

## Sitges and Calafell: a comparative study of two contrasting tourist resorts

The aim of the study is to examine the extent to which sustainable tourism in Sitges and Calafell is being successfully implemented.

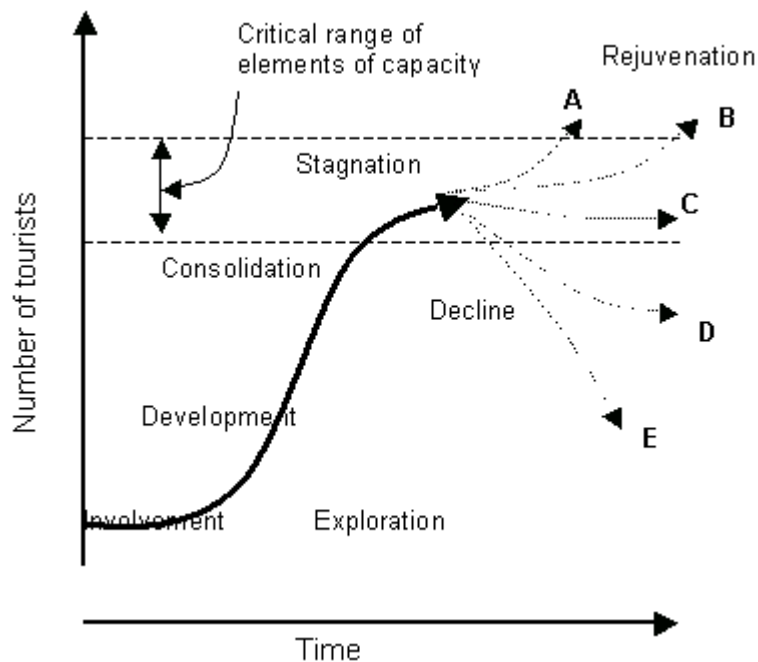
*The aim of sustainable tourism is... “to meet the needs of present tourists and host regions while protecting and enhancing environmental, social and economic values for the future.”*

A number of additional questions can be investigated:

1. To what extent do the two resorts show land use zoning?
2. How do tourist functions change with distance from the historic core of the towns?
3. Are the two resorts at the same stage of the Butler model?
4. How and why does tourism development differ between the two resorts?
5. Which resort is best geared to tourism sustainability and growth?
6. How should each resort be marketed?

**The following hypotheses can also be tested:**

1. Tourist functions exhibit a high degree of clustering.
2. Management of tourism is most effective in areas with the greatest concentration of tourist functions.
3. Tourism sustainability declines with distance from the historic core and sea front.



Butler's Destination Lifecycle Model (above) illustrates the various stages a destination travels through, depending on the number of tourists it attracts over time. At the consolidation stage a number of undesirable economic, environmental and social impacts emerge including environmental degradation and increasing crime, resident irritation with tourism and over-crowding. The lifecycle shows that if a destination attracts more and more tourists over time and has no planning or controls, the destination will move through each stage until it eventually declines.



## Location 1: Calafell main shopping street

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 1: Calafell main shopping street**

**Index of Services and Amenities**

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

**Weighting**  
 1: Services used by traditional resident  
 2: Services used by tourists and traditional residents  
 3: Services most used by tourists or luxury items

**Price of a Shopping Basket item**  
 Collect the price of a convenience item (can of coca cola) from a shop in this zone  
**Price:**

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Calafell Shopping Centre Bipolar Evaluation**

Negative Factor	SCORE							Positive Factor
	-3	-2	-1	0	1	2	3	
Many permanently closed shops								No shops permanently closed
Shopping Centre looks run-down								Shopping Centre looks in excellent condition
Limited range of shops								Wide range of shops
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
Poor street furniture								Excellent street furniture
Shopping here would be painful								Shopping here would be a pleasure
<b>TOTAL:</b>								

## Location 2: Calafell historic buildings

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 2: Calafell historic buildings**

**Index of Services and Amenities**

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Calafell Historic Buildings Bipolar Evaluation**

	SCORE							
	-3	-2	-1	0	1	2	3	
<b>Negative Factor</b>								<b>Positive Factor</b>
Historic buildings very difficult to identify								Historic buildings very distinctive
No sympathetic preservation								Much sympathetic preservation
Few if any historic buildings remain								Many historic buildings remain
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
No access to buildings								Good provision made for access to buildings
Buildings do not attract visitor interest								Buildings attract much visitor interest
Poor access from main tourist areas								Easy access from main tourist areas
No direct or indirect jobs created								Many direct and indirect jobs created
<b>TOTAL:</b>								

### Location 3: Calafell Promenade and Beach

#### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

#### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

### Location 3: Calafell Promenade and Beach

#### Index of Services and Amenities

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

Price of a Shopping Basket item
Collect the price of a convenience item (can of coca cola) from a shop in this zone
<b>Price:</b>

#### ENVIRONMENTAL SURVEY

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
<b>Total Points:</b>			

#### Calafell Beach Quality Bipolar Evaluation

	Score						
	-3	-2	-1	1	2	3	
<b>NEGATIVE FACTOR</b>							<b>POSITIVE FACTOR</b>
Poor access to beach							Good provision made for access to beach
Overcrowded							Spacious
Very narrow beach – carries low numbers							Very wide beach – carries high numbers
Rocky or stony beach							Sandy beach
High-risk safety hazard to general public							No obvious safety risk to general public
Short lifespan and/or high maintenance costs							Good life expectancy and/or low maintenance costs
Ugly (poor aesthetic value)							Enhances built environment (high aesthetic value)
Beach is polluted							Beach is very clean and has blue flag status
No toilets visible							Several public toilets available
No beach showers available							Many beach showers available
No beach and water quality information							Beach and water quality information provided
No beach zonation							Well managed beach zonation
No beach services							Many beach services available
<b>TOTAL:</b>							



## Location 4: Calafell Historic Core

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 4: Calafell Historic Core**

**Index of Services and Amenities**

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Calafell Historic Core Bipolar Evaluation**

	SCORE							
<b>NEGATIVE FACTOR</b>	-3	-2	-1	0	1	2	3	<b>POSITIVE FACTOR</b>
Historic buildings very difficult to identify								Historic buildings very distinctive
No sympathetic preservation								Much sympathetic preservation
Few if any historic buildings remain								Many historic buildings remain
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
No access to buildings								Good provision made for access to buildings
Buildings do not attract visitor interest								Buildings attract much visitor interest
Poor access from main tourist areas								Easy access from main tourist areas
No direct or indirect cultural jobs created								Many direct and indirect cultural jobs created
<b>TOTAL:</b>								

## Location 5: Calafell Entertainment District

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 5: Calafell Entertainment District**

**Index of Services and Amenities**

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

**ENVIRONMENTAL SURVEY**

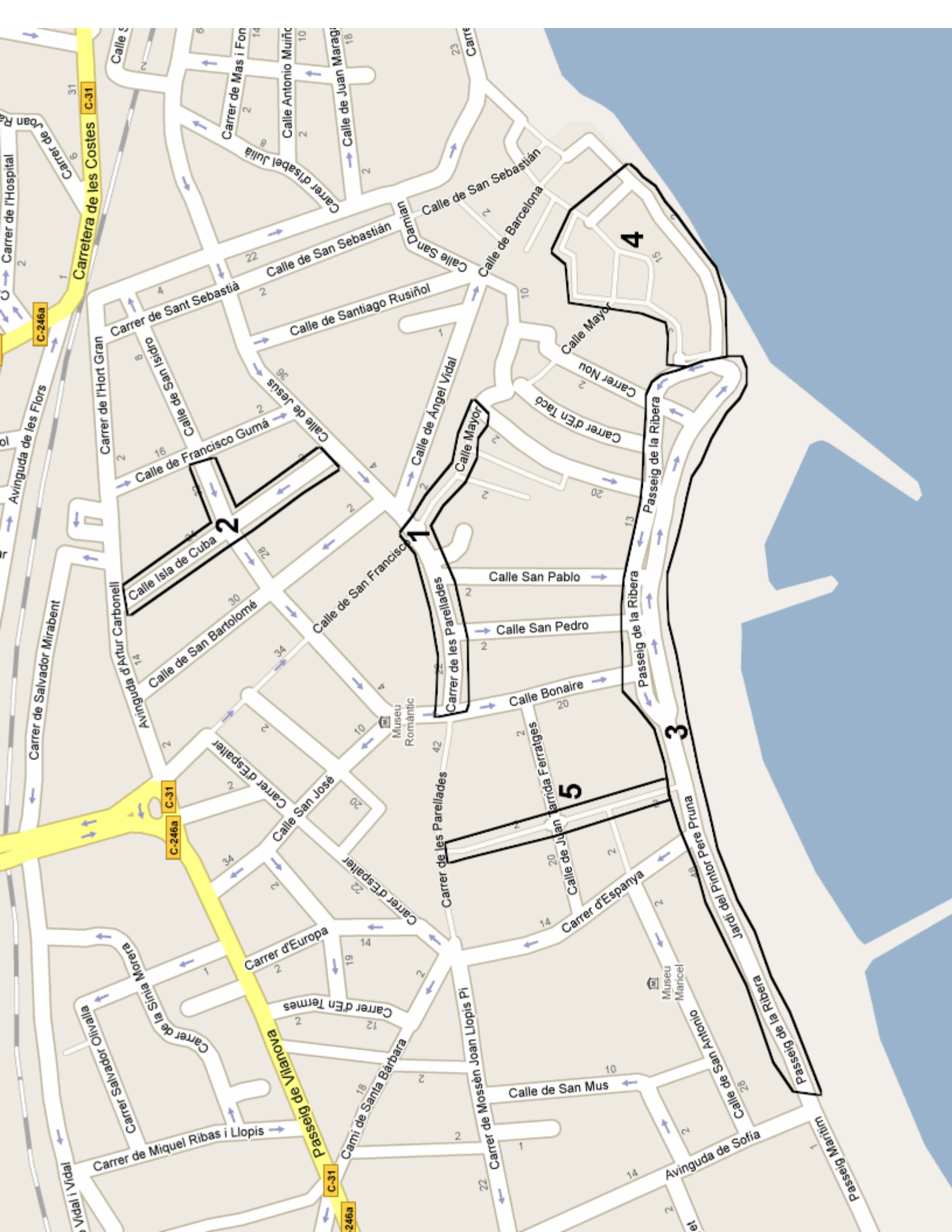
Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Calafell Entertainment District Bipolar Evaluation**

	SCORE							
NEGATIVE FACTOR	-3	-2	-1	0	1	2	3	POSITIVE FACTOR
Little zonation								Clear zonation
Conflict with other land uses								No conflict with other land uses
Narrow range of entertainment								Wide range of entertainment
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
Poor access from main tourist areas								Easy access from main tourist areas
<b>TOTAL:</b>								

**Calafell: Conclusion**

Strengths	
Weaknesses	
Opportunities	
Threats	
Does the town make the most of its natural environmental features?	
Does the town have vitality and character, and does it keep its distinctive buildings and streets in good repair and in use?	
What could be improved?	
Are there any major environmental concerns that are being addressed and planned for?	
What needs changing now?	
What problems are getting worse?	
Need more information	



C-31

C-246a

C-31

C-246a

C-31

C-246a

2

1

4

3

5

Carrer de l'Hospital  
Carrer de Joan Ramon  
Carretera de les Costes C-31  
Avinguda de les Flors  
C-246a  
Carrer de Salvador Mirabent  
Carrer de l'Hort Gran  
Carrer de Sant Sebastià  
Carrer de Mas i Fon  
Calle Antonio Muiñic  
Calle de Juan Maragá  
Carrer d'Isabel Julia  
Calle de San Sebastián  
Calle San Danià  
Calle de Barcelona  
Calle de Santiago Rusiñol  
Calle Mayor  
Carrer Nou  
Carrer d'En Tadó  
Carrer de la Ribera  
Passeig de la Ribera  
Calle de Jesus  
Calle de Francisco Gumà  
Calle de Ángel Vidal  
Calle Mayor  
Calle Isla de Cuba  
Calle de San Bartolomé  
Calle de San Francisco  
Carrer de les Parellades  
Calle San Pablo  
Calle San Pedro  
Calle Bonaire  
Carrer de les Parellades  
Calle de Juan Ferratges  
Passeig de la Ribera  
Carrer d'Españya  
Jardí del Prior Pere Faura  
Passeig de la Ribera  
Museu Romànic  
Museu Manceb  
Carrer d'Europa  
Carrer d'En Termes  
Carrer d'Espanya  
Calle de San Mus  
Carrer de Mossèn Joan Llopis Pi  
Avinguda de Sofia  
Passeig Marítim  
Carrer de Miquel Ribas i Llopis  
Carrer de la Sina Mora  
Carrer Salvador Olivalla  
Cami de Santa Barbara  
Carrer d'Españya  
Calle de San Antonio  
Carrer d'Españya  
Calle de San Antonio  
Carrer d'Españya  
Calle de San Antonio

## Location 1: Sitges main shopping street

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
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Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
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<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
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No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
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Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 1: Sitges main shopping street**

**Index of Services and Amenities**

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	2		
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Services	1		
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Other	1		
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<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
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3: Services most used by tourists or luxury items

Price of a Shopping Basket item
Collect the price of a convenience item (can of coca cola) from a shop in this zone
<b>Price:</b>

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Sitges Shopping Centre Bipolar Evaluation**

Negative Factor	SCORE							Positive Factor
	-3	-2	-1	0	1	2	3	
Many permanently closed shops								No shops permanently closed
Shopping Centre looks run-down								Shopping Centre looks in excellent condition
Limited range of shops								Wide range of shops
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
Poor street furniture								Excellent street furniture
Shopping here would be painful								Shopping here would be a pleasure
<b>TOTAL:</b>								



## Location 2: Sitges Historic Buildings

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

## Location 2: Sitges Historic Buildings

### Index of Services and Amenities

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

#### Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

### ENVIRONMENTAL SURVEY

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

### Sitges Historic Buildings Bipolar Evaluation

	SCORE							
NEGATIVE FACTOR	-3	-2	-1	0	1	2	3	POSITIVE FACTOR
Historic buildings very difficult to identify								Historic buildings very distinctive
No sympathetic preservation								Much sympathetic preservation
Few if any historic buildings remain								Many historic buildings remain
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
No access to buildings								Good provision made for access to buildings
Buildings do not attract visitor interest								Buildings attract much visitor interest
Poor access from main tourist areas								Easy access from main tourist areas
No direct or indirect jobs created								Many direct and indirect jobs created
<b>TOTAL:</b>								

### Location 3: Sitges Promenade and Beach

#### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

#### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

### Location 3: Sitges Promenade and Beach

#### Index of Services and Amenities

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

<b>Price of a Shopping Basket item</b>
Collect the price of a convenience item (can of coca cola) from a shop in this zone
<b>Price:</b>

#### ENVIRONMENTAL SURVEY

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
<b>Total Points:</b>			

#### Sitges Beach Quality Bipolar Evaluation

	Score						
NEGATIVE FACTOR	-3	-2	-1	1	2	3	POSITIVE FACTOR
Poor access to beach							Good provision made for access to beach
Overcrowded							Spacious
Very narrow beach – carries low numbers							Very wide beach – carries high numbers
Rocky or stony beach							Sandy beach
High-risk safety hazard to general public							No obvious safety risk to general public
Short lifespan and/or high maintenance costs							Good life expectancy and/or low maintenance costs
Ugly (poor aesthetic value)							Enhances built environment (high aesthetic value)
Beach is polluted							Beach is very clean and has blue flag status
No toilets visible							Several public toilets available
No beach showers available							Many beach showers available
No beach and water quality information							Beach and water quality information provided
No beach zonation							Well managed beach zonation
No beach services							Many beach services available
<b>TOTAL:</b>							

## Location 4: Sitges Historic Core

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 4: Sitges Historic Core**

**Index of Services and Amenities**

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

Weighting
1: Services used by traditional resident
2: Services used by tourists and traditional residents
3: Services most used by tourists or luxury items

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Sitges Historic Core Bipolar Evaluation**

	SCORE							
NEGATIVE FACTOR	-3	-2	-1	0	1	2	3	POSITIVE FACTOR
Historic buildings very difficult to identify								Historic buildings very distinctive
No sympathetic preservation								Much sympathetic preservation
Few if any historic buildings remain								Many historic buildings remain
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
No access to buildings								Good provision made for access to buildings
Buildings do not attract visitor interest								Buildings attract much visitor interest
Poor access from main tourist areas								Easy access from main tourist areas
No direct or indirect cultural jobs created								Many direct and indirect cultural jobs created
<b>TOTAL:</b>								

## Location 5: Sitges Entertainment District

### Sustainable Tourism Management Index

Feature	Score	Feature	Score
<b>Traffic Management</b>		<b>Visitor Information</b>	
Traffic management scheme	10	Visitor information along route	8
No traffic management.	0	No sign-posting or visitor information	0
<b>Waste Recycling</b>		<b>Litter</b>	
Understreet waste disposal	10	Litter bins on all streets	10
Recycling bins	5	Litter bins on some streets	5
None visible	0	No litter bins	0
<b>Local Environment Safeguard</b>		<b>Noise Pollution</b>	
Local heritage and character preserved	10	Measures to minimise noise	10
Some preservation	5	No measures to limit noise	0
No preservation	0		
<b>Access to Recreational Amenities</b>		<b>Priority to Pedestrians</b>	
Nearby Park visible	8	Priority given to pedestrians	8
Some street seating, but no visible Park	4	No priority given to pedestrians	0
No street seating or visible Parks	0		
<b>Total Points:</b>			

### Perception Survey

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
<b>SCORE</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
<b>TOTAL POSITIVE SCORES:</b>				
<b>NEGATIVE QUALITIES</b>				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
<b>TOTAL NEGATIVE SCORES:</b>				
<b>OVERALL SCORE:</b> _____ (Positive/Negative)				

**Location 5: Sitges Entertainment District**

**Index of Services and Amenities**

**Weighting**  
 1: Services used by traditional resident  
 2: Services used by tourists and traditional residents  
 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (n)	w x n
Retail	1		
	2		
	3		
Services	1		
	2		
	3		
Dining/Entertainment	1		
	2		
	3		
Other	1		
	2		
	3		
<b>TOTAL</b>			

**ENVIRONMENTAL SURVEY**

Feature	Score	Feature	Score
<b>Landscape quality</b>		<b>Noise</b>	
Trees and well-kept grassed spaces.	8	Normal residential standard - quiet	5
Few trees and/or unkept grassed spaces	4	Above residential standard - with some noise	2
No trees or grassed spaces.	0	Main street standard - very noisy	0
<b>Derelict (waste) land</b>		<b>Air pollution</b>	
None	10	No offensive smells or obvious air pollution	10
Small area	4	Offensive smells and/or obvious air pollution	0
Large area	0		
<b>Litter/vandalism</b>		<b>Traffic flow</b>	
No litter, no vandalism	8	Normal residential traffic	6
Some litter or vandalism	4	Above normal residential traffic	3
Very untidy, much vandalism	0	Heavy vehicles and through traffic	0
Total Points:			

**Sitges Entertainment District Bipolar Evaluation**

	SCORE							
<b>NEGATIVE FACTOR</b>	-3	-2	-1	0	1	2	3	<b>POSITIVE FACTOR</b>
Little zonation								Clear zonation
Conflict with other land uses								No conflict with other land uses
Narrow range of entertainment								Wide range of entertainment
Ugly (poor aesthetic value)								Enhances built environment (high aesthetic value)
Poor access from main tourist areas								Easy access from main tourist areas
<b>TOTAL:</b>								



## Sitges: Conclusion

Strengths	
Weaknesses	
Opportunities	
Threats	
Does the town make the most of its natural environmental features?	
Does the town have vitality and character, and does it keep its distinctive buildings and streets in good repair and in use?	
What could be improved?	
Are there any major environmental concerns that are being addressed and planned for?	
What needs changing now?	
What problems are getting worse?	
Need more information	

<b>Data Summary Table</b>					
<b>Zones</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Shopping</b>	<b>Historic Buildings</b>	<b>Promenade/Beach</b>	<b>Historic Core</b>	<b>Entertainment</b>
<b>CAI/AFELL</b>					
Sustainable Tourism					
Perceptions					
Services & Amenities					
Environmental					
Bi-polar					
<b>SITGES</b>					
Sustainable Tourism					
Perceptions					
Services & Amenities					
Environmental					
Bi-polar					