

DIFFERENCES IN THE PERCEPTION AND EVALUATION OF TOURIST ATTRACTIONS OF MENORCA BY ITS RESIDENTS AND TOURISTS

Jan A. WENDT*

Gdańsk University, Institute of Geography,
Bażyńskiego Str. 4, 80-252 Gdańsk, Poland, e-mail: jan.wendt@ug.edu.pl

Mariola CHROŃ

AWFiS Gdańsk, University of Physical Education and Sport Faculty of Tourism and Recreation,
Kazimierza Górskiego Str. 1, 80-336 Gdańsk, Poland, e-mail: mariola.chron@mailmix.pl

Marta JAŻWIECKA

Gdańsk University, Institute of Geography,
Bażyńskiego Str. 4, 80-252 Gdańsk, Poland, e-mail: m.jazwiecka@gmail.com

Tomasz WISKULSKI

Gdańsk University of Physical Education and Sport, Faculty of Tourism and Recreation,
Kazimierza Górskiego Str. 1, 80-336 Gdańsk, Poland, e-mail: twiskulski@awf.gda.pl

Abstract: The subjects of this work are the analysis of perception and assessment of tourism attractions of Minorca from the point of view of two groups of people: locals and tourists. Different grades dominate in the opinion of people staying for a long or a short period. Many residents depend on income from tourism, which is why they will probably pay more attention to the facilities for arriving guests. It can be stated that besides the obvious difference between inhabitants of the island and tourists who visited it, such as the assessment of seasonal transport, local fiestas or monuments, there were also differences with no obvious character.

Key words: Menorca, tourist attractions, tourist movement, evaluation, indexation

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INTRODUCTION

Menorca is a less known island of the Balearic Islands. It is smaller than Majorca and does not have a party island reputation like Ibiza, but perhaps because of this, it is believed that the island has exceptionally well adapted to tourism preserving all its charm. The number of tourists who annually visit Menorca confirms its tourist attractiveness. There is no doubt that the island has an extraordinary richness in terms of both anthropogenic and natural assets. „If you visit a travel agency in Britain and ask about Menorca, the first thing you will notice is that this Mediterranean island is a family destination. The family character of Menorca is not uncommon” (Obrador, 2012).

* Corresponding author

There are numerous remnants of the Talaiotic Culture from the Bronze Age, which cannot be found anywhere else. Unique natural wonders of the S'Albufera des Grau Natural Park and the entire territory of Menorca caused it to be recognized as a UNESCO Biosphere Reserve. The Mediterranean climate and more than 200 kilometers of beautiful beaches are the most characteristic features of the second largest island of the Balearic Islands. The subjects of this work are the analysis of perception and assessment of tourism assets of Minorca from the point of view of two groups of people: locals and tourists. Two aforementioned groups can variously perceive the multiplicity of natural and anthropogenic assets. Different grades dominate in the opinion of people staying on the island of Menorca throughout the year and the ones staying for a short period. Many residents depend on income from tourism, which is why they will probably pay more attention to the facilities for arriving guests (Garin-Muñoz & Montero-Martin, 2007).

On the other hand, some residents may have less enthusiasm and value the tourist attractions less because of the large tourist movement associated with sightseeing (Dehorne et al., 2010). In turn, obviously the tourists who come to Menorca for shorter or longer vacations will appreciate other values.

It is assumed that the evaluation will vary among tourists due to different preferences in the way of recreation and organization of leisure time. However, taking into account the important role that tourism plays in the development of the island, it can be assumed that the tourism industry determines the perception of residents largely, in line with the perception of tourist assets of the island by visitors. However, deeply rooted traditions, which are still present, also allow visitors to evaluate the tourist attractions from the point of view of indigenous people.

METHODS OF INVESTIGATION

The investigation encompasses the assessment of the value of natural and anthropogenic attraction of Menorca by inhabitants of the island and visiting tourists. Observations that inspired the research connected with the presented issues were conducted during two summer seasons in 2011 and 2012, while the summary of the results of surveys took place in 2013. The work was based on the literature, which consisted primarily of guides about the Balearic Islands (Rudnicki, 2007) and the island of Menorca. Publications in both Polish and Spanish were used. In the descriptive part, presenting selected elements characterizing Menorca and its assets, the technique of description based on literature was used. This technique was enriched by own insights and research conducted during two study visits that were connected with working on the island during the summer season.

The empirical part of this work was done using a sounding method, including surveys and participant observation (Ilieş et al., 2010). To carry out the research the questionnaire was distributed among the control group during the study visit on the island and through the Internet - e-mail and web portals that bring together people interested in the presented topic. For the analysis, the first 50 questionnaires filled in by residents and the first 100 questionnaires filled in by tourists were selected. It was assumed that the number of 50 questionnaires was representative for a relatively homogeneous cultural group of residents of Menorca (Lee, 1999). Doubling the number of questionnaires selected for surveys of visitors took place due to a much greater geographical and cultural diversity of tourists visiting the island, as well as because of a similar proportion (1: 2) between the number of inhabitants and the number of tourists visiting the island (according to ibestat.caib.es, 2014). The first submitted and completed questionnaires were analyzed.

It was assumed that those respondents who were the most interested in the subject expressed themselves. These people also made an effort to respond, and it is why their assessment had the most authoritative character and was presented in a relatively short time allowing for aggregation. The literature used when writing the work is primarily publications, mainly guides related to the island, as well as the Balearic Islands and Spain (Nazimek, 2010). Polish literature does not have many detailed descriptions of Menorca, especially compared to neighboring Mallorca and Ibiza (Ilieş & Wendt, 2015). Menorca is always in the shadow of Mallorca in the guides to the Balearic Islands that devotes much more attention to the larger island, leaving just a few pages for the issues related to smaller islands of the archipelago.

Spanish publications are definitely a better source of information on Menorca. Many of them are devoted only to the whole of Menorca. These publications are much more detailed and up to date. The guide „Menorca” by T. Kelly (2010) with lots of useful tips and trivia deserves special attention among them and can be a great help for individual exploration of the island.

When analyzing the tourist assets the following works published in Madrid were useful: J. de Juan y Peñalosa and S. Nieto Ocaña (2006) “Descubra España. Pueblo a pueblo por las rutas más bellas. Islas Baleares”, G. Barragán (2006) “Islas Baleares”, P. Josse (2007) “Baleares”, M.P. Queralt (eds.) from 1999, “Descubrir España. Baleares / Canarias”. The other two publications issued in Catalonia “Menorca. Un paseo por la isla” by J. Montserrat (1997) and “Enciclopedia de Menorca. T1 Geografía física” by A. Obrador (1981) included detailed descriptions, colorful illustrations and were a perfect representation of the island. Among the Polish publications the most useful ones were guides and works of M. Gostelow (2000) “Majorka i Minorka”, G. Mícula (2004) “Majorka, Minorka i Ibiza”, M. Pawłowski (2011) “Majorka, Minorka i Ibiza” and the work edited by M. Adamczyk-Mozolewska and K. Duran (2002) “Hiszpania”, published in a series of guides from National Geographic. A good source of statistical data was the publication “El Turisme a les Illes Balears, Anuri 2014”, (2015), issued by Govern de les Illes Balears in Palma: Agencia de Turisme de les Illes Balears and websites “ibestat.caib.es”.

ANALYSIS OF THE ASSESSMENT OF TOURIST ATTRACTIONS AND TOURIST DEVELOPMENT OF MENORCA IN THE PERCEPTION OF RESIDENTS AND TOURISTS

Fifty questionnaires filled in by residents and 100 questionnaires of tourists were analyzed. The survey had the electronic form and was distributed by e-mail and via web portals related to the issue of tourism on Menorca. Among the residents, most respondents were men – 62%. They were mainly young people aged 18-26 (46%) or 27-35 (34%). 90% of respondents were employed. The vast majority of respondents were Hispanic (90%). Among them, 44% were residents of Ciutadella, 22% Mahón, 12% Cala'n Bosch, others lived in Ferreries, Es Mercadal Fornells and Es Migjorn Gran.

Most of surveyed tourists were women – 68%. Among tourists, like in case of residents, young people aged 18-26 (61%) or 27-35 (19%) dominated. 82% of respondents were employed and 15% of people were learning or studying. Among tourists, the Spanish were the largest group (48%), followed by the British (36%). The main vacation destinations were: Ciutadella (27%), Cala`n Bosch (19%), Mahón (15%) and Cala Blanca (13%). Tourists came generally for periods of 6-10 days (49%) or 11-15 days (37%). Most of them chose apartments (62%) and hotels (34%) as the places of accommodation. The tourists were spending their holidays mostly with families (43%) or friends and colleagues

(32%). 36% of respondents decided to come to Menorca for holidays because of their previous stays on the island, 28% of them received the offer from a travel agent and 17% had recommendations from family or friends. What confirm thesis about destination image (Phelps, 1986; Beerli & Martin, 2004).

The most popular forms of leisure activities of tourists were (respondents could choose from 1 to 3 answers, so they did not add up to 100%): staying on the beach (78%), visiting pubs and discos (72%), followed by attending sightseeing tours in towns and historic sites (32%), participating in package tours (29%) and using hotel's all-inclusive offer (23%).

Table 1 presents answers to the question "Do you think of Menorca as an attractive place for tourists?". The results show domination of the opinion "Certainly YES" by both residents (94%) and tourists (89%). This means that residents of Menorca recognized and appreciated the tourist potential of their island. Indications of tourists confirmed the importance of Menorca in tourism movement in the Balearic Islands and that it was a frequent tourist destination due to its attractiveness.

Table 1. Do you think of Menorca as an attractive place for tourists?

| Categories of responses | Residents | Tourists |
|-------------------------|-----------|----------|
| Certainly YES | 94% | 89% |
| Rather YES | 6% | 8% |
| Hard to say | 0% | 2% |
| Rather NOT | 0% | 1% |
| Certainly NOT | 0% | 0% |

Table 2. What has the greatest impact on tourism attractiveness of Menorca?

| Categories of responses | Residents | Tourists |
|-------------------------------------|-----------|----------|
| Climate of the island | 32% | 34% |
| Beaches on the island | 34% | 33% |
| Tourism infrastructure | 2% | 15% |
| Cultural events / other events | 20% | 9% |
| Prehistoric remains of architecture | 8% | 6% |
| Architectural monuments | 4% | 3% |
| Others | 0% | 0% |

By analyzing table 2, the most important assets having impact on tourism attractiveness of Menorca can be seen. In the opinion of residents, the most important elements affecting the island's attractiveness were beaches (34%), climate (32%) and cultural events (20%). Answers of tourists partly overlapped with the responses of residents – 34% indicated climate and 33% beaches. However, the third place was connected with well-prepared tourism infrastructure – 15% of all responses by visitors. Only 2% of resident's answers indicated this element.

This showed the important role of tourism infrastructure in perception of tourists, which was undervalued by inhabitants probably for a very simple reason – they did not use such infrastructure.

The matrix questions with a single-response presented in table 3 were related to various aspects affecting the development of tourism and enhancing the attractiveness of a given destination. The respondents evaluated the following elements: beaches, atmosphere during their stay on the island, entertainment, and food related services,

accommodation, tourist trails, tourist information, cultural attractions, monuments and transport. To evaluate the overall performance a scale of 1–5 was used: 1 = very poor, 2 = poor, 3 = fair, 4 = good, 5 = very good.

The first group of assessed elements included beaches – a natural asset, entertainment – an anthropogenic asset and atmosphere during the stay on the island. Average scores for these categories ranged from 4.43 (entertainment) through 4.69 (atmosphere) to 4.89 (beaches). The study confirmed results obtained from the previous question (cf. table 2). The beaches of Menorca were considered the greatest value of the island by locals and tourists and received the highest scores. Only one category of assets was scored so high by so many respondents. 49 (96%) out of 50 residents and 89 out of 100 respondents assessed them as “very good”.

The score “good” for beaches was given only by one resident and 11 tourist. In this case, there is no doubt that Menorca beaches were one of its major attractions that was appreciated by both residents and vacationing guests. The average rating of beaches in the perception of inhabitants was as high as 4.96 points (out of max. 5 points) and according to tourists, it was only 0.15 points lower.

Table 3. Evaluation of attraction and tourism infrastructure of Menorca (%)

| Assets and attractiveness / evaluation | Very poor | | Poor | | Fair | | Good | | Very good | | Not applicable | | Average rate (points) | |
|--|-----------|---|------|---|------|----|------|----|-----------|----|----------------|----|-----------------------|------|
| | (1) | | (2) | | (3) | | (4) | | (5) | | (0) | | R | T |
| | R | T | R | T | R | T | R | T | R | T | R | T | | |
| Beaches | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 9 | 96 | 89 | 0 | 0 | 4,96 | 4,81 |
| Atmosphere | 0 | 0 | 0 | 1 | 0 | 1 | 32 | 25 | 68 | 72 | 0 | 1 | 4,68 | 4,70 |
| Entertainment | 0 | 0 | 0 | 0 | 10 | 3 | 52 | 36 | 38 | 61 | 0 | 0 | 4,28 | 4,58 |
| Food services | 4 | 0 | 18 | 0 | 6 | 8 | 38 | 28 | 34 | 64 | 0 | 0 | 3,80 | 4,56 |
| Accommodation | 0 | 0 | 0 | 2 | 10 | 10 | 8 | 12 | 10 | 67 | 72 | 4 | 4,00 | 4,34 |
| Tourist trails | 0 | 1 | 0 | 2 | 16 | 5 | 58 | 39 | 20 | 43 | 6 | 10 | 4,04 | 4,34 |
| Tourist information | 0 | 2 | 0 | 6 | 8 | 5 | 0 | 14 | 18 | 47 | 74 | 26 | 4,38 | 4,32 |
| Culture | 0 | 0 | 8 | 7 | 64 | 21 | 22 | 37 | 4 | 28 | 2 | 7 | 3,22 | 3,92 |
| Monuments | 0 | 2 | 0 | 4 | 12 | 19 | 26 | 54 | 62 | 21 | 0 | 0 | 4,50 | 3,88 |
| Transport | 8 | 3 | 22 | 6 | 48 | 33 | 14 | 42 | 8 | 16 | 0 | 0 | 2,92 | 3,62 |

R – Residents; T – tourists

Atmosphere on the island received a score almost as high as beaches. It is difficult to define “atmosphere of the stay” as it is a personal impression felt by tourists or residents staying on the island. This element used in the survey was fully subjective and strongly dependent on many factors, both physically geographical as well as anthropogenic. The overall atmosphere of Menorca was evaluated at a high level – answers “very good” were given by 68% of local population and 72% of tourists, while the responses “good” were mentioned by 32% of locals and 25% of visitors. Therefore, the highly attractive tourist beaches were accompanied by a good atmosphere of the stay in the perception of residents and tourists.

Entertainment took the third place in terms of tourist assessment. The opinion “very good” dominated within 61% of people and the answer “good” was chosen by 36% of visitors. Residents of Menorca gave lower rates for entertainment. “Good” was selected by 52% inhabitants and “very good” by only 38% of them. The domination of young people among respondents made it possible that entertainment was their preference for spending leisure time. The next four components of the assessment

included food services and accommodation facilities as well as tourist trails and tourist information. The average ratings for these categories were 4.18 (food services), 4.17 (accommodation), 4.19 (tourist trails) and 4.35 (tourist information). Food services were rated by locals as “good” (38%) or “very good” (34%). Tourists assessed food related services by nearly 0.8 points better than the residents did. 64% of visitors rated them as “very good” and 28% as “good”.

Low rating was admitted only by residents – 18 people indicated the answer “poor” and 4 people rated food related services on the island as “very poor”. Significantly higher scores that were related to food services in the perception of tourists in relation to inhabitants (4.56 to 3.80) can be explained by a certain degree of difference between local gastronomy on the island and their traditional cuisine, e.g. English (36% of respondents were from the UK).

In addition, for indigenous people local cuisine was simply good, something what they were used every day. The data presented in table 3 clearly showed that the vast majority of local population could not be applied the criterion “accommodation”, which was already underlined in the previous question of the survey (cf. table 2, tourism infrastructure). 28 residents decided to evaluate this element from “fair” to “very good”. Tourists evaluated accommodation as “very good” (67%), the next 12 as “good” and 10 as “fair”. Four tourists who marked the answer “not applicable” probably came to visit their families or friends.

Tourist trails were rated by most locals as “good” (58%) or “very good” (20%), only 16% assessed them as “fair”. The average scores of answers of tourists were 0.3 points higher. Respondents of this group were split between “very good” (43%) and “good” (39%). 3 people among residents and 10 tourists declared a lack of interest in trails. Tourist information was evaluated by an average of 0.17 points higher than the other elements in that group.

Interestingly, an average rating of inhabitants (4.38) is slightly higher (4.32) than the assessment of tourists. Only 13 people per 50 surveyed residents decided to assess tourist information evaluating it as “very good” or “fair”, which might explain the high rating of tourist information by natives. Possibly local people did not make use of tourist information and it was why they ticked “not applicable”. On the other hand, tourists most often evaluated tourist information as “very good” (47%) or “good” (14%). Interestingly, not only 37 surveyed residents marked tourist information “not applicable”, but also 26 visitors did the same. The explanation for this type of answer was the knowledge about the island possessed by residents, and in case of tourists the fact that some of the respondents (36%) visited Menorca once again and was already familiar with sufficient information.

The components with the lowest average grades were in the last group of analyzed responses. These included culture (3.57), monuments (4.19) and transport on the island (3.27). Residents assessed the widely understood culture as “fair” (64%) or “good” (22%). The most frequent answers of tourists were “good” (37%), “very good” (28%) and “fair” (21%). Noticeably higher scores in the responses of visitors were probably due to cultural uniqueness of the island and its specific “exoticness” (music, culture, architecture of Menorca).

Average rating of culture given by inhabitants (3.22) was related to its daily presence. Similarly, in the category of monuments there was a significant difference in ratings of tourists and islanders. 44 inhabitants (88%) assessed the monuments of Menorca as “very good” (62%) and “good” (26%). Tourists treated them with lower enthusiasm giving them answers “good” (54%), “very good” (21%) or “fair” (19%).

This high rating of residents is probably related to strong local patriotism, while lower rates in the tourist responses may be the result of comparisons with historical sites in other tourist spots in the world. Ratings of residents and tourists regarding transport were also decidedly different. Only 48% of local people marked transport as “fair”, 22% as “poor”, and 8% as “very poor”. Tourists evaluated transport on the island slightly better – 42% indicated the answer “good”, 33% “fair”, and 16% as “very good”.

Factors that influenced the negative assessment of transport in the opinion of residents (average rating of only 2.92) were the seasonality of some public transport connections and an insufficient road network. Transport of Menorca had better ratings in the evaluation of tourists (3.62), because they used it only in the short term and rated transport from the perspective of people moving short distances between the place of accommodation and the beaches or other attractive places on the island.

Many places on Menorca are well connected during the summer season due to the presence of tourists. In terms of using means of transport, a definite discrepancy presented in table 4 can be seen between residents and visitors. Among the residents private cars (72%) dominated, 20% inhabitants were opting for public transport and 6% for other – they mostly pointed to the bike.

Table 4. The use of means of transport on the island (%)

| Means of transport | Residents (R) | Tourists (T) | Difference (R-T) |
|--------------------------|---------------|--------------|------------------|
| Private cars | 72 | 5 | 67 |
| Public transport | 20 | 53 | 33 |
| Rental cars | 0 | 27 | 27 |
| Walking | 2 | 11 | 9 |
| Taxi | 0 | 1 | 1 |
| Other means of transport | 6 | 3 | 3 |

R – Residents; T – tourists

However, tourists usually decided to use public transport (53%), rented cars (27%) or just walking (11%). The obvious biggest differences in the use of various means of transport were connected with the use of private cars – as much as 67%. Most tourists did not come to the island by cars and as a result, they could not use them during their stays. Similarly, a big difference was observed in case of public transport. More than half of tourists and only one-fifth of surveyed locals used it. The predominance of rented cars by tourists is also obvious. In turn, the popularity of walking or hiking within tourists existed because this form of spending leisure time is a classic element of cognitive tourism in the area of short distances.

As it can be seen in table 5, the most attractive cities were Ciutadella, Fornells, Mahón and Binibeca. However, the inhabitants of Menorca gave the first place to Fornells (32%), followed Ciutadella (26%), Binibeca (18%) and Mahón (12%). In contrast, according to tourists, the most attractive cities were the former capital Ciutadella (29%), the current capital Mahón (28%), Binibeca (22%), and Fornells got the fourth position (14%). The biggest differences in the assessment, reaching 16%-18% were characteristic for two cities: Fornells and Mahón. The high rating of Ciutadella and Mahón given by tourists was probably associated with fulfilling former or current functions of the capital, as the main center of Menorca, and in case of Fornells the difference in the assessment may result from the economic importance of the fishing port, marina and numerous restaurants in the local labor market.

Differences in the Perception and Evaluation of Tourist Attractions
of Menorca by its Residents and Tourists

Table 5. The attractiveness of cities and towns indicated by residents and tourists (%)

| City / town | Residents (R) | Tourists (T) | Average score | Difference (R-T) |
|-------------|---------------|--------------|---------------|------------------|
| Fornells | 32 | 14 | 23,0 | 18 |
| Mahón | 12 | 28 | 20,0 | 16 |
| Es Mercadal | 6 | 1 | 3,5 | 5 |
| Binibeca | 18 | 22 | 20,0 | 4 |
| Ferrieres | 6 | 3 | 4,5 | 3 |
| Ciutadella | 26 | 29 | 27,5 | 3 |
| Other | 1 | 3 | - | - |

R – Residents; T – tourists

A big number of beaches on the island of Menorca made the choice of the most beautiful one difficult. According to local population, the most attractive beaches were Pregonda (26%), Cavalleria (16%) and Macarella (12%). In the opinion of tourists, however, the following places received the highest number of responses: Turqueta (17%), Pregonda (13%), Macarella (11%) and Son Bou (11%), but the last one was not popular among residents (2%). A general tendency that visitors indicated beaches, which were easily accessible and located in tourist spots, may be noticed. In contrast, residents appreciated the less accessible and unspool beaches, with less tourist movement. These analyzes demonstrated a large variety of assessments of the attractiveness of beaches, under the premise that if the beach was attractive for tourists it was less attractive for residents and vice versa. A high number of beaches, with the possibility of indicating one of the most attractive, caused the dispersion of results. Among four beaches with the highest attractiveness (average score > 10%) Macarella beach was the only one recognized as highly attractive by both residents and tourists. In case of other three beaches with an average score > 10%, residents strongly preferred Pregonda and Cavalleria beaches, while tourists considered Turqueta as the best beach.

Table 6. The attractiveness of the beaches assessed by locals and tourists (%)

| Beach | Residents (R) | Tourists (T) | Average score | Difference (R-T) |
|---------------|---------------|--------------|---------------|------------------|
| Pregonda | 26 | 13 | 19,5 | 13 |
| Turquet | 6 | 17 | 11,5 | 11 |
| Cavalleria | 16 | 7 | 11,5 | 9 |
| Son Bou | 2 | 11 | 6,5 | 9 |
| Pilar | 10 | 5 | 7,5 | 5 |
| Son Saura | 2 | 7 | 4,5 | 5 |
| Mitjana | 10 | 6 | 8,0 | 4 |
| Galdana | 6 | 9 | 7,5 | 3 |
| Macarelleta | 8 | 7 | 7,5 | 1 |
| Macarella | 12 | 11 | 11,5 | 1 |
| Other beaches | 2 | 7 | - | - |

R – Residents; T – tourists

Residents frequently pointed to attractions such as: Cova d`en Xoroi (26%), the hill El Toro in Catalan (22%), local fiestas (18%) – of which the most popular were the celebrations of Sant Joan in Ciutadella, beaches (14%) and the Xoriguer Gin Distillery in Mahón (10%). Tourists valued mainly beaches (21%), Ciutadella (16%), Cova Xoroi d`en (15%), Monte Toro (10%) and Mahón (10%). Partially overlapping indications

showed the most attractive places and attractions of Menorca appreciated by both locals and tourists. These were natural beaches, well-developed places, promoted attractions as such the cave D`en Cova Xoroi, Monte Toro hill or present and former capitals of the island. The score differences in the assessment of several identified sites and attractions by locals and tourists can be divided into three groups. In the first one, with four attractions/towns and cities, score differences exceeded 10%. Residents pointed to the cave Cova d`en Xeroi with a score of 26%, 22% indicated Monte Toro and 18% local fiestas. The big difference between indications of residents in the first two cases was probably related to local patriotism, and in the third case, it was the obvious popularity of all events like fiestas in a small community.

Table 7. The most interesting places and attractions of Menorca assessed by locals and tourists (%)

| Places and attractions | Residents (R) | Tourists (T) | Average score | Difference (R-T) |
|-----------------------------------|---------------|--------------|---------------|------------------|
| Ciudadella | 2 | 16 | 8,0 | 14 |
| Local fiestas | 18 | 5 | 11,5 | 13 |
| Monte Toro | 22 | 10 | 16,0 | 12 |
| Cova d`en Xoroi | 26 | 15 | 20,5 | 11 |
| Gin distillery | 10 | 2 | 6,0 | 8 |
| Mahón | 2 | 10 | 6,0 | 8 |
| Beaches | 14 | 21 | 17,5 | 7 |
| Remnants of the Talaiotic Culture | 2 | 8 | 5,0 | 6 |
| Binibeca | 2 | 6 | 4,0 | 4 |
| Other places and attractions | 2 | 7 | x | x |

R – Residents; T – tourists

In turn, fewer indications of tourists to the first two cases could be observed due to the possibility of comparing them to other known caves or viewpoints in the world. A relatively short stay on the island, even when visitors spent two weeks, did not always allow for participation in local fiestas. In addition, tourists gave 14% more attention to Ciudadella than the inhabitants of the island because of the visitors' interest in monuments and history of the former capital, which was well known by residents.

In the second group of the most attractive places and attractions there were the ones that obtained score differences from 10% to 5%. These included the gin distillery, Mahón, beaches and remnants of the Talaiotic Culture. In this group the differences were a result of more indications to beaches, the capital and remnants given by visitors, while the presence of the distillery came from its local popularity. In the third group it can be possible to find places and attractions that either received less than 5% score difference, or were mentioned only by locals, or just by tourists.

CONCLUSION

Taking into account the collected data and its analysis it can be concluded that the high ratings were unambiguous, both in the opinions of locals and tourists (Table 1). The most important factors affecting the attractiveness of Menorca, also with the similar level of assessment by both surveyed groups, were the atmosphere of the stay on the island and its beaches. What is more, residents additionally indicated the impact of cultural events like local fiestas (20%) and tourists pointed to the importance of tourism infrastructure (15%), which got the third place (Table 2). Other responses made it

possible to determine the average assessment of assets and tourism infrastructure by locals and tourists (Table 3). Average rating of tourist assets in the opinion of local population was 4.1 points and tourists evaluated them slightly higher – 4.3 points (the maximum grade was 5 points). Beaches (4.89) and atmosphere of the stay on Menorca (4.69) received the highest average grades resulting from the evaluation of residents and tourists. These assets were followed by entertainment (4.43) and tourist information (4.35). However, the last category was not fully representative, as 74% of local population and 26% of tourists did not express their opinion on it (Table 3).

The differences in assessing of the attractiveness of assets and tourism infrastructure of Menorca can be presented in three groups. An average difference rate for all ten analyzed elements was 0.395 points. Significant differences in ratings were characteristic for the first group that included: food related services (reaching 0,76 points), which were evaluated higher by tourists than by residents, transport (with difference rate 0,70 points) which also had higher scores from tourists, and culture – with the same difference in the assessment by tourists. Within four assessed categories, monuments were included with the rating difference of 0,62 points, but in this case, the grade of inhabitants (4.50) was higher than the grade of tourists (3.88). Accommodation, tourist trails and entertainment created the second group having the differences in rates between 0.3 points and 0.34 points and all assessed elements got higher scores within tourists. Tourist assets and tourism infrastructure in the third group were similarly evaluated by residents and tourists. The difference rate for beaches was only 0,15 points, for tourist information 0.06 points and for atmosphere on Menorca 0.02 points, what proved the perfect compatibility of ratings (Table 3). Analysis of the responses to subsequent research questions made it possible to conclude that there were striking differences in case of means of transport used on the island. Residents, of course, used their private cars more often and public transport less frequently, while half of tourists relied primarily on public transport and 27% of them rented cars (Table 4).

When evaluating the attractiveness of towns and cities on the island the biggest differences characterized Fornells (18%) and Mahón. In case of Fornells, difference in the assessment might have resulted from the economic importance of the fishing port, marina and numerous restaurants in the local labor market, while the higher rating of Mahón by tourists was probably associated with its functions of the former capital and main center of Menorca. The high rating of Ciutadella and Binibeca was consistent in the opinions of both groups of respondents (Table 5). It seems interesting that there were different assessments of beaches by tourists and locals. Visitors preferred easily accessible beaches located close to hotel resorts, while inhabitants of Menorca chose beaches with difficult access and fewer tourists (Table 6).

The last examined differences included an assessment of several interesting sites and attractions identified by locals and tourists. The biggest differences of scores, amounting to over 10% in this category, included the cave Cova d`en Xeroi, Monte Toro and local fiestas. The result of 26% proved that Cova d`en Xeroi was the first-insular attraction indicated by residents, while only 15% of tourists mentioned this cave. Similarly indicated by inhabitants the popular hill of Monte Toto (22%) enjoyed much lower popularity among visitors – only 10% (Table 7). 18% of islanders considered local fiestas as worthwhile attractions and only 5% newcomers shared their point of view. However, the opinion of tourists pointing to the attractiveness of the former capital Ciutadella (16%) was shared by residents to a small extent (2%).

Summing up all the research, it can be stated that besides the obvious difference rates in the assessment of tourist assets and the attractiveness of Menorca between

inhabitants of the island and tourists who visited it, such as the assessment of seasonal transport, local fiestas or monuments, there were also differences with no obvious character. These included the difference rates resulting from higher grades of tourists than residents on broadly understood tourism infrastructure, food related services or culture, which can be a source of pride for residents.

On the other hand, tourists did not assess local attractions and cities/towns as places worth exploring as great as the islanders, with the exception of consensus on the issue of the former capital Ciutadella. In addition to presenting differences in opinions, the consistent and high ratings from residents and tourists in relation to beaches and atmosphere on the island should be emphasized, as these factors are the most important ones in affecting the attractiveness of stay on Menorca.

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