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# Part I:

## Destination Experiences

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## Satisfaction and place attachment in a mature destination

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**The objectives of this chapter are to:**

- Present information about residents' opinions regarding satisfactory and unsatisfactory aspects of tourism and to determine levels of place attachment;
- Identify what bothers and does not bother the people of Benalmádena and how such views can be considered for the planning of the destination;
- Demonstrate that tourism as an industry produces positive and negative effects on the local community;
- Identify residents as key actors whose views need to be taken into account if the development of successful tourism policies are to be achieved;
- Highlight that tourists tend not to visit those destinations where they feel unwelcome or believe they will not be accepted;

- Identify those causes that explain why residents support or do not support the tourism industry and its growth which, in turn, will help establish tourism development models that minimise negative impacts and maximise resident support for tourism;
- Conclude that the level of support of the host community would decrease if the community perceives that the total effects of tourism are negative.

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**Keywords:** residents, opinion, satisfaction, dissatisfaction, place attachment, Benalmádena

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## Introduction

Mass tourism emerged in the sixties as the result of technological and social revolutions, such as the appearance of charter travel, the growing affluence of the middle classes of Western industrial countries and the progressive trend of leisure in wealthy countries (Dachary & Arnaiz, 2002), such that tourism became a sector that provided almost unlimited economic growth. With the oil crisis and the economic recession of 1974-1975, the positive effects of tourism were questioned, and it was concluded that this industry was not producing the benefits that were expected. During the seventies, the figure of the resident emerged, necessitating the first studies on the attitudes or opinions they had about the impacts of tourism (Andereck & Vogt, 2000).

In the middle of the eighties, the first symptoms of dysfunctionality of mass tourism began to show, as a result of the significant negative impacts that manifested in the tourist areas (De Kadt, 1991; Murphy, 1983). The concept of sustainability appeared, which includes, among other concepts, participation in the development processes by not only tourists and governments, but also all the stakeholders of the community affected by tourism (Pulido, 2008). As a consequence of these changes, it is claimed that the local community participates and forms part of tourism planning (Murphy, 1983), which results in a greater role for the resident.

For this reason, since the mid-seventies, there has been a dissemination of research that analyses the attitudes of residents (Sirakaya et al., 2002), considering their support as a key factor in the development and implementation of successful tourism policies. Resident participation is now widely regarded as a fundamental need for the sustainability of local development (Dyer et al., 2007). When a location becomes a tourist destination, the quality of life of local residents is affected by this devel-

opment, since this process involves the arrival of a greater number of people, an increase in traffic, and demand for new infrastructures and facilities, among others. The success of any tourism project can be threatened to the extent that development is planned and carried out without the knowledge and support of the host population. Success in this industry depends on the attractions and services of the destination, and for this, the hospitality of local residents is required (Gursoy et al., 2002).

Residents can be an instrument that discourages the development of the tourism sector if the local community exhibits hostile behaviour towards tourists. A disgruntled, apathetic, distrustful community, full of anger, will transmit these feelings to tourists. And in general, tourists tend to be reluctant to visit places where they do not feel welcome (Yoon et al., 2001). The behaviour of residents towards tourists is important because most of them will avoid destinations where they do not feel welcome or accepted (Belisle & Hoy, 1980). There is a consensus in the literature on tourism that argues that the support of the host communities is essential and that this support is required both in the early stages of development and later, when it begins to consolidate (Kuvan & Akan, 2005). Knowing the causes that explain why residents support or do not support the tourism industry and its growth will help to establish development models that minimise negative impacts and maximise resident support for these initiatives (Williams & Lawson, 2001; Vargas et al., 2007). The level of support of the host community would decrease if it perceived that the overall effects of tourism are negative (Chen, 2000).

Place attachment plays an important role in supporting tourism development and adapting the local community to its impacts (Cheer & Lew, 2018). Tourism can be a positive factor that increases the level of attachment to the place in the community, due to an increase in local self-esteem, although it can also cause negative attitudes towards tourism (Kajan, 2014). The objective of this study is to collect information about residents' opinions regarding the satisfactory and unsatisfactory aspects of tourism and to identify the level of place attachment. The analysis in this study points out the aspects that cause discomfort in the local community, and provides a guide to highlight which aspects of tourist activity have to be encouraged and which ones have to be avoided.

## **Theoretical framework**

Tourism, like other industries, is often used as a tool for national or regional development, characterised by generating a set of positive impacts on host communities, such as creating new employment opportunities (Andereck & Nyaupane, 2011; Diedrich & García, 2009); provid-