# IBIZA'S WINTER RESIDENTS' PERSPECTIVES ON TOURISM:

# UNVEILING INSIGHTS THROUGH NETNOGRAPHY.

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**Abstract**

Over the years, tourism in Ibiza which has received worldwide fame due to its nightlife, beautiful beaches, and historical places, has been central to the attention of scholars, policymakers, and the populace at large. Previous studies have emphasized the two-faced role of tourism as a positive and a negative aspect in a community. For instance, while it has enhanced the economic turnover and provision of employment opportunities and physical facilities to the island through tourism, it has raised concerns about overcrowding of facilities, pollution of the environment, and commercialization of culture. This paper examines the multilayered aspect of residents' perception toward tourism in Ibiza, specifically by using Facebook as a social media tool for data extraction. The study employs netnography to analyze social media discussions, and identify patterns trough coding, which capture the voices of residents and their concerns, expectations, and perceptions of tourism in Ibiza. Through the observation of residents' communication on the Internet first-hand inside information about residents' perceptions of tourism are provided. In the course of this paper, a critical analysis of varying literature is conducted to explain how tourism started in Ibiza and the change it has undergone over the years. The debate is pointed on how tourism affects the life of residents in the economic, social, cultural, and environmental spheres. The challenges which have intensified in the past years and possible solutions for the benefit of all. The overall conclusions which were drawn can be summarized to present a picture of the degree of complexity within the mass of residents' sentiments towards the tourism industry. For further research the main suggestion is a better incorporation of residents needs in sustainable tourism development and policy making.

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# 1. Introduction

Ibiza is one of the most popular travel destinations within Europe today, famous for its fun nightlife, electronic music events, and beautiful sand beaches. The tourist expenditure of Ibiza and Formentera in 2023 exceeded all the previous records, touching a record figure of 4.29 million euros, which is 20.8 percent more than the 3.55 million euros registered in the previous year (Bennett, 2020). The rise is due to an increase in German and British visitors, which confirms just how heavily the Spanish island depends on inbound tourism (Ramón-Cardona & Sánchez-Fernández, 2022). This increase has led to more and more problems, such as increased cost of living, environmental issues affecting the island, and shifts in societal culture and beliefs, among others. For that reasons it is important to take a closer look at the views of the people.

There are different ways of gathering information of a certain group of people and their opinions. One accessible way to reach a specific targeted community is through the internet. Online communities, forming a part of an individual's daily life, have provided social interactions and cultivated cybercultures (Ramón-Cardona et al., 2021). They also allow individuals to express themselves freely, and disclose their feelings as well as their views, and concerns within an online community in real-time. This has expanded the base of social research and has placed netnography as an important method for the analysis of interactions that occur on the internet (Mkono, 2020). According to this, netnographic research can be seen as important in that it can help unveil facets of the culture not seen, yet visible by other means of research, due to complexity, which is evident in social issues.

As far as the investigation of Ibiza and its residents' attitudes towards tourism is concerned, netnography proved to be a useful category (Martínez-Navarro et al., 2023). The information is

collected by studying the patterns of communication in an online platform where people share their stories and opinions about tourism, the burden, and the benefit that it brings to their lives (Bennett, 2020). This approach is relatively more reachable now that the issue of over-tourism has been getting a lot of attention in the recent past due to the high level of tourists that is overwhelming the capacities of Ibiza.

The employed research utilizes netnography to investigate the complex sentiment on tourism of Ibiza's residents. Therefore, through the analysis of the virtual postings, comments and conversation, the study strives to find out what the economic, cultural, and environmental effects of tourism, according to the residents' opinion, are. The conclusion will be useful for approaching the issue of tourist consumption in different countries and for reaching such a balance that the development of tourism will not harm the people living there and the environment. This approach will help in ensuring that the residents are allowed to express themselves on tourism matters in the planning and policy formulation processes.

## 1.1 Research problem

While Ibiza is famous for its nightlife and beautiful landscapes, mass tourism presents several threats to the destination. This research looks at the positive and negative impacts of tourism on residents which include an increase in revenue, higher expenses, pollution, and changes in culture. It is necessary to reveal that the people, who live in the areas, where those changes occur, should be heard to establish effective strategies for sustainable tourism (Herbold et al., 2020). Nevertheless, it is not easy to obtain such views employing conventional qualitative research approaches. With the help of the recent popularity of online communities, these points of view can be examined in a new environment. This research, therefore, uses netnography to explore

the virtually expressed perceptions of a community, in this case, the residents of Ibiza towards tourism with the aim of gaining a deeper understanding of their disposition and worries.

**Objective of the study:** The purpose of this study is to investigate the residents' virtually communicated perception of tourism in the context of the island of Ibiza, and to enlarge the understanding of their attitude to the increase in mass tourism on the island.

## 1.2 Main Research Question

How do digital discussions among residents on tourism on the island of Ibiza, specifically within Facebook groups, provide insight into their attitudes towards tourism?

**Sub-question 1:** "What are the most commonly discussed aspects of tourism in Ibiza within the Ibiza Winter Residents group?"

**Sub-question 2**: "What are the main shared perspectives presented in this group regarding tourism on the island?"

## 2. Literature review

### 2.1 Tourism in Ibiza

Ibiza is seen as a beautiful island in the Mediterranean Sea and has gradually attracted tourists for a long time (Martínez-Navarro et al., 2023). This has placed it in cultural ascendancy, given that it has been on the cultural map of many civilizations for centuries. Ibiza has been inhabited by such civilizations as the Phoenicians, Romans, and Moors, all of which left their imprint on the island that is reflected in architecture, gastronomy, and culture (Timothy, 2024). In the case of Ibiza, tourism began in the middle of the twentieth century when people in the masses, especially artists, writers, and intellectuals with an artistic temperament, began visiting the island ("Business Tourism," 2017). The relaxed and picturesque circumstances and rich culture became one of the indicators of the island's development as a tourism center ("Business Tourism," 2017).

Back in the 1960s and 1970s, it was a hippie island attracting thousands of young, wide-eyed travelers worldwide (Cirer-Costa, 2021). Welcoming 'outcasts,' liberal attitude, natural beauty, and tropical environment provide the foundation of today's culture. This period can be said to be when Ibiza turned into the place people referred to when talking about free thinking and bohemian life (Martínez-Navarro et al., 2023). This is because, in the early 1980s, Ibiza started experiencing electronic music and club culture, making the island the center of attraction to many party lovers and fans (Bennett, 2020). The night clubs like Pacha, Amnesia, and Space became the world's benchmarks for their skills to attract the most significant numbers of revelers and sign famous DJs (Guaita Martínez et al., 2019). Notably, electronic music was closely associated with the nightlife of Ibiza and gradually became a symbol of dance music.

Since the beginning of the 80s, Ibiza has encouraged its tourism sector, and nowadays, millions of people arrive on the island annually (Cirer-Costa, 2021). This is because, during the summer period, many people prefer to go for holidays and enjoy their time in the sun by visiting different tourist destinations, famously known for their nightlife and terrific scenic nature; during this period, many tourists choose the island Ibiza. Therefore, Ibiza has emerged as an exclusive beach traveler's heaven that now contains numerous luxury suites, sumptuous villas, and enticing dining places (Bennett, 2020).

Nevertheless, the island of Ibiza is not devoid of issues associated with the downside of tourism, such as over-tourism, environmental degradation, and cultural erosion (Guaita Martínez et al., 2019). During the holiday seasons, for example, many visitors will come onto the island, which puts much pressure on the island's physical infrastructure; for example, there will be congested traffic, pressure on resources, etc. (Mehmet & Yorucu, 2024). Initiatives to encourage responsible tourism, conserve natural resources, and preserve historical monuments and landscapes are already being adopted by different parties to ensure that tourism development on the island does not compromise on the economic revenues generated by it but also maintains the organic texture and character of the island (Cirer-Costa, 2021).

## 2.2 The Impact of Tourism on Local Communities

Tourism is one of the major industries vital for the economic infrastructure of Ibiza and has greatly influenced the communities living in the region with both beneficial and detrimental effects that similarly affect the social, cultural, and physical environment of the island (Sánchez-Fernández & Cardona, 2017). Historically and currently, tourism has been significant in providing

economic returns and availing endless opportunities for hosts besides denoting novel difficulties that come with overcrowding, environmental pollution, as well as acculturation.

Another important consequence of tourism that has been felt in the communities of Ibiza is the influence and improvement on their standard of living in terms of finance and business (González-Pérez & Novo-Malvárez, 2022). This is especially important in the creation of employment and business opportunities in the travel and tourist industry since it affects every industry from food and beverage to car rental services and transport, leisure, and other industries (González-Pérez & Novo-Malvárez, 2022). It is certain that thousands of residents on the island uphold employment in the field, as tour guides, hotel workers, restaurant proprietors, and drivers of cabs or other vehicles (Bowen & Sotomayor, 2021). Moreover, the tourist activity in the community provides income to other businesses and therefore becomes a key factor in the economic development of the society (Mtapuri et al., 2021).

Nevertheless, a closer look at the increase in tourism in Ibiza will show that the assessments of economic impact are unbalanced distributed and do not account for inequalities within the population (Cirer-Costa, 2022). On one hand, some residents can find employment and hence higher earnings, on the other, the negative impacts include inflated prices for essential goods and services, inadequate and expensive housing, and high seasonality (Ramón-Cardona & Sánchez-Fernández, 2024). The congestion of tourists especially during the peak scale may lead to market price increases affecting the purchasing capacity of locals on issues such as accommodation and food (Varghese & Aboobacker, 2020). In addition, the exploitation of tourism as the main supplier of income is not conducive to the budgetary balances of the country since it opens residents to

financial changes in the economy during periods of low demand (Ramón-Cardona & Sánchez-Fernández, 2024).

Other than the economic aspects, the role of tourism has impacted the social structure of the island of Ibiza and also the way of life (Bowen & Sotomayor, 2021). This population pressure has therefore facilitated the cultural interflow and increased interaction amongst people of diverse origins and cultural values bringing new values, ideas, and experiences into the local community (Sánchez-Fernández & Cardona, 2017). However, it has also facilitated problems in the area of social inclusion and preservation of identity (Martínez-Navarro et al., 2023). This situation and the domination of some types of tourists have stimulated questions about the depletion of cultural diversity and traditional values and norms (Bennett, 2020).

Environmental sustainability is another important topic affected by tourism's effects on the Ibiza population (Ramón-Cardona & Sánchez-Fernández, 2024). The island is vulnerable to numerous problems, such as deforestation, air and water pollution, and resource depletion, among others, due to water shortages (Cirer-Costa, 2021). Infrastructure developments, especially the construction of hotels, resorts, and other related items, lead to human interference in these habitats and nature-serene regions (Bowen & Sotomayor, 2021). On the same note, the mass tourism model enhances mass consumption, significantly impacting land, air, and water resources (Bennett, 2020).

**2.3 Residents Perceptions of Tourism in Ibiza: Insights from Social Media Discourse**

The attitudes, concerns, and experiences of the residents of Ibiza related to tourism, which are available on social media platforms such as Facebook pages, help in understanding the residents' perception of tourism. Some previous works have focused on this issue through different research approaches, such as qualitative content analysis of forum posts and online densitometric surveys (Ramón-Cardona & Sánchez-Fernández, 2024). Ramón-Cardona & Sánchez-Fernández (2024), studies have tried to help understand this complicated resident–tourism interaction, where residents have positive and negative attitudes.

Studies have yet to identify mutually exclusive tolerance levels among the residents of Ibiza regarding tourism. Some people regard tourism as an economic necessity and job creation while creating negative feelings or consequences for the environment, culture, and standard of living. For instance, Cirer-Costa (2022) revealed that respondents directly employed in the tourism sector had more favorable attitudes towards tourism, and those residing in magnate tourism areas had negative attitudes towards tourism development.

In addition, with the availability of social networking sites like Facebook, residents have a platform through which they can air their opinions, report experiences, or engage in discussions concerning numerous and diverse aspects of tourism. Such forums are helpful for research as they can gather real-time data on residents' attitudes toward their community. For example, Ramón-Cardona & Sánchez-Fernández (2022) in their study engaged the residents of Ibiza through posts and comments on Facebook, which were then analyzed thematically to ascertain their attitude towards tourism (Bennett, 2020). The self-organized focus of conversations, the researchers identified that residents often discussed a range of issues, such as overcrowding, pollution, and tourism-induced erosion of culture and practices that actualized both positive and negative sentiments.

Moreover, the prior literature also noted that social media is an effective tool to help residents have a say and engage in debates over tourism concerns. By participating on social media platforms, the residents can comment on issues that may interest them and find followers and support for their concerns and new policies (Bowen & Sotomayor, 2021). For instance, residents might come up with Facebook groups or pages where they can organize themselves to protest over development or pollution caused by all tourism activities. Through these interactions, the researcher can understand the views of the people, including the residents, on tourism conventions and the drivers of those perceptions.

In addition, the purposive sample of residents also enables researchers to access a more extensive and diverse sample of respondents in contrast to conventional survey techniques (Cirer-Costa, 2024). Residents of modern platforms say Facebook is not a generally homogeneous set of people with similar demographic characteristics who stay in one district, income level, or country; thus, online communities exhibit an increased representativeness sample (Bowen & Sotomayor,

2021). This diversity allows the researchers to minimize limitations and biases resulting from the sample to some extent while gaining comprehensive viewpoints and experiences that enhance the knowledge of the residents' attitudes towards tourism development in Ibiza.

## 3. Methodology

### 3.1 Introduction to Research Methodology

A qualitative method was deemed appropriate to achieve the research objective for this study. Thus, netnography was used to capture the online discourses of residents of Ibiza. Among various research methods, netnography, a type designed for contexts of online communities, was selected due to its applicability in examining the phenomenon. As Herbold et al. (2020) reported in their review of online role-play, it enables multiple and diverse residents' views to be generated because they can join in their performed online conversations. Therefore, the study makes it possible to explore the natural and relatively unmixed conversations on the social media platforms chosen for the research, which may not be accessible using surveys or interviews.

As one of the most essential methodological frameworks utilized in this study, netnography comprises a method of thematic analysis to establish local people's perception of tourism in Ibiza. As outlined in the section below, the following analysis method revolves around looking at contrasting patterns or themes in the collected qualitative data. As a result, it is possible to fit the data into identified patterns and give a view on the nature of the linkage between behaviors, attitudes, and experiences concerning tourism among the inhabitants of Ibiza. Netnography allowed for understanding the residents' discussions in detail, with various ideas and a nuanced problematic entanglement with tourism, as discussed in the study more extensively (Bassols-Gardella & Coromina, 2021). This approach assisted in identifying knowledge and understanding of how residents use and perceive tourism and canvassed the research subject.

**3.2 Research Design: Netnography**

Netnography, which Kozinets (1995) invented, is a qualitative research approach that borrows from the ethnographies but is conducted online (Torres, 2022). It is especially appropriate in the current study to shed light on residents' complex and diverse views about tourism in Ibiza because it enables the researchers to get an insider view of the virtual interactions and discourses among the members (Torres, 2022). Choosing netnography corresponds to the study objectives, designed to reveal the perceived attitudes, meanings, and practices of the residents of Ibiza while discussing tourism.

The data was obtained from an online Facebook group page named "Ibiza Winter Residents", through which the group admin allows access to thouseds of posts from the past years. This site was chosen due to the high traffic and activity level in the posts created which enriches the quality data collected for this study (Bassols-Gardella and Coromina, 2021). To avoid preconceived social bias in the data-gathering process, chronologically the posts and comments of the particular group were collected to exhaust the discourse of the noted community on tourism. Despite its limitation that some data points did not expand on the themes, this methodology highlighted the issues that could be recurring and the dominant issues according to the residents.

Qualitative data was gathered, then the collected data was incorporated by the principles of thematic analysis which is an efficient way of analyzing data in netnography. This entailed analyzing the data and assigning codes to uncover key patterns and antecedent themes inferring the entire community's sentiment and perceptions (Mkono, 2020). Thus, in the context of the research, the analysis of the content of the discussions explored how inhabitants express their perceptions and concerns about tourism. When it comes to the practical use of thematic analysis,

the research found that it provided categories for making sense of complicated interactions that then could be translate into useful data.

## 3.3 Data Collection Method

The main data for this research was obtained through a systematic review of posts from "Ibiza Winter Residents", a popular Facebook group of the subject tourist destination, it is recognized that the group's intake has been linked to around 63,000 active members. The group was founded 16 years ago and continues to grow. As specifically mentioned, and illustrated on an average basis, exactly 81 new posts were made daily on this group; this enlarges the online pool of valuable knowledge, information, and the latest trends, which unveils the behaviors and experiences of tourism in Ibiza. With an average of around 2000 posts a month. A key factor are the group members as they are existential for this research. The group, as mentioned in the description, is for everyone who is living on the island the whole year around. Therefore, the term "Ibiza Winter residents" stands for those who not only stay the summer season or visit the island for vacations but stay annually. At the same time, the group is not exclusively filled with Ibicencos why it is not referred to locals in the research but rather residents. To summarize, this group was chosen because of its size, long standing existence, and especially diverse members which are from different backgrounds but all united in staying on the island most of the year and especially also in the winter season. This makes it relevant for the research topic as it targets exactly those.

The sample consists of 50 comments which, after careful consideration, were derived from the Facebook group "Ibiza Winter Residents". Based on the usernames of the post a wide variety of comments were ensured. There was no usage of the same group members twice. The comments were collected, anonymized and stored securely.

Since the data collection was done from this online repository, it can be safely assumed that all the posts passed through one or the other reviewing process and analysis to highlight and bring out the most relevant and key perspectives regarding the residents' perceptions of tourism on the subject island. For such a process, they had to carefully attend to what they discussed or narrated that involved the active members of this online group (Mkono, 2020). The idea of this research was to make a detailed chronological description of the posts that have been made on the community forum to assemble an extensive perspective of residents' impressions and individual emotional philosophies towards tourism and their mutual engagement.

This made this exercise feasible while simultaneously confirming that the data collected in this particular online community group were diverse, from one person to another, and could approximate the complete range of data and information that one might need on this subject. The research methodology in this research has been deliberate to provide meaningful and practical insights that reflect their conceptions and perception towards tourism as envisaged in the objectives of the research outlined in the Introduction Chapter, though constructive, relevant, and effective.

**3.4 Sampling Strategy**

The sampling technique adopted in this study was purposeful sampling, an approach commonly used in qualitative research that involves selecting data sources that provide ample information about the research question (Chatfield, 2020). This method was adopted to make sure that the data that will be collected contains much detail and fits the study objective of exploring residents' perception of tourism in Ibiza. The data in this study were selected from the Facebook group known as "Ibiza Winter Residents," which has over 63,000 members. This group was chosen

because of the size of these groups and activities and the cross-sectional nature of the data who shared tourism information.

## 3.5 Data Analysis Techniques

The first method is an analysis of various textual materials, initiated by the technique familiarization, an important stage in netnography that involves the researcher's engagement in the content (Kozinets et al., 2018). This study entailed composing and re-composing the data by closely scrutinizing posts and discussion board comments within the "Ibiza Winter Residents" Facebook group. This was the most appropriate group to join due to its size and the level of activity demonstrated by the members in terms of the discussion that was taking place on tourism among the residents. By doing so, the aim is to be able to observe, contexts and shades of the online discussions, which are crucial to ensure that the voices and experiences of the community members are fairly reflected.

## 3.6 Coding Process

The first type of coding used was open coding, where the text was slowly read through and coded while noting all codes describing the different data segments. This concerned underlining portions of posts and comments from the "Ibiza Winter Residents" Facebook group that included the basic concerns of residents toward tourism. Every highlighted segment was labeled with a concisely descriptive code that distinguished its core theme. For instance, a comment complaining about the loud music disturbing the peace in nightlife hubs was labeled "noise pollution". In contrast, a post that celebrated the opportunities availed by tourism in the employment sector was labeled "economic benefits".

The initial coding steps were cyclical, and more cycles were completed in analyzing the information to guarantee consideration of every key facet. In each round, the data was fine-tuned through codes and joined those related techniques but separated different approaches that addressed unique aspects. Adopting this approach guaranteed that the part that would be coded was thoroughly covered and, at the same time, coded to provide the most reliable base for the next level of analysis.

To achieve a more straightforward analysis and identification of patterns, axial coding was used to sort the codes derived from open coding into themes. This is the second step following to start drawing connections. This involved categorizing the various codes and the frequency distribution to develop core themes that depicted significant concerns the residents were discussing (Adu, 2019). For example, codes that emerged from the responses like "traffic congestion", "housing shortages", and "price increases" were categorized under the broad theme labeled "quality of life". By doing this, it is possible to facilitate patterns and relationships within the data to create a logical strategy for perceiving the residents' views in their totality.

The last step of coding comprised a process of member checking, where the themes derived were compared and reanalyzed for the best fit based on the data analysis. Coding, sorting, and rewording the data allowed for the ongoing process of coding and constructing the categories, which constitute a contextualized and credible representation of the residents' perception of tourism in Ibiza.

**3.7 Theme Development**

After data was coded, the next step entailed identifying themes by comparing the different code patterns and similarities. The first step involved categorizing related codes to develop bigger categories that captured residents' major themes and feelings on the island of Ibiza. For instance, single codes like traffic congestion, housing shortages, and price increases were grouped under the theme of "quality of life", his was useful in establishing important patterns within the data; some of the issues that resulted in the important patterns were words such as "economic", "culture alteration", and "environment" were noteworthy as they generalized some of the key points of discussion about tourism among the residents.

The process of creating the themes was done consecutively. It involved several steps of reviewing and coming up with refined better to capture the essence and true representation of the data. This process of identifying the themes was also an iterative one that involved repeatedly reviewing the original posts and comments to ensure that all themes captured were coherent and exhaustive. Themes were distinguished and described rather broad so that the findings fully reflected the residents' views and opinions. The theme "economics" was further developed, touching upon the positive effects, such as job generation, and the negative effects, including inequality. This methodical approach to the development of themes allowed the analysis to be as grounded as possible in the real discourse of the residents, which allowed perceiving the views on the subject of interest, in this case, tourism in Ibiza, as multifaceted and layered as possible.

**3.8 Ethical Considerations**

Throughout this research, ethical considerations were ensured for fair, dispassionate, and valid research. The following considerations were maintained:

- **Ethical Approval**: Obtained before the commencement of the study, ensuring compliance with institutional and professional standards.

- **Non-Interference**: The researcher did not interfere with ongoing discussions to maintain the natural context of the data.

- **Anonymization**: Usernames and identifying details were removed or altered to protect data identities.

- **Secure Data Storage**: Data was stored securely with restricted access to ensure confidentiality.

- **Bias Mitigation**: The researcher actively recognized and addressed personal biases to ensure objective analysis.

- **Triangulation**: Cross-referenced findings with existing literature and theories to enhance credibility and validity.

- **Reflexivity**: Continuous reflection on the researcher's role and influence to present an authentic and balanced data representation.

**3.8.1 Confidentiality and Anonymity**

The process of overt participation and keeping anonymity and confidentiality was crucial to ensure the group's and its members' privacy. Some measures were applied to avoid identifying the individuals, and the results were obtained from an open-ended discussion on a public platform. The names or other characteristics to identify the users were changed or removed to reduce data

identification. Data was collected using coding and stored in a secure place. Access was only allowed by the researcher to keep the study's findings confidential. These measures assisted to some extent in protecting the data's privacy, being ethical in the conduct of the study, and retaining the users' confidence on the internet.

### 3.8.2 Member Checking

Member checking was utilized to increase the reliability and validity of the research results. Observations from these data were incorporated into the themes for validity and to ensure that the resulting analysis provided an accurate picture of the community. This helped confirm the researcher's analysis and interpretation of the information.

### 3.8.3 Representation and Bias

The use of accurate means and the avoidance of bias were vital in this study so that the observed results would hold validity. This involved being conscious of any bias that one might have. The triangulation method was employed to compare the study's findings with its literature review and the available theories to ensure that the conclusion was objective and accurate. Moreover, the researcher's presence remained reflexive, as the bias and practice of the researcher remained a focus during the study, thus ensuring that the residents' views of Ibiza about tourism were reported without any form of distortion.

# 4. Results

In the following sections the results are presented. As described above the data was categorized and themes were identified. The main topics are presented with several sub sections carefully giving meaning to the data by analyzing and presenting the outcomes.

## 4.1 Economic Impact

### 4.1.1 Perceived Benefits

It was not uncommon for residents to express the perceived positive economic impact, with a focus on employment generation and business opportunities. Some posts and comments highlighted that tourism was a major booster of the economy as it provided sources of income for many people. One post state: "Tourism is an important source of revenue for the country as it creates both employment opportunities and commercial growth however, certain measures should be taken to try and avoid compromising the people's way of living." The increase in tourists mainly help increase the hotel and restaurant business and bars. Most people are employed in these industries or the associated service sectors like cleaning, maintenance, or management. This is important, especially during the peak period wherein the demand for employment is high. Despite its drawbacks, seasonal work significantly contributes to many families' livelihoods. One of the comments stated, "If it is the tourist season, it is relatively easy to find a job here, even if it is temporary, and you can save throughout the year."

Tourism is also very valuable to retail businesses in the following ways. Tourist spending increases the sales of shops for souvenirs, clothes, and other items because tourists constitute the primary market for them. Moreover, local artists and craft makers can also sell their work; it is not uncommon for them to see a boost in sales during high travel season. One wrote, "They fancy local arts and crafts, and that is why most of my sales are triggered by those normally referred to as

tourists." Public transportation companies such as taxis, car hire firms, and tour companies benefit from the influx of visitors. Most of them are either owners of these businesses or are engaged as drivers and tour guides. This sector creates employment opportunities while supplementing related businesses like car repairs and fuel consumption.

### 4.1.2 Economic Costs

However, they also spoke of other adverse socio-economic impacts of tourism. A consistent issue among the respondents was the skyrocketing expenses for living, which focused on housing prices due to the influx of tourists and other people who visit the island on a seasonal basis. A comment highlighted this issue: "Rent prices have skyrocketed. Locals can barely afford to live here anymore." This brought out the feeling among the people that with the increase in tourism and customer demand for accommodation, especially hotels, hostels, apartments, and houses, become very expensive, making life difficult for the locals. One posts states, "It is not paradise, if locals can't afford to live here."

Accessibility has also become an issue since more rental houses have become Airbnb accommodations. Companies such as Airbnb have gained prominence due to property owners getting higher rental income from the property compared to the average yearly rents. These trends are making it harder for permanent residents to find affordable places to live, compounding the affordability problem. A vexed resident stated on Facebook, "You watch, every nook and cranny, houses are being leased out to foreigners. Where do we reside?"

Another disadvantage of this type of economy is that it is cyclical and having a high economic activity during the high season, it can experience considerable declines in the low season. This can have the effect of creating a financial imbalance in terms of earnings for the residents who rely on tourism as a source of their livelihood. Companies might even experience

difficulty remaining open all year, posing risks to employment for skilled workers. Another described his experience with the statement, "It is within a few months that most of the earnings are made." For the rest of the year, managing the enterprise and ensuring on-time payments to the staff may become challenging.

## 4.2 Cultural Changes

### 4.2.1 Cultural Preservation

One of the most frequently mentioned issues was the effects of tourism on people's culture in Ibiza. Most complained and, at the same time, prided themselves in the cultural endowment they regarded as extinct due to the influx of tourists. As valuable components of the island's ethnographic tradition, honoring its festivals and traditions and following an authentic cultural pattern reflect the identity and involvement of the inhabitants.

People also argued that such essential aspects of their culture were ignored while the needs replaced them and the wants of the foreigners. For instance, fairs that have been treated for years as cultural events traditionally held are considered less valuable in many people's eyes today. The attempts to make such events exotic to meet the tourists' expectations were frequently discussed. A comment from one resident underscored this sentiment, he declared that: "the particular richness of the island of Ibiza is in its festivals and traditions, which must not turn into a mere show."

This perspective stems from such fundamental values as pride and a sense of affiliation. As for the people, most respondents believe that cultural heritage should be preserved as it is a part of their identity, looking at the data. At the same time, the fast and constant change introduces concerns with the social construction of tourism and increased tourism due to social construction. They argue that Ibiza's pleasant landscapes and historic architecture should be supported to

promote commercial aspects. Ibiza needs its roots in the traditional and cultural center; one person said, "The spirit of Ibiza is in the culture, and it denotes loss of identity when the work affects the social fabric".

Measures taken to ensure that culture is upheld are, for instance, the locals' engagement in safeguarding practices, which help support the culture besides informing the tourists and residents of the importance of such practices. People have been coming up with cultural events that are more inclined towards the raw form of entertainment, and they have made sure to keep their culture intact and accurate in its sense. For instance, local councils, on one hand, and cultural organizations, on the other, continue to collaborate in the development of musical and performance arts such as music, arts, and dances, including traditional music, crafts, and dances through organizing cultural events such as workshops and performances that target both residents and tourists.

### 4.2.2 Cultural Commodification

On the other hand, some residents also had profound fear and apprehension about the commercialization of culture, which is the process that entails local cultures and practices being marketed to tourists. This theme was evident, especially when discussing the commodification of cultural productions such as festivals, heritage sites, structures, and more mundane practices. Most people stated that there was erosion of the original cultural identity, which was commercialized and constantly altered to fit the tastes of tourists.

One issue was more or less raised in many posts – the commercialization of cultural events. Cultural customs, formerly solemn and joyful communal feasts, are considered significant commercial events. Not only does acculturation alter the characteristics of these events, but such

modification also influences the residents' perception of their culture. This commercialization tends to result in an unrealistic portrayal of culture – the given culture is adapted to fit the tourist diamond ideally instead of adhering to its organic essence. Such portrayals of people make the residents frown, wondering if the culturally rich traditions are being portrayed brightly enough. Rather than being the ones who practice culture in its original setting, people often become victims of a simulation – they become actors who perform their culture for tourists. Another comment reflected this frustration: "It is incorrect to think that we perform traditional dances and various ceremonies to 'entertain' people. It is a part of who we are and how we exist as people".

Trends and culture also extend to landmarks and historical sites; the following are the best examples. Religious and historical sites that make significant cultural impacts on the respective populations tend to have exciting and popular recreational additions.

## 4.3 Environmental Concerns

### 4.3.1 Environmental Degradation

One Facebook user expressed environmental concerns with considerable emphasis pointing towards the adverse effects of tourism on the environment of Ibiza. Tourism has contributed to ecological concerns mainly when several visitors visit specific destinations during certain times of the year. People often complained about pollution and gave examples of actions like people throwing trash on the beach and tourists and visitors not disposing of their waste correctly. The following statement from the resident was: "The beaches are covered in trash after every tourist season. It is rather painful to watch our natural endowment degrade". Many respondents concurred that the social cost of tourism was rising.

Other areas of concern included another common problem: resource depletion. Tourists consume a lot of water and energy; therefore, the provision of these two necessities triggers shortages that are unbecoming to the locals. For instance, the water supply has been reported to be scarce during the tourism peak season, while hotel and resort guests go without restrictions imposed on the locals. An example of this was said by one resident who suggested that "Tourists consume much water, and yet we find ourselves with shortages sometimes. It is unfair to those who live here all year round".

Residents also expressed concern about another critical area, which is the loss of biodiversity. Subsequently, the construction of cottages, restaurants, roads, and other related structures puts the Island's flora and fauna at very high risk of habitat destruction. The coastal development has been a disaster for marine life, negatively impacting fish and coral reefs. One of the residents brought this out when he said, "We are losing our marine life due to all the constructions going on along the coastal line; it affects the whole ecological system."

Moreover, the growing recreational human traffic, especially in areas such as hiking trails and protected reserves, leads to soil erosion and interference with wildlife. The impact of uncontrolled growth of tourism in the regions that have not been visited before has been destructive, which has had foreign effects on the islands' ecosystem. One of the residents said, "They are opening up the territories for tourism every year, and it is affecting the environment."

### 4.3.2 Conservation Efforts

There was also a lot of discussion among people about the present species preservation initiatives and sustainable tourism and their effects on the environment. Some of the residents mentioned programs aimed at environmental conservation; for example, people who wear clothes bearing the logo 'clean our beaches' engage in the cleaning exercise of the island beaches by

cleaning the shores. Besides, such events assist with removing trash and increasing public awareness about the necessity of a proper attitude toward the environment. One post made by a member said thus, "Cleaning the beach is very effective in ensuring that everyone contributes to making our island beautiful. It's good to see everybody participating."

Another new development in the data is the enhancement of the conservation of natural resources through the promotion of environment-friendly tourism. Promoting public transport, opting for environmentally accredited lodgings, and minimizing the impact of tours were meaningful first steps. The local government and many organizations have been active in encouraging more sustainable tourism with minimal effects on the environment. For instance, some hotels have had to incorporate sustainable energy measures, water conservation mechanisms, and proper disposal of wastes as per the sustainable tourism objectives. A post summarized this sentiment: "Another example of somewhat positive steps, but more extensive measures are required to achieve real change." However, the effectiveness of these efforts triggered different attitudes among the interviewees. While some residents perceived these as positive attributes, others believed better and more integrated policies must be appropriately formulated to stem environmental problems effectively. They concluded that, although important, more than small-scale local efforts were needed to fight the adverse effects of large-scale tourism.

**4.4 Quality of Life**

**4.4.1 Daily Life Impacts**

The impact of tourism on people's everyday activities was an important and the most mentioned topic within the "Ibiza Winter Residents" community on Facebook. Some wrote about how tourists interfere with the locals' lifestyles, especially during the high tourist season. Some observed changes included the following: Residents complained of traffic jams, which add time consumption and stress for drivers. One comment succinctly captured this issue: "It is almost impossible to move from one place to another, especially during rush hour because of traffic congestion, not to mention the noise and hooligans thronging the streets."

Another downside due to tourism is noise pollution, which has been recorded at high levels. Colored by the tradition of going out, particularly important for tourists, it lasts until the early morning hours, negatively affecting residential zones. Several individuals complained that they could not even have privacy in their homes, let alone rest alone, especially when tourists dominate the beaches. For instance, one resident said, "The sound from bars and nightclubs, especially at night, is deafening; we feel like we cannot get any sleep from the constantly blasting music."

Another thread of conversation entails general congestion on the island. People also argue that considering the increasing number of tourists, it is becoming increasingly difficult for country residents to enjoy their surroundings. Because the population of tourists increases significantly, beaches, parks, and other facilities considered the island's primary attractions negatively affect permanent residents' quality of life. As one resident pointed out, most of our beaches are taken over by tourists; thus, there is limited space remaining for the local people; it feels like we are forced to share even the sand of our land.

These challenges are further compounded by seasonality because the island density is relatively high during tourist influx. This pressure burdens the local facilities and amenities, and even basic tasks become problematic for the communities. There is a common underlying theme of feeling crowded out, as individuals feel the space is no longer their own due to the overwhelming abundance of tourism. This disruption interferes with their daily lives, whether grocery shopping or trying to park their car, brings anger and division to the issue.

**4.4.2 Public Services and Infrastructure**

Community members also talked about welfare centers, roads, and other facilities that were pressured because of the high traffic of tourism, which became a vital issue of debate among people. Facilities in hospitals, public transport, and waste management are examples of tourism putting undue pressure on these sectors to handle the excess burden that tourists bring.

However, most passenger transport services on the island are severely affected during high-density customer influx seasons. Population density leads to crowded buses, the primary means of public transportation for the crowds on the island.  Not only does this type of demand prolong the whole process of taking public transport, but it also makes traveling with them generally unpleasant. One respondent wrote in a comment, "Public transport is a disaster during tourist visits. Buses are full; you have to be lucky to get a seat. It isn't enjoyable if you are traveling to your destination within the city."

Residents also complained of inadequate waste disposal, another leading concern in several common areas. Several changes occur due to the large influx of tourists, one of which is increased waste production, which is negatively impacted by the island's current conditions. Concerns about waste accumulation and litter were often explicitly linked to observing the signs of high waste

disposal pressure, with a focus on the affected bins. The following statement was made: "Our waste management system can hardly cope with the surge in the amount of rubbish visitors contribute. People can feel so shy observing scraps on the ground; it is much less beautiful on such an island."

## 4.5 Attitudes Towards Tourists and Tourism Development

### 4.5.1 General Sentiments

According to the perceptions of the Ibiza residents, it could be illuminated that the general attitudes towards the tourists ranged from welcomed and valued to enforced and loathed. Some people indeed described the advantages of tourism – the potential for exchanging experiences and income from tourism received on the island. The influx of numerous visitors from various nationalities brings the hope of sharing the island's culture and traditions with people worldwide. "People have different energy and ways of looking at things, and it is great to let those from all over visit Ibiza and have them experience what this island has to offer."

However, this appreciation was often coupled with complaints about the incidence and effects of tourism. There was a good amount of stereotyping and prejudice towards travelers with 'troubling notions of the incapacity of foreign nations to control their influx of tourists. 'Concerns like noise, littering, and general overcrowding were general, and the residents' quality of life notwithstanding that it was during the peak tourist season. Another user said, "Of course, we let tourists in, but they must remember that this is our home and how we live. Sometimes, they forget that real people live here among all the commotion."

The positive effects of tourism, as well as the negative consequences that come with it, put into practice a dilemma for many residents. Although such increases in economic outcomes cannot

be refuted, in exchange for these gains, some are paying the price in terms of social and environmental spheres. This appreciation and resentment dynamics was a constant in the conversations and underlined the insufficiency of the current strategies for sustainable tourism management. This feeling was also captured eloquently by another resident who said: "Tourism is very crucial for the economy of any country, but it should not compromise the standards of living of the people of the country. Every living organism is required to find a way in which it can survive alongside other species of living things."

### 4.5.2 Opinions on Tourism Policies

Insights on contemporary tourism policies and concerning development approaches showed dissatisfaction with the existing concepts. Some users opined that the local authorities would only compound the effects of tourism if they provided adequate measures to ensure that a balance of interest between the tourists and the residents was achieved. Several useres said that while political power is centralized, presidential policies are mainly geared towards economic benefits rather than embracing local culture or preserving the environment. One resident articulated this frustration: "Some people argue that the government should set certain restrictions which can help limit the number of tourists and finally help to preserve our resources; the importance of this sector does not mean that its further development should not be regulated."

This has led to a call for more robust measures that actively monitor tourism activities. Group members opined that improved physical development, well-planned and controlled land usage, and control of tourist wastes are critical measures for reducing the impacts of tourism. Some observed that the current policies are more or less problem-solving, which challenges without considering adequate policies to enable adequate, sustainable growth for the nation. A third resident noted, "We require contingency measures to identify future tourism problems before they

occur and then plan how to solve them. Presently, the impression given is that solutions are sought after situations arise."

Some residents also called on the government to put measures in place to restrict the number of tourists visiting during the seasons to reduce strain on the island's capacity and utilities. Other improvements included the call for increased infrastructure spending for social services because these become strained during the tourist seasons. This sentiment was expressed in a comment: "Tourism is important. However, we need to regulate how many people should visit the areas. These surroundings are home to a limited number of inhabitants simultaneously on our island. Given this situation, we require policies acknowledging this new dispensation."

## 4.6 Support for Sustainable Tourism

Despite the numerous challenges seen in the tourism impacts discussed above, there was strong support among the residents towards sustainable tourism. Some of them gave their opinion that it is still possible to pursue policy objectives that will advance the economic gains of tourism without necessarily compromising on environmental conservation and the cultural values of the society.

Finally, possible solutions to enable sustainable tourism, include embracing environmentally friendly measures, encouraging tourism outside the popular periods to ease congestion during peak seasons, and enhancing the development of sustainable tourism facilities, among others. There was advocation for developing campaigns to raise awareness of appropriate behaviors and protect this island's historical and geological unique items. For instance, one resident took the time to explain, "It is important for the tourists to be conscious of the effects they bring to our island. This doesn't mean that only rough off-road vehicles should be driven; instead, basic etiquette that includes not littering, following customs of the local population, or buying local should be applied."

## 5. Discussion

From the understanding developed from the case study of Ibiza, specifically how the residents of Ibiza, communicated in the Facebook group "Ibiza Winter Residents", perceive tourism. To answer the research question, the data was collected through netnography, then analyzed through thematic analysis, the themes outlined above emerged throughout the research. In this chapter, the ramifications of the findings based on concepts grounded in broader theoretical propositions and prior studies are discussed (Iamkovaia et al., 2020). The call for intersession debates on tourism, which will distinguish between the positive and negative effects of tourism, therefore the uptake of positive measures and equitable policies to promote growth in the desirable impacts and control the undesirable impacts, is rising.

### 5.1 Economic Impacts

The respondents echoed the positive impact of tourism on the economic aspect of Ibiza through other works that depict tourism as one of the critical economic activities in many destinations. This includes other workers who create jobs and encourage business ventures around the island (Cooper Smith & Cirer-Costa, 2023). People also use examples of how the tourism sector benefits various sectors, such as the tourism and leisure, shopping, and food sectors, to strengthen the argument that tourism plays a critical role in sustaining the island's economy. Nonetheless, economic losses presented by the residents, including the high cost of living, particularly housing, are a well-known phenomenon in numerous tourist regions where residents are forced out of their neighborhoods (Baixinho et al., 2020). This division demonstrates that there is a requirement for policies to ensure this economic impact of tourism is spread more fairly and for its detriments on living standards to be addressed appropriately.

## 5.2 Cultural Impacts

The roles and effects that tourism played in the areas of cultural relations and cultural commodity development were identified as critical issues. The appeal of Ibiza residents to retain their unspoiled culture of the island concords with conclusions drawn from similar research that note society's concern about preserving the cultural identity of areas under tourism (Ramón-Cardona et al., 2022). The preservation of local traditions and the apprehension to return to ornamental ones brings into focus a crucial duality: conservation for cultural and commercial purposes (Capellà i Miternique, 2020). However, another aspect associated with tourism, namely the fabrication or essence of a culture in terms of selling cultural artifacts to tourists, ends up with the erosion of culture. What is more, this process can be observed in Ibiza; for instance, the locals complained about the cultural events' performances becoming shows for tourists (Baixinho et al., 2020). To overcome these difficulties and promote cultural tourism, the following recommendations can be given: To recognize and concentrate on the genuine traditional culture and to involve the locals in planning and managing the cultural centers.

## 5.3 Environmental Impacts

The most cited effects of tourism, as noted by residents, were environmental degradation, including pollution, resource depletion, and loss of biodiversity. These worries are in line with the research done on the effects that tourism has on the natural environment throughout the world. The pollution observations, especially the littering on the beaches, indicate the materiality of the impacts of high tourist flows on the natural environment (Belliggiano et al., 2020). However, the presence of these mixed opinions about their efficiency underscores the necessity for improved and better-developed environmental guidelines. Measures like encouraging responsible tourism and improving tourism conservation policies are imperative in tackling these environmental issues

(Iamkovaia et al., 2020). These practices can prevent the degradation of natural aspects of Ibiza that attract tourists in the first place while also ensuring the longevity of tourism-based businesses.

## 5.4 Social Impacts

Another prevalent theme was the effects of tourism on the lives of the residents and the impact on public services (Bennett, 2020). Concerns such as traffic congestion, noise pollution, and overcrowded public facilities also reflect the challenges of other tourist-dependent sites. This shows the need for proper infrastructure planning and management when constructing facilities and products for tourists and other residents (Cooper et al., 2023). Some of these pressures can be managed through proper urban planning and investment in public service provision, reducing the cost of community exploitation when undertaking tourism development.

## 5.5 Public Perceptions and Policy Recommendations

People's attitudes towards tourists in general were positive, acknowledging the value of their contribution to the economic and cultural spheres, but the negative aspects were also mentioned (Ramón-Cardona et al., 2022). The need for sustainable tourism that will use these resources without depleting them has been well illustrated by the residents' desire to have more controls put in place to avoid negative impacts associated with tourism (Capellà i Miternique, 2020). There must be policy measures that regulate tourist flows, preserve natural resources, and distribute the obtained revenues fairly. The residents' awareness of the need to practice sustainable tourism is also evident in the increased call for the use of sustainable planning and development frameworks.

## 5.6 Sustainable Tourism

The results suggest a clear positive for sustainable tourism practices from residents. Residents may have raised concerns about sustainable tourism, which aims to maintain harmony

between economic development and environmental as well as social responsibility, which can tackle some of the problems (Heimtun & Viken, 2023). Ensuring off-season visits, tackling environmental concerns, and culture conservation are some policies that can lead to a better strategic model in tourism. Another critical aspect of this strategy is providing information to the tourists on their proper behavior. At the same time, the local communities should also be involved in developing tourism activities (Belliggiano et al., 2020). Sustainable tourism thus provides for the future existence of the tourism industry, besides benefitting the citizens of a country and the travelers and preserving the attractions that the latter seeks to exploit.

## 6. Recommendation and Conclusion

### 6.1 Recommendations

Based on the findings, the following recommendations may be made to counter the problems detected among the Ibiza residents. To begin with, it is necessary to develop highly efficient strategies and policies in the sphere of tourism, which would allow a focus on economic profit while taking into consideration the environmental and social consequences of tourism activities (Belliggiano et al., 2020). This entails placing limits on the influx of tourists, incorporating requirements within the physical environment, and ensuring that the rewards of tourism are shared fairly (Cooper Smith & Cirer-Costa, 2023). Second, policies should address the promotion of actual culture-based tourism products; local populations should be incorporated into the administration of tourism-related cultural resources. For the future a field investigation in Ibiza would give a detailed understanding of the tourists, their way of life, and the subject's vision concerning the impact of tourism in their locality, considering the economic, cultural, environmental, and social aspects. In this case, tourism has benefits because it offers staple revenue to the country; however, it also comes with hardships that must be handled cautiously (Heimtun & Viken, 2023). The focus should be on further discussing the residents' concerns understanding the need to maintain the sustainable nature of tourism and the maintenance of balanced policies to make full use of the potential of tourism limiting negative consequences. Following a comprehensive and integrated view of tourism development, it is possible to think of the protection of the interests of the inhabitants and the other consumers who would like to go to Ibiza, feel free on the island, while at the same time maintain cultural and natural resources for the future generation.

**6.2 Conclusion**

To conclude, this research focused on answering the question of how digital discussions in a Facebook group among residents on tourism on the island of Ibiza provide insights into their attitudes towards tourism. To summarize, it firstly can be stated that digital discussions proved to provide insides into attitudes of residents. By following posts, the comment section, discussions as well as liked articles and reposts a general picture of the perspective of residents in this group could been drawn. This is presented in the result section and then put in a broader perspective trough literature in the discussion section.

The strength of this research is the unfiltered and diverse data which can be gathered when conducting netnography. Not interfering and using data which is not pre-directed through questions provides an even deeper understanding of the thoughts, attitudes and perspective of the people. At the same time, the conducted study was done on a very small scale which makes it less representative. The depth of an interview or researching with a mixed method approach can reach different lengths of meaningful research, which are not provided in this case. To have a better understanding as well as a profound academic contribution this research needs to gain depth. At the same time, this research can be used as a foundation for a field trip to the island to develop a strategy for the island's tourism, involving residents' and other stakeholders. The contribution of this study is to serve as another example which clearly shows that tourism is often built on the back of many communities suffering from the impact. The benefits and the disadvantages often go hand in hand, where those with less power suffering most and barley profit. The question for the future is if there ever will be a chance to create a world which moves beyond growth and includes and supports communities, while they continue to open their arms to visitors from all over the world.

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# APPENDIX I

Comments collected from the Facebook Group "Ibiza Winter Residents"

| Comment no | Facebook comment |
| --- | --- |
| 1. | "Tourism is an important source of revenue for the country as it creates both employment opportunities and commercial growth however, certain measures should be taken to try and avoid compromising the people's way of living." |
| 2. | "One of my most significant issues is that I always prefer to share my island culture with tourists. However, seeing that they knowingly disregard our traditions and even damage the environment is a letdown." |
| 3. | Some reasons they are saying solutions are needed include: "Living costs have soared as a result of the massive turnout of tourists in the area making it difficult for the locals to afford houses." |
| 4. | "On the aspect of economic growth, I understand the impacts of tourism but then on the side of environmental degradation, we should look into sustainability." |
| 5. | "We can only cringe to witness how our holiday and traditions are transformed into yet more attractions for curious foreigners to see. Our culture must be saved." |
| 6. | "It is also high time that we apply restrictions to the number of tourists that flood our attractions during certain seasons to avoid over-stretch of our facilities and the destruction of our natural resources." |
| 7. | "Yes, I support sustainable tourism, but this has to be under the effort of both the local people and the tourists." |
| 8. | "The government MUST act and enforce new measures to safeguard the potential negative effects of tourism to our island.'' |
| 9. | "To support this notion, I suggest we dedicate more funding and resources in developing sustainable tourism facilities that would facilitate visits to our beautiful country while causing the least harm to the environment." |
| 10. | "Sound pollution from bars and nightclubs interferes with our daily functions. We want new measures to put in place to ensure that there is quiet for people to stay in their homes." |
| 11. | "I get that we need the money from tourism, but the main issue for me and I'm sure many locals is when you come here and overtake our beautiful beaches and don't even value our presence." |
| 12. | "The original flavor of Ibiza is easily disappearing behind the commercial offers. Ways ought to be preserved for traditions." |
| 13. | "The public transport system degrades to indomitable levels during seasonal rush with tourists, therefore, the need to enhance bearing capacity." |
| 14. | "It has been seen that 'Tourism while being an economic boon is a problem as it puts pressure on the infrastructure and pollutes the environment. A balanced solution must be sought." |
| 15. | "During tourism seasons, there is always a rise in the levels of waste production, hence it is high time that appropriate methods of waste disposal were taken into consideration." |

| | |
|---|---|
| 16. | "People should cherish their beaches but unfortunately beaches are being inflicted by tourists. Should alternative laws on the destruction of the environment especially those that affect beaches be tightened up?" |
| 17. | "The interests and welfare of residents of the city cannot be synonymous with the financial gains of tourists. We require policies that would enhance our quality of existence." |
| 18. | "Even now we are saying that Festivals and traditions are what really can set us apart, yet they are being taken over or sidetracked by commercialization." |
| 19. | "This is why travel has got to make life better, not worse. This is why we require policies that work in the interest of sustainable tourism and people." |
| 20. | "So, we need to explain to the visitor, that do not harm the environment and cultural traditions of the country, which is the main goal of the QC." |
| 21. | "Although people mostly depend on revenues from tourism, we need to think about the future and protect the environment." |
| 22. | "It is not paradise if locals can't afford to live here." |
| 23. | "Specifically, the respondent has stated, "Although many people believe that it is not spoilt yet, the island of Ibiza is suffering from the problem of over-constructing houses and hotels; therefore, more severe restrictions should be put in place to preserve our environment." |
| 24. | "Tourism should be in the common interest of both, within which the tourists and the local population would leverage off each other, making it effective while maintaining the true nature of the island." |
| 25. | "The explosive growth of tourism and freedom in political thinking does not exclude the idea that the very culture of Ibiza is needed to sell with profit to the highest bidder." |
| 26. | "It is clear that sustainable tourism is the only option for Ibiza: this place must remain a worthy example of long-term environmental and cultural conservation." |
| 27. | "This means that we need to look for other sources of income to create a diversified economy independence over-dependence on tourism." |
| 28. | "We are realizing that we are receiving so many tourists and our infrastructure is being stretched Our infrastructure needs investment now. " |
| 29. | "As it has been postulated this mass tourism is destroying the essence of what Ibiza stands for and therefore it is necessary to act to guarantee the preservation of such culture." |
| 30. | "To this end, the government has the obligation of regulating the growth and conduct of tourism in a fashion that is constructive to inhabitants of the country as well as tourists. " |
| 31. | "As such, tourists have to be informed that our island is about dancing and having fun only but has a culture to be respected." |
| 32. | "The geographical location can be greatly benefited by tourism, but the negative impact will overshadow the potential if the limits set are surpassed." |
| 33. | "For instance, healthy tourism requires people to change their cultural orientation with emphasis placed on negative but sustainable tourism methods." |
| 34. | "People also consume commodities via tourism, and while this enhances the prosperity, to whose benefit at what price? Should the necessity for the prosperity of the community be usurped by hasty sales of commodities?" |

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| 35. | "Our festivals are not entertaining spectacles for the foreign and domestic tourist gaze, they are a vital expression of who we are, and as such, their saneness must be defended." |
| 36. | "Searching for a new idea, more and more constructions appear on Ibiza's horizon. It is high time to introduce some restrictions in order to preserve our previously bright and unique isle." |
| 37. | "People must understand that tourism has helped make Ibiza prosperous, but it has also created some problems, it is about focusing on the greater good for all parties involved and seeking certainty." |
| 38. | "This means that the government should encourage usability and sustainable tourism that does not negatively affect the environment or interfere with the ongoing business operations of independent operators." |
| 39. | "Targeted promotion towards tourists informed about the consequences of large-scale traveling: We have to make them understand that, though gyps, they are being irresponsible, too." |
| 40. | "Tourism should be a positive use of our environment, not degrading it. We require politics that will improve the quality of life for residents." |
| 41. | "It involves the delicate reminder that it is our responsibility for the next generation to embrace environmental conservation, including a sustainable tourism package for Ibiza." |
| 42. | "This is not just our culture we are losing; these commodities do not represent our heritage so tourists can buy them, steal from our past, and sell them to the rest." |
| 43. | "I can agree that tourism is important for the economy of our country, but I think that it should not ruin our environment and make the quality of life in our country worse." |
| 44. | "Tourism is posing significant threats to our island, and this calls for proper measures to put in place to ensure that the effects are minimized. This is because our future is at stake." |
| 45. | "It is important to state that these objectives must focus on the preservation of the island's authentic character and natural environment: sustainable tourism provides the answer to reaching these goals." |
| 46. | "It is good for tourists to know that our island is a home, not just a playground for them. We should be respecting each other's territories." |
| 47. | "There should be enhanced legislation put in place to regulate the number of tourists that are allowed to visit so as reach out to preserve our environment since our island cannot continue to expand haphazardly." |
| 48. | "It has left me wondering; how can we open our doors to these tourists while at the same time maintaining our cultural practices? The only answer for the future is the sustainable one." |
| 49. | "Without a doubt, the island of Ibiza with festivals and traditions that must not turn into a commodity." |
| 50. | "The hotel growth will be of positive impacts to the residents and the tourists through sustainable tourism facilities." |