Hola!

Bok

DPT 21 is a consulting company specialized in tourism and leisure business, that offers consulting at design, development and implementation of projects.

Providing innovative solutions to the needs of destinations, institutions and related companies, generating initiatives profitable for the promoter, public or private, and sustainable for the territory implanted.



Why?

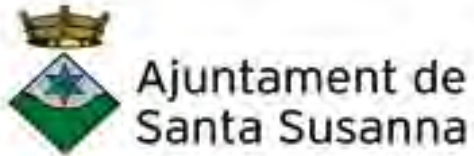
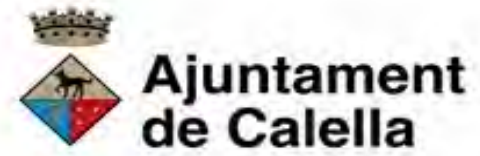
In the last 10 years has implemented its improvement model of beaches in more than:

75 beaches

8.000 Over surveys

15 different towns in Spain





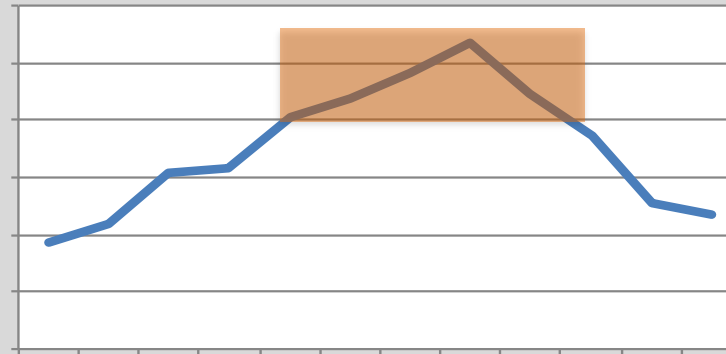
AJUNTAMENT DE VILADECANS



Tourism represents the **14 %** of the GDP in Spain.

The **beaches** and the **weather** are the motivations which determine the touristic flows in our country, so there is no comparison with any other alternatives.

From May to September arrive at Spain the 55 % of the total of tourists, that means 46,084,769.00 people



90% non-urban hotels

12.5 million m2, only 5.3 useful tourist offer

0.001% of the area provides more than 10%
of the Spanish income.



Income of 12.000 € / year / m2 (Benidorm)

Investment rate return 700% beach recovery

3/4 foreign tourists in Spain



THE BEACH

1.

The beaches are the main resource of the touristic production, so the management of them has to be the main task to any destination that wants to be inside the competitive market.



THE BEACH

2.

The beach is complex and unrepeatable, a natural asset and an ecological and environmental space.



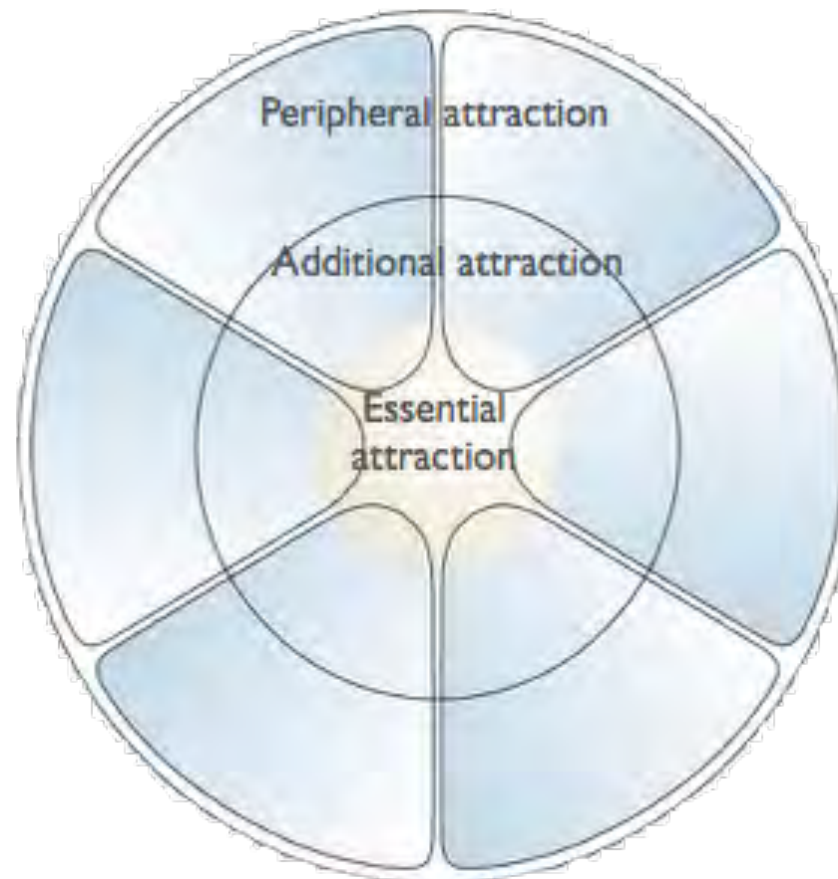
THE BEACH

3.

It becomes a limited good, more and more degraded.



THE BEACH



CURRENT SITUATION

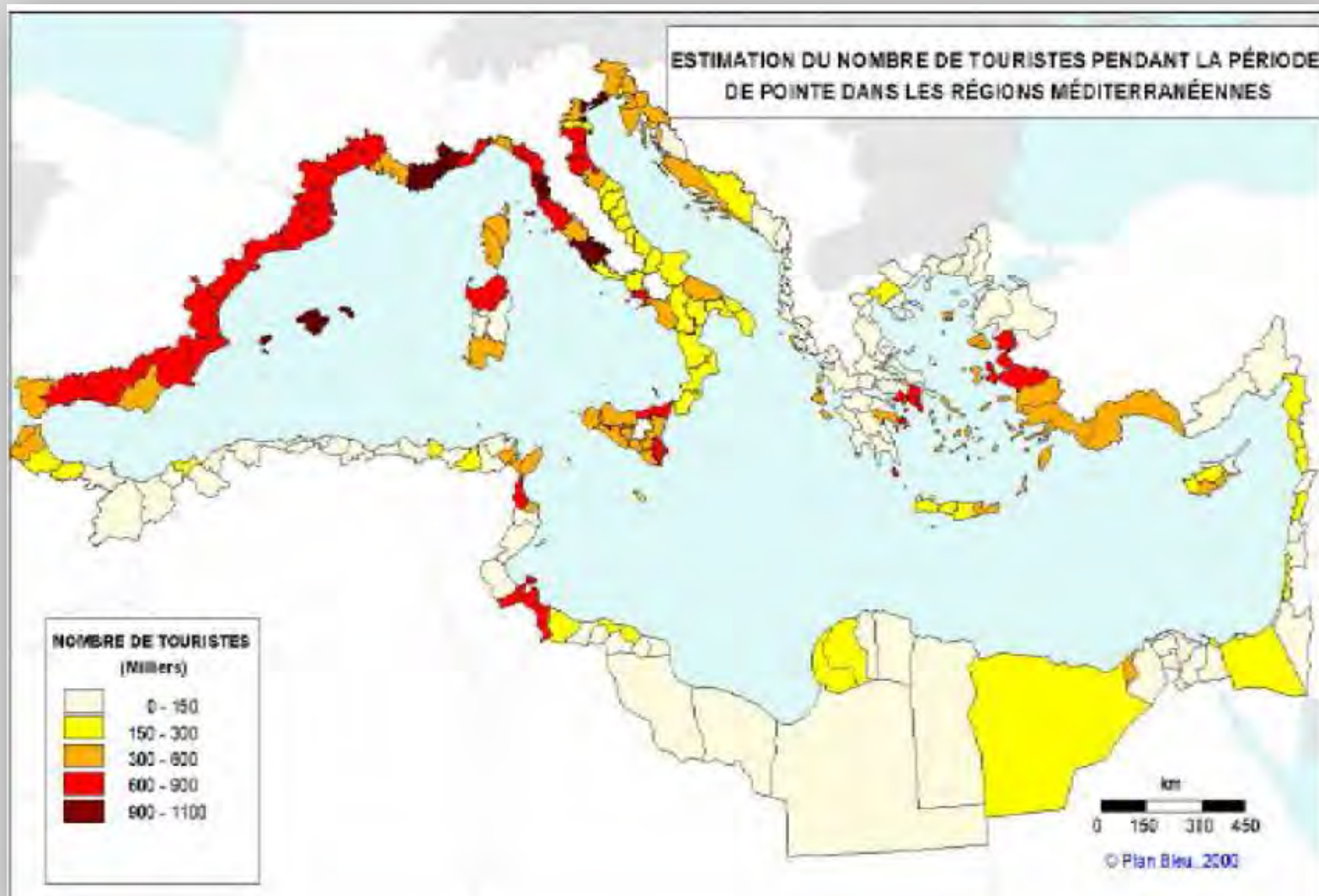


The competence of new destinations

The competence of new destinations
with beaches less humanized

Which seem to give a better quality
image, although in some cases this
quality is not really better.

Overview



The new tourist

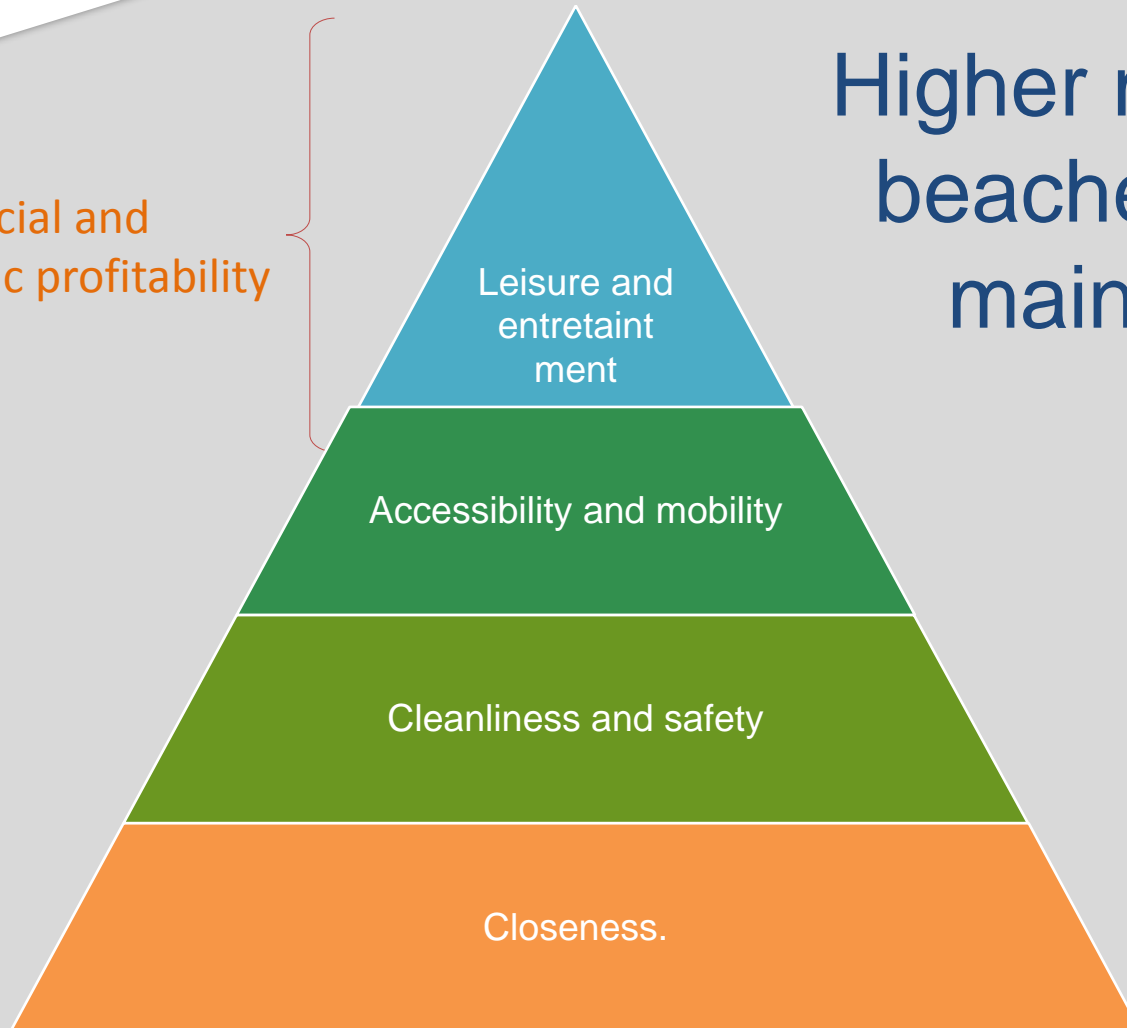
With new needs
and expectations

Better informed
and more exigent.



Management

More social and economic profitability



Higher management level in beaches, currently focused mainly in cleanliness and safety

Conclusions



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Beaches are a destination motivator of the buying decision.

The “Sun and sand” tourism is the most important tourism demand , without doubt and no any comparison with others motivations

- The beach is the main resource which supports the buying decision of summer tourism.



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The beaches must have a competitive advantage.

- The success of news destinations of “sun and sand” tourism says that the beaches are one resource of attraction still strong for the product demand.
- The social, economic and enviornmental importance of beaches has been a turning point in the models of management of these aereas.



Conclusions

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- The beach is the main resource which supports the buying decision of summer



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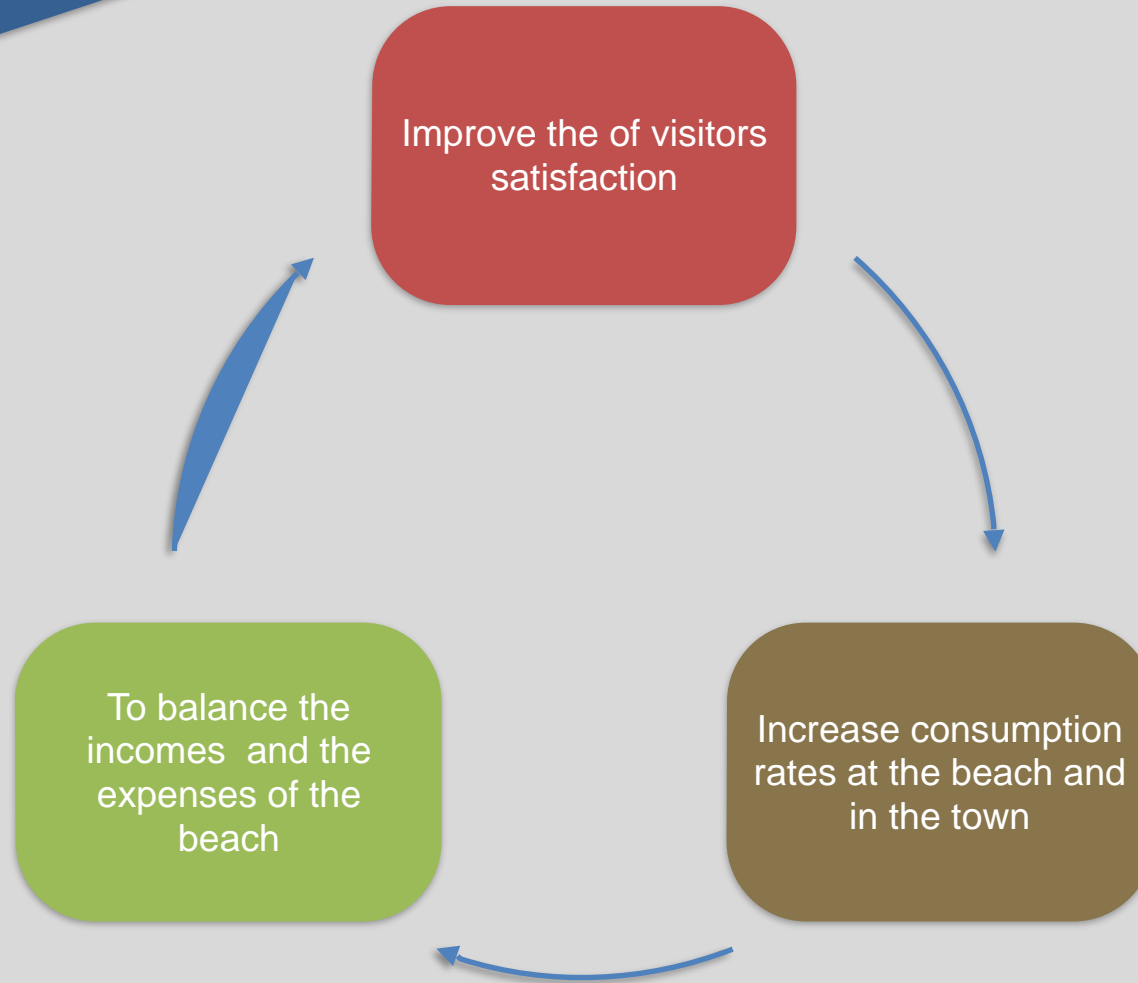
Beaches must be organized in an integral way to be more effective in a social and economic way.

- Beaches conform a multidimensional system that includes other systems which are related with the others subsystems: the natural physical, the social cultural and the one of management.
- The beach is a place where a different public administrations take part in an intensive form.

Strategic goal

Transform the **beaches into active and special zones**, making them different from the competitive destinations. We are looking for a clean and hygienic, funny, safe, organized and **profitable beaches**.

Benefits



Methodological proposal

1

Audits the services, products, and the service offered

Field work



Methodological proposal

1

Audits the services, products, and the service offered

Field work

2

Audits the quality perception of users

Surveys



Methodological proposal

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Audits the services, products, and the service offered

Field work

2

Audits the quality perception of users

Surveys

3

Processes analysis to find new improvement opportunities

Improvement proposals

Methodology

ANALYSIS OF THE OFFER

The Private and public services and products offered in the beach will be analyzed. It's going to be evaluated the suitability, the evolution in time, the location and the accessibility of the beaches.

Analysis of management

It's going to analyze the management of the beach (The management will be compared with the ratios of other towns or villages).

Demand Analysis

It's going to do surveys to the visitors to know the profile, the consumer habits, satisfaction, choosing tools, etc...

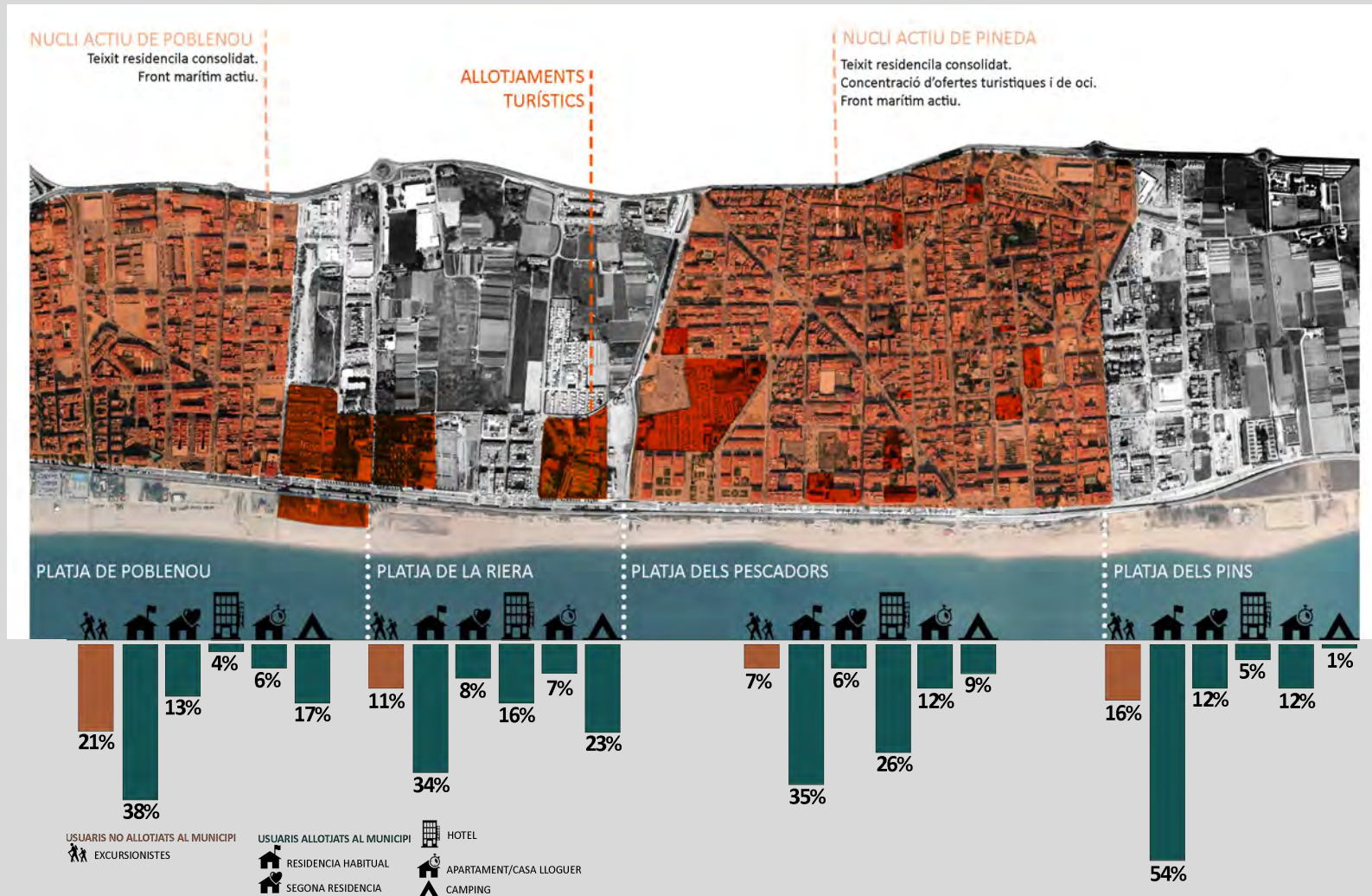
Estimation of the economic impact: through the surveys we will calculate the number of visitors and their expense in the beach and in the town.

Once we have the analysis done, we will work on a actuation proposal, by zones of analysis and a period of actuation.

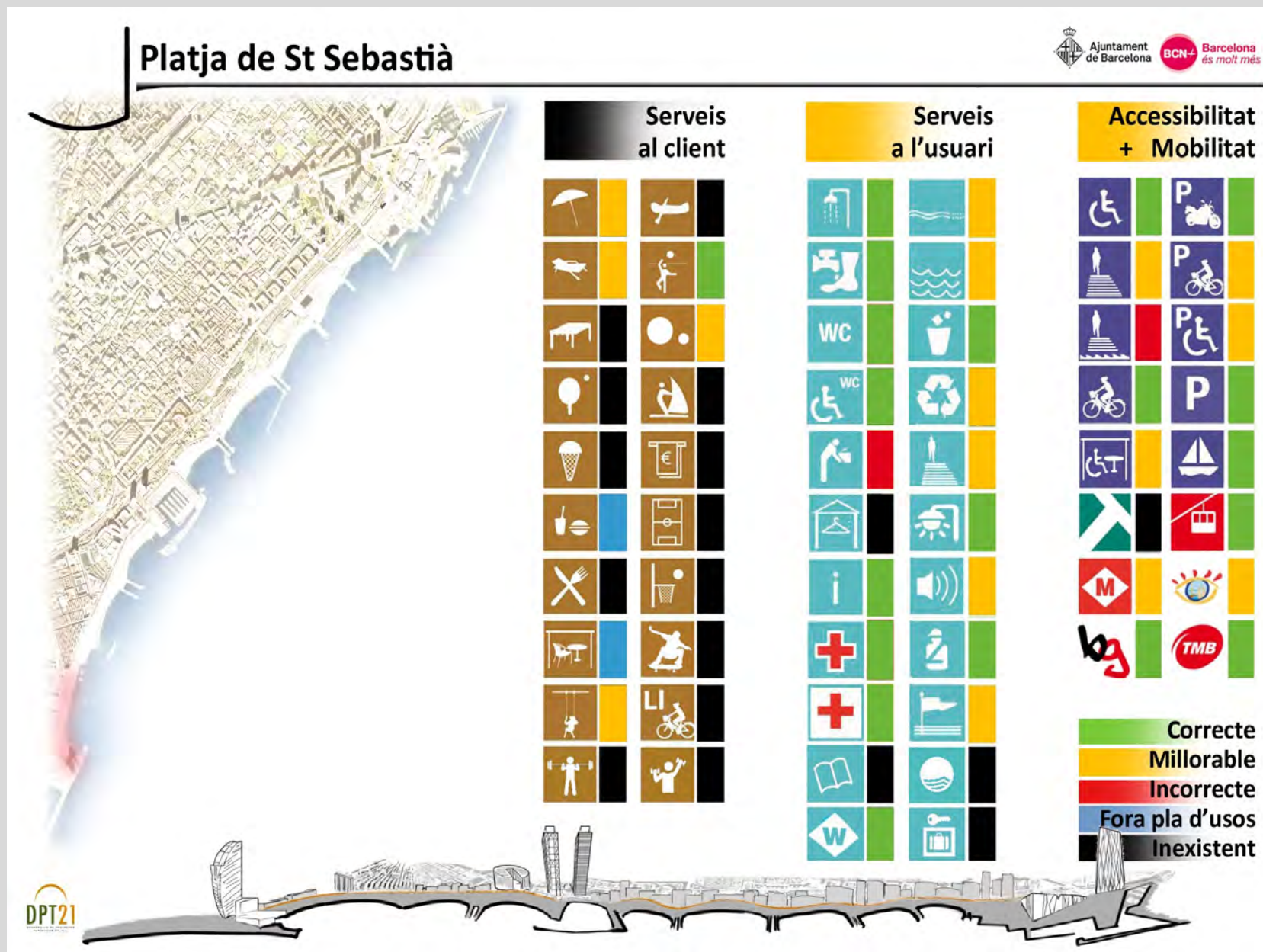


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→ A critical issue planning the beach: degree and type urbanization around it

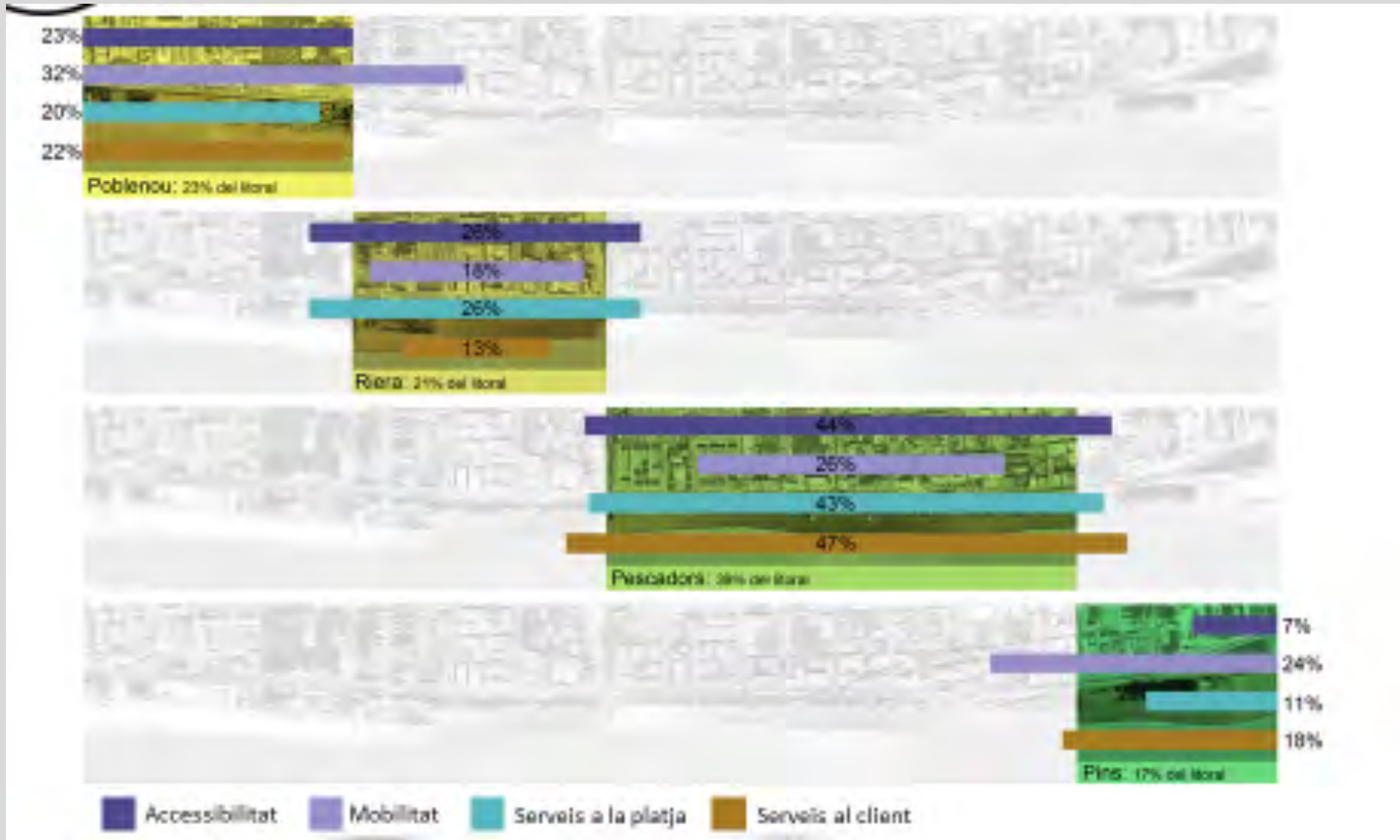


→ We divide the analysis in 3 areas: Accessibility and mobility, beach services and customer services



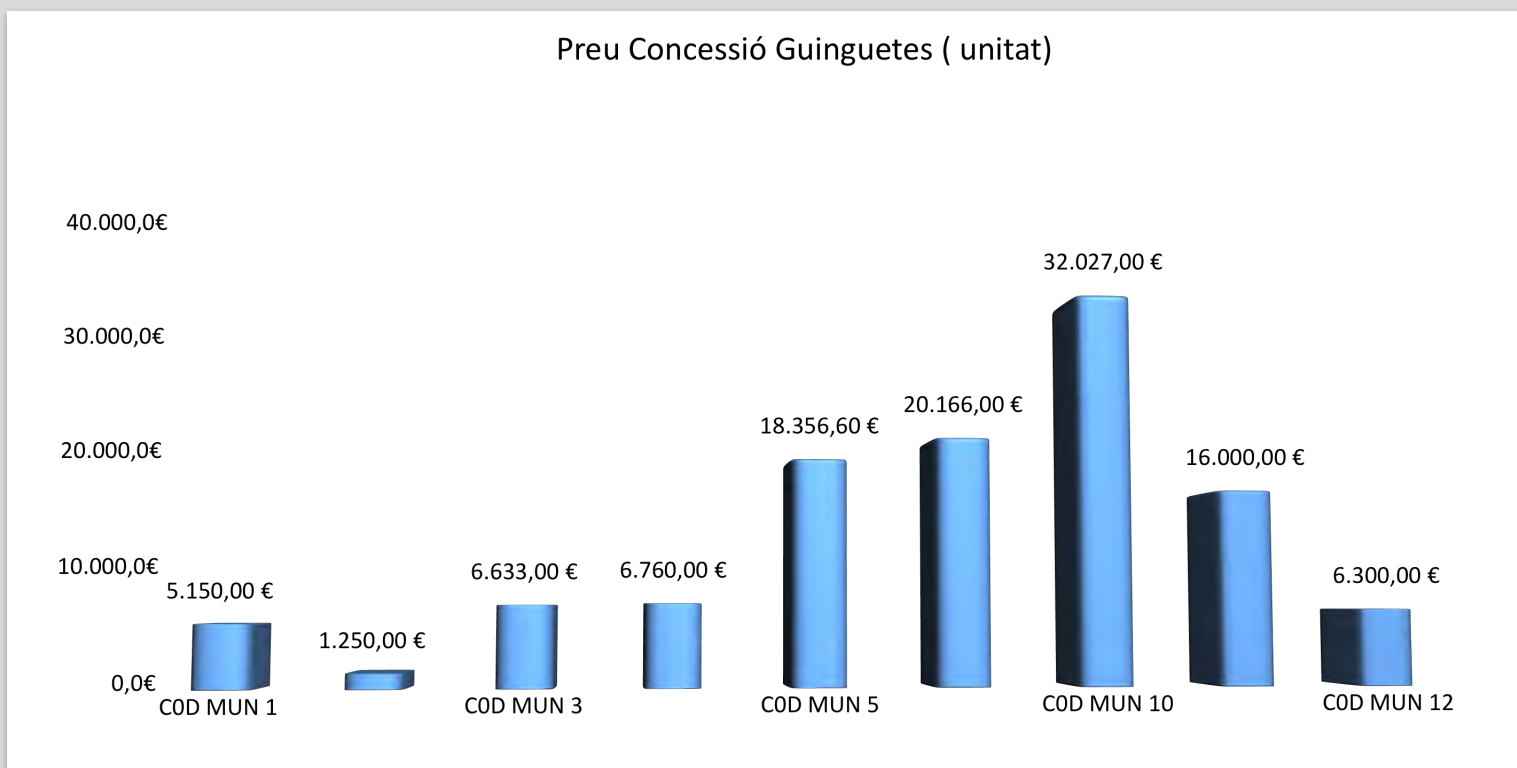


Are servicemarks well distributed?



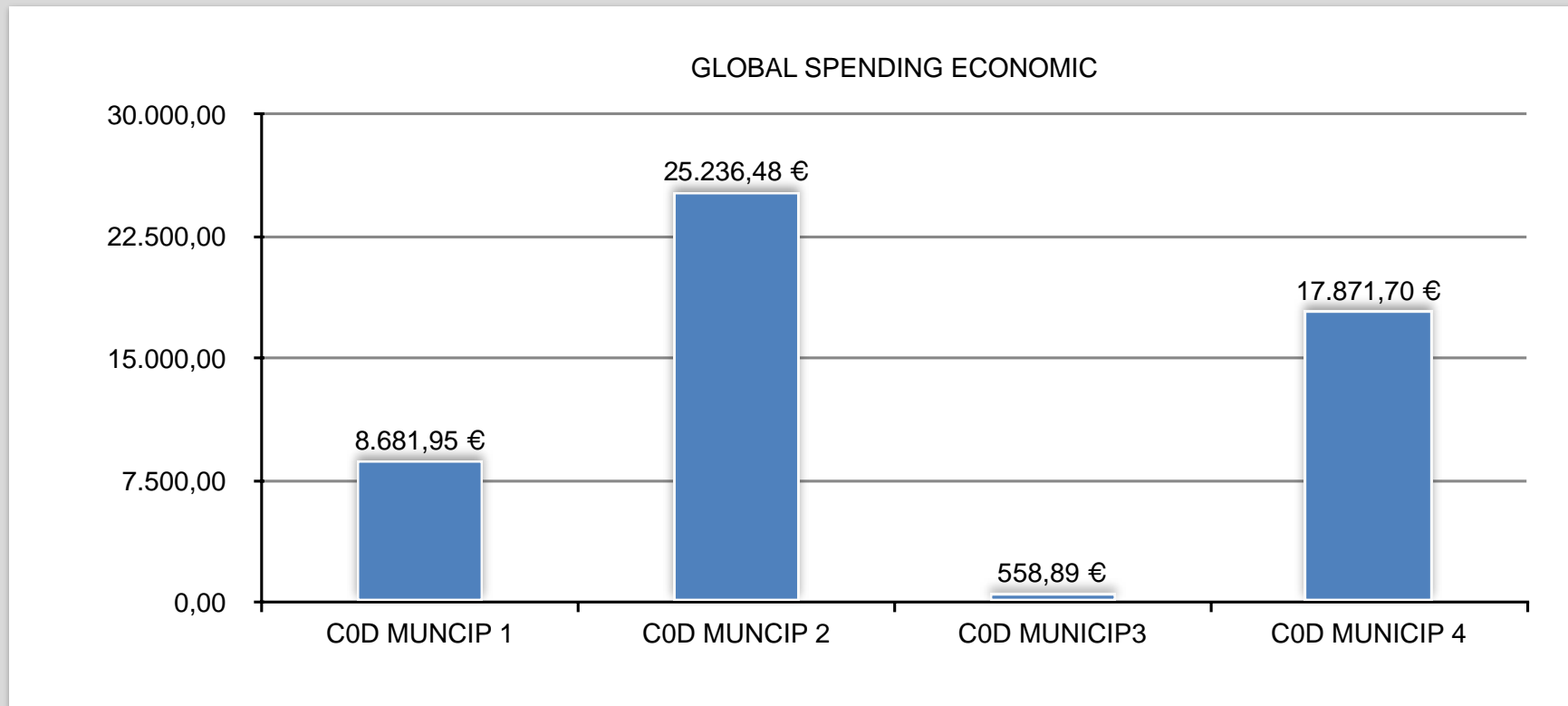
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→ Differences incomes between the same services in different town halls

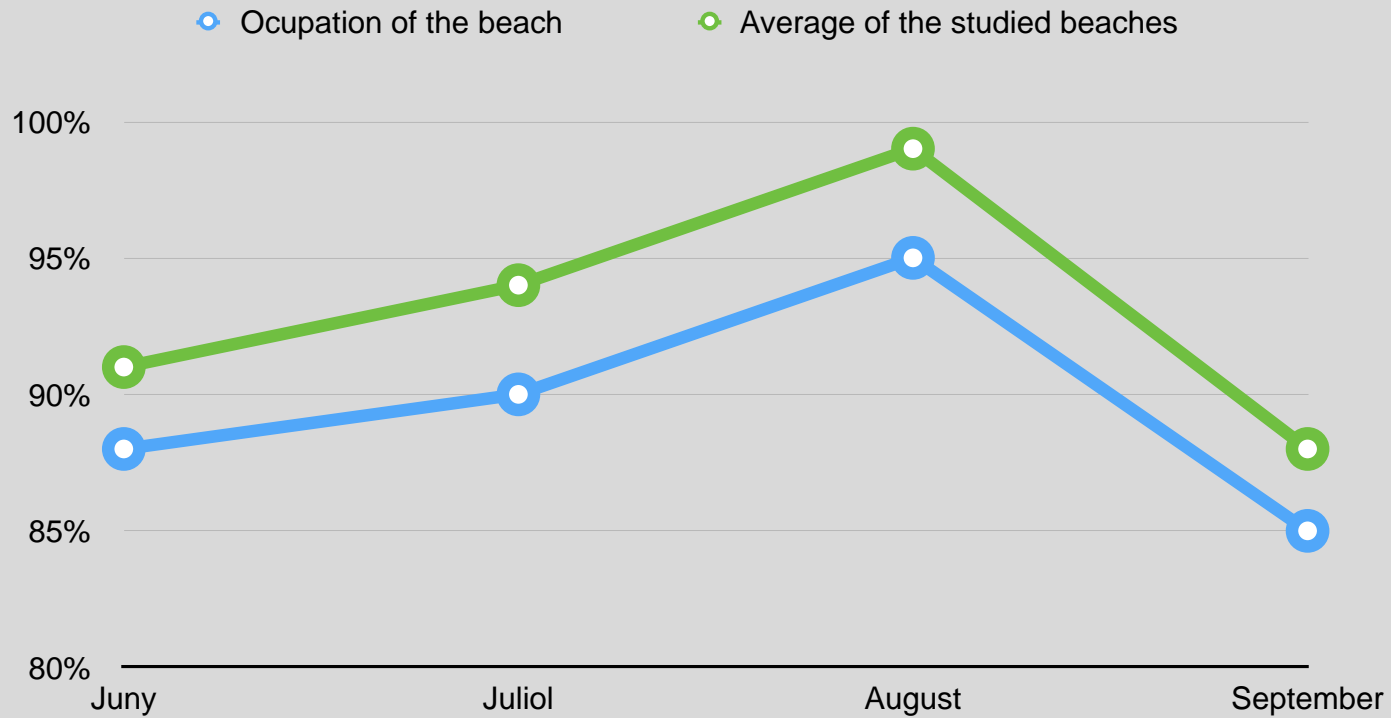


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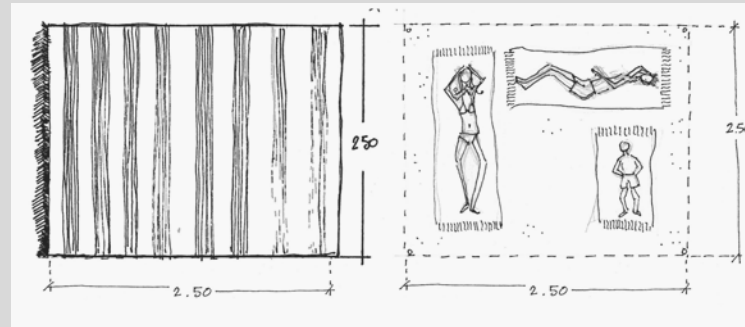
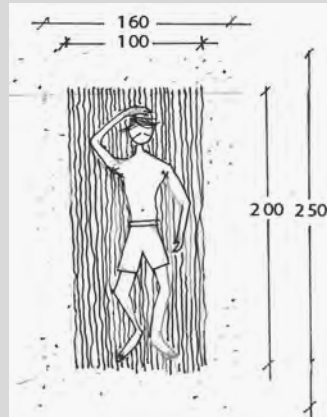
→ Wealth creation: There is a big difference for 1,000m2 of beach between the towns analyzed.



→ Ratio of occupation of beaches in villages



→ The minum space for a quality beach is 5 m2 per person





Demand Analysis

Valoració

7,3



Accessibility 8,2



Quality / Price Guingueta 4,7

Transport to the beach



39%



33%



28%

Estança Mitja



2:58 H

Frequency



Principals Motivacions

1^a



36,9%

2^a



3^a



21,5%

6, days average days beaches*



Friends 33%



Families with children



Families /Couples 15,9%

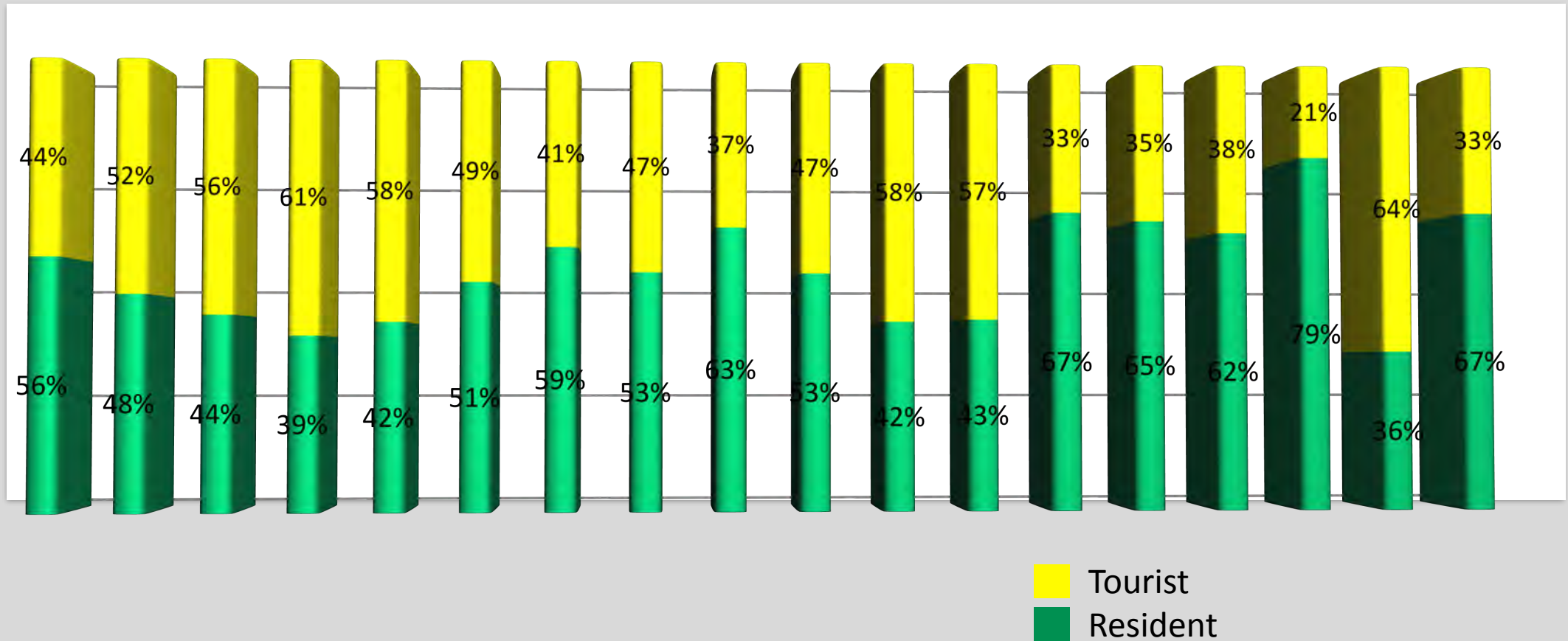


Alone 28%

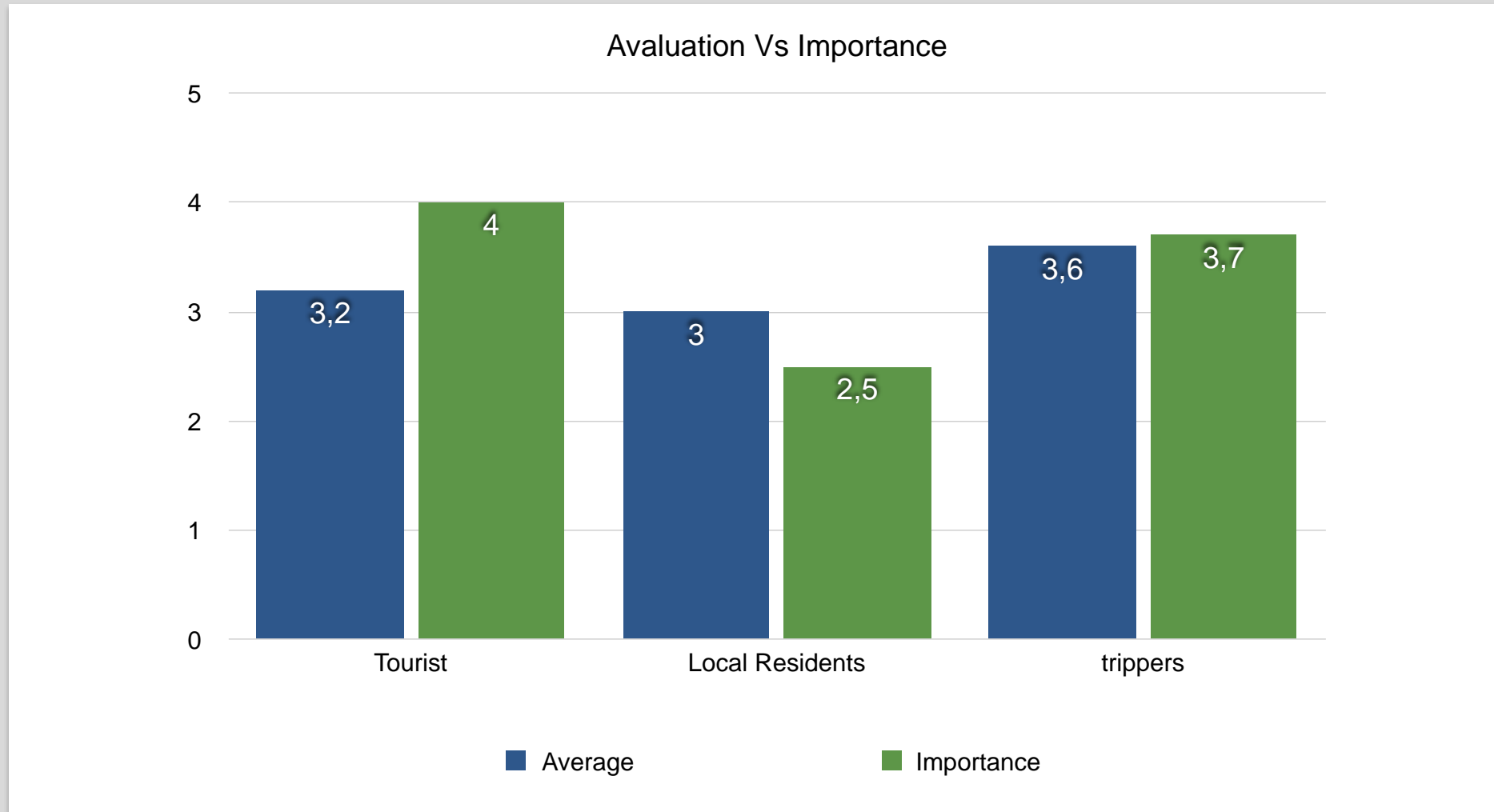


→ Compare of the motivations for choosing the beaches by beach and typology of the visitor.

Críteris d'elecció de platja per tipus de client.



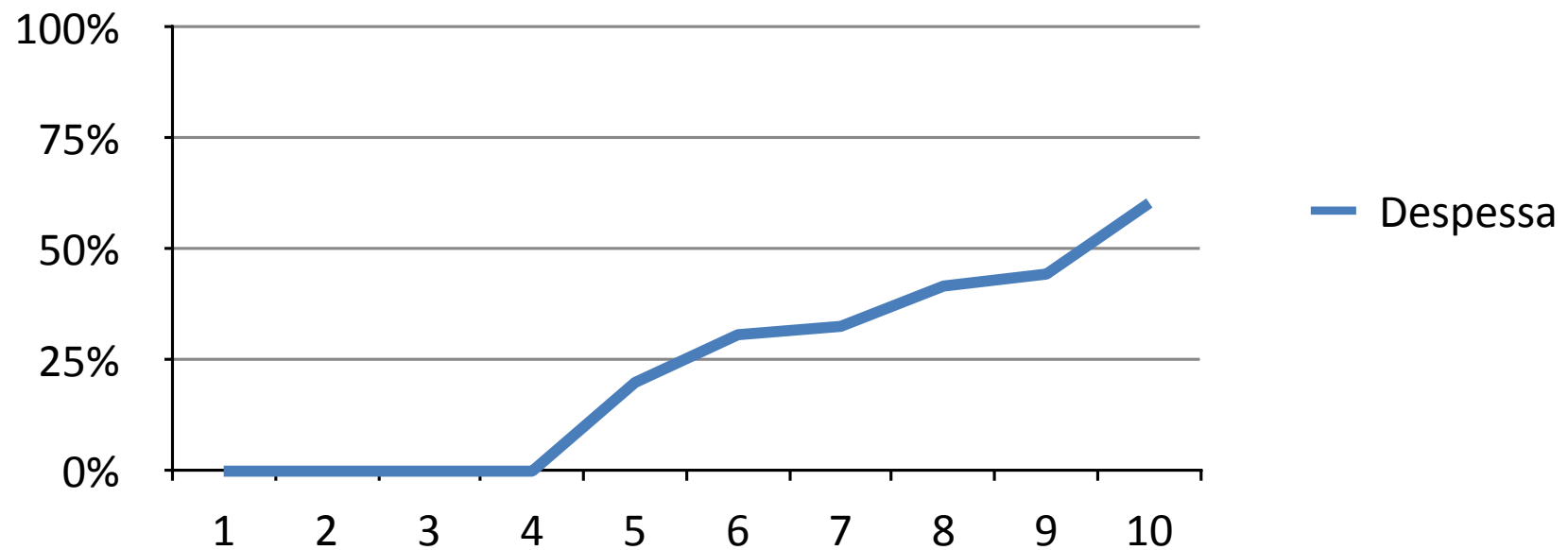
Once we have technically audited the elements , we ask the users the evaluation and importance of them



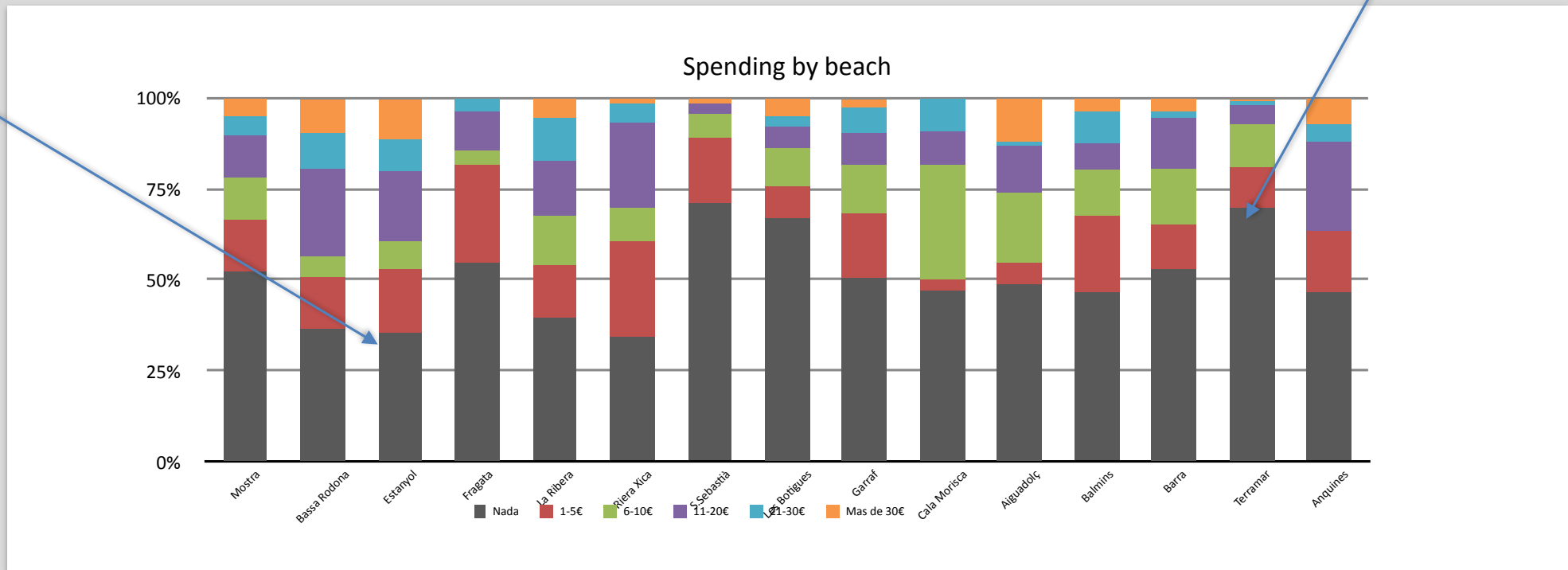
© It's going to do surveys to the visitors to know the profile, the consumer habits, satisfaction, choosing tools, etc.

→ A better assessment increased spending on the beach and the town.

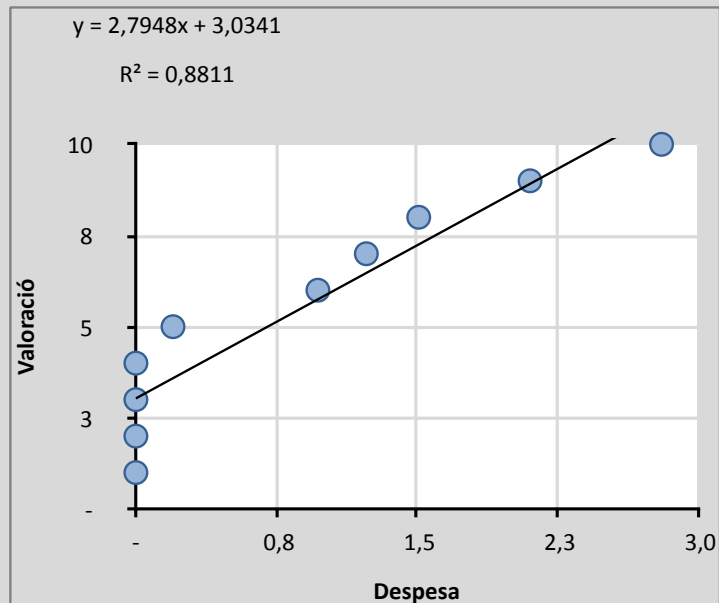
Relació entre satisfacció i despesa a la platja i al municipi



→ Comparing by beach of the quantity of spending done by the visitor.



→ What are the areas for improvement?

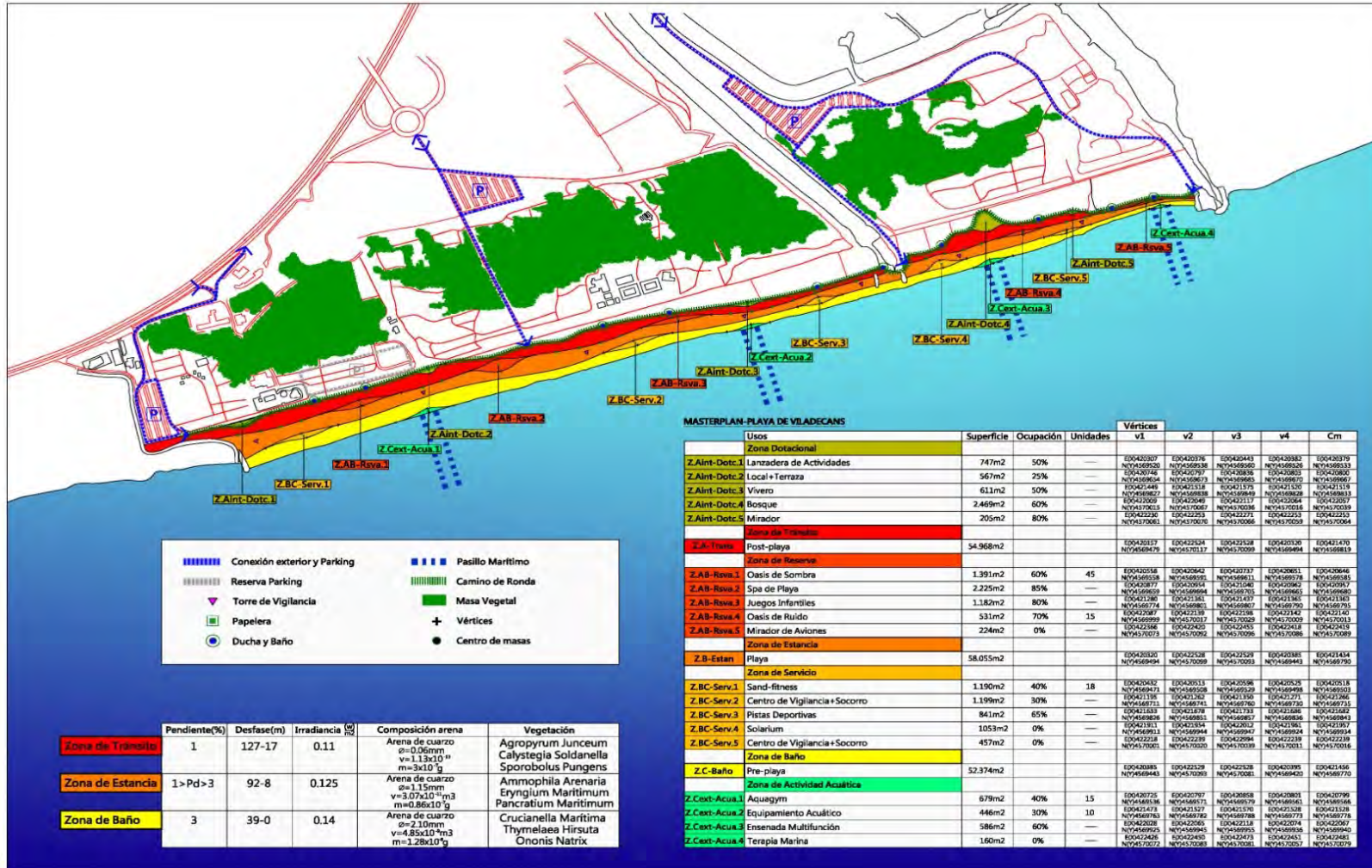


Valoració aspectes platja	Global	Residents	Turistes	Excursionistes
Valoració neteja aigua	8.6	8.6	8.9	8.2
Valoració neteja sorra	8.8	8.7	9.0	8.6
Valoració seguretat	9.4	9.4	9.5	9.2
Valoració guinguetes	7.7	7.6	8.0	7.7
Valoració instal·lacions infantils	4.1	4.2	4.1	4.1
Valoració ambient	8.3	8.3	8.3	8.3
Valoració dutxes	6.5	6.2	6.8	6.7
Valoració aparcament	5.5	5.9	5.7	4.8
Valoració gandules para-sols tendales	5.4	5.4	6.2	4.9
Valoració rentapeus	3.4	3.2		3.5

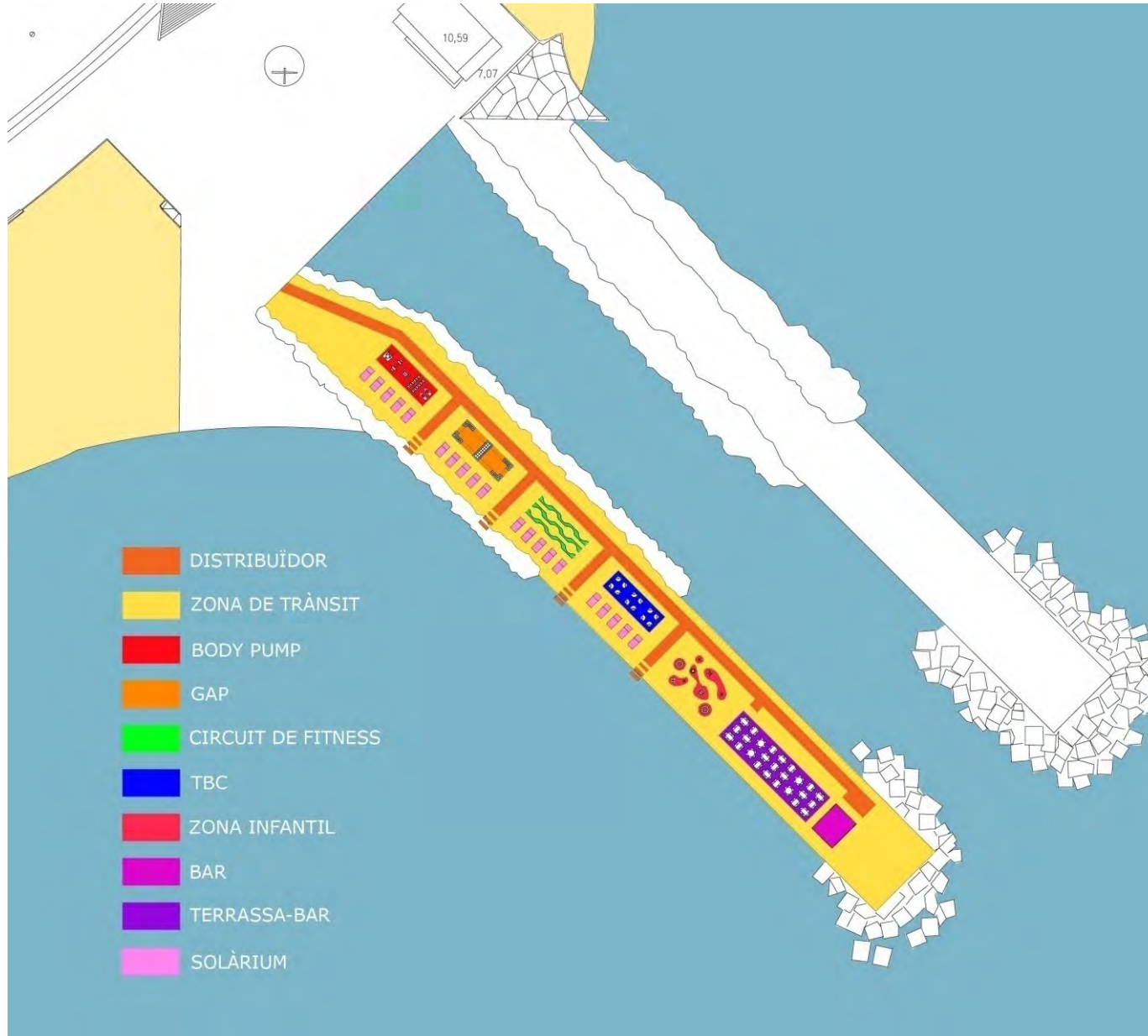
→ How it will impact on my beaches the improvements?

USERS	% sample	Total [Pax]	Current expense [€]	Maximum expense [€]
Residents	8%	32.730	33.420 €	40.104 €
Turistes	74%	322.541	477.312 €	572.774 €
Excursionistes	18%	80.338	85.239 €	102.286 €
		435.609	610.591 €	832.709 €
PERIOD	% sample	Total [Pax]	Current expense [€]	Maximum expense[€]
Juliol	38.6	168.034	230.207 €	276.248 €
Agost	40.4	175.775	240.812 €	288.975 €
Setembre	21.1	91.800	125.766 €	150.919 €
		435.609	610.591 €	832.709 €
BEACHES	% sample	Total [Pax]	Current expense[€]	Maximum expense[€]
Xxx	31.7	138.306	149.770 €	179.724 €
Yyy	9.2	40.054	51.748 €	62.097 €
Zzz	59.1	257.250	409.073 €	490.888 €
		435.610	610.591 €	832.709 €

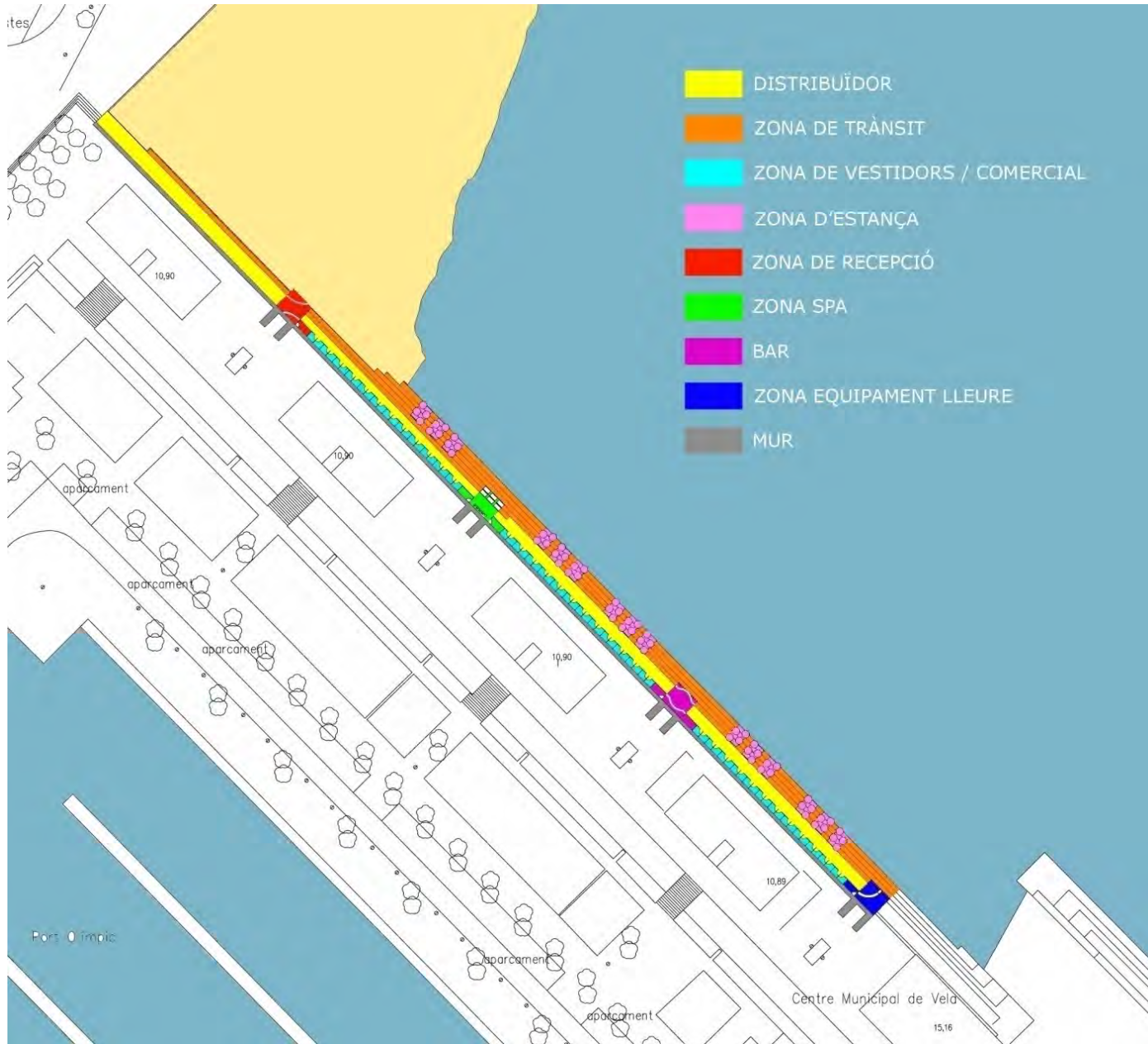
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PROPOSALS



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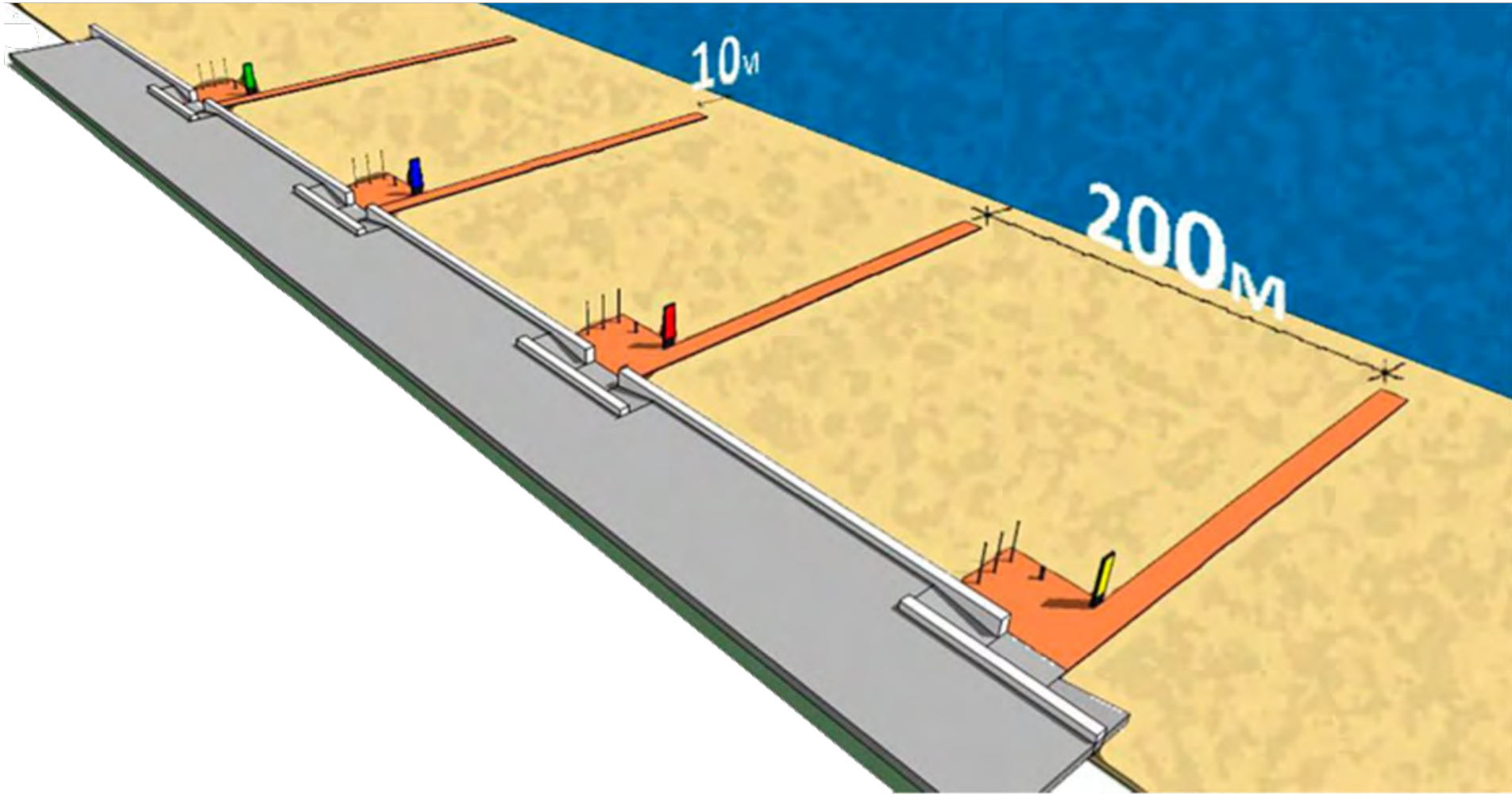


PROPOSALS





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Thank you