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TOURISTS' SATISFACTION WITH PUBLIC SERVICES OFFERED IN MAJORCA: A SURVEY-BASED STUDY

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Abstract

Public services carry great importance within the tourism industry. Majorca is and has been a well-known and mature tourism destination until now; for this reason, the public services offered should be perfect. However, as will be explained in this dissertation, this is not the whole case. This paper aims at examining tourists' satisfaction of public services offered in Majorca, in order to see whether tourists are satisfied with them and their opinions. To conduct the study, 21 foreigners filled out a questionnaire. After the data analysis, the results indicate that tourists are only satisfied with the public services offered in Majorca to some extent. More specifically, tourists are less satisfied with public toilets and public transportation. At the end of the dissertation, this study offers some proposals to improve tourists' satisfaction of public services in Majorca.

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1. INTRODUCTION

“A public service is any service intended to address specific needs pertaining to the aggregate members of a community” (McGregor, 1982, p. 304–305). It always involves all the facilities developed above and below ground, such as water supply systems, sewage systems, gas supply systems, electricity supply systems, drainage systems, roads, communication networks, many commercial facilities, etc. Moreover, it is a kind of service that everyone possesses the right to access to.

Public services are not only important for residents but they also play an absolutely great role in the tourism industry; in fact, they are the indispensable basis for the development of tourism. Those services offered or controlled by government take responsibility of meeting the needs of tourists during their travels and excursions. Tourists' demands for public services such as public tourism information service, public transportation, public security, tourism convenience and benefits, tourism administrative supervision and tourism publicity and education are growing. The quality of tourism public services is increasingly becoming one of the key elements for tourists to consider while travelling, except destination reception capacity, tourism costs and the attractiveness of tourism resources. Nowadays, the degree of public services' perfection has a significant impact on tourists' experience.

Majorca, the largest island of the Balearic Islands, is a beautiful place known for its tourism. The island has become popular among tourists since the 1950s. The number of visitors to Majorca has continued to steadily increase with holiday makers in the 1970s approaching 3 million a year. In 2010, over 6 million visitors came to Majorca. In 2013, Majorca was visited by nearly 9.5 million tourists, and the Balearic Islands as a whole reached 13 million tourists (Flujo de turistas (FRONTUR), 2014). Moreover, in 2017, 10 million tourists visited the island (Balearic Islands Tourism Board, 2017). Based on the data above, the tourism industry in Majorca is one of prosperity. Thus, it can be a typical model to study public services provided here.

Exploring tourists' satisfaction of public services in Majorca is an attractive topic for me and I believe it is worth studying. There are several reasons why this issue appeals to me. First of all, I am doing my major in tourism so I always seek details in the tourism industry, or in other means, spaces where it can develop. Public service is a good side, basic but vital to tourism. Moreover, last year I come to Spain from China; I am currently studying at the University of the Balearic Islands and, from what I have seen and experienced so far on the island, it is clear to me that the tourism in China is totally different from the one here considering culture, policies and so on. In the beginning, China used to ignore public services due to unawareness of its relation to tourism. But now, the government is paying much more attention to it and tourists' satisfaction of public services is getting higher. I am pleased to have been given the chance to study here as I mentioned above, it's a good

tourism destination, so I can experience a different culture. And it was this unique experience that led me to think of this topic, Majorca as an old-school in the field of tourism and what are tourists' opinion of public services here. I personally went through a bad experience during trip to Sollér. During my travel, I wanted to find one public restroom, but unfortunately, there was only one and it was closed because the staff were taking a break at that time. It was really interesting that there was a long queue in front of the restroom, waiting for the staff to open the door. The lack of public restrooms is one big difference from China. Thus, I began to be curious about the situation of public toilets in Majorca and other public services, like public transportation, public security system and garbage disposal system.

This dissertation will be structured as follows: in section 2, I will summarize some ideas and results obtained in some interesting studies published up to now. Afterwards, in section 3, I will describe my questionnaire-based study in detail (participants, research materials, data analysis...). Finally, in section 4, I will summarize the main conclusions and provide some ideas for future research.

2. LITERATURE REVIEW

Many scholars have proved that tourism destinations are strongly linked to public services. According to Hu and Ritchie (1993), a destination is a combination of destination characteristics, mainly tourist facilities and services. In addition, destination support services and facilities play a complimentary role in predicting the success of a destination (Crouch & Ritchie, 1999). What's more, improvement of public services can not only increase the tourists' satisfaction but also strengthen their loyalty. According to Fornell et al. (1996) and Zeithaml, Berry, and Parasuraman (1996), providing customers with perceived value or customer satisfaction is widely recognized as a means of improving loyalty intentions.

In the following paragraphs I will refer to different studies conducted up to now on different public services, namely public toilets, public transportation and so on.

2.1 PUBLIC TOILETS

The first one is public toilets. Public toilets are inextricably linked to sanitation and hygiene, which are essential to human health and environmental safety, as well as to the dignity and development of the individual. One resolution adopted by the 67th United Nations General Assembly on 24 July 2013, which established 19 November each year as World Toilet Day, has drawn widespread attention to the issue of public toilets (UNWTO, 2013). According to the report of World Health Organization and UNICEF, 4.2 billion people worldwide, more than half of the world's population, still did not have access to safely managed sanitation facilities. Globally, 673 million people still defecate in the open, 91% live in rural areas, and another 3 billion lack basic hand-washing facilities (UNICEF, WHO, 2019). Greed et al. (2004) defined that the public toilets can be divided into *traditional street toilets* (operated by local authorities) and *off-street toilets* that can be used by the public (operated by private sector providers), such as those in shopping centers, sports centers and subway stations.

In European countries, it is rare to see independent public toilets, that is, traditional street toilets, mostly in shopping malls or some public areas near the street toilets. This is largely due to the traditional European belief that public toilets bring with them high levels of hygiene and territorial policy. Public restrooms in American cities have been criticized for their low numbers, and the establishment of public comfort stations in some cities, modeled on those in Europe, has received much praise (Greed et al., 2004). Public toilets in cities need to be improved, they should be provided at public expense and easy to find like in other civilized countries. In addition, many scholars have conducted relevant studies on the construction of public toilets, such as facilities and performance. Greed et al. (2004) believe that public toilet

facilities can support the urban sustainable development policy, serve the evening economy and meet the requirements of the community, but are currently limited to unequal regulations, immature management structure and cultural differences. In addition to solving the above problems, the construction of public toilets also needs to consider the density and location. Simon Mariwah et al. (2017) explored users' satisfaction and willingness to pay for public toilet facilities in Accra and found that most users expressed dissatisfaction with public toilets, mainly due to the long waiting time, poor sanitary conditions (bad smell, dirty and unsafe) and lack of running water and soap. Fernanda Deister Moreir et al. (2021), on the other hand believe that public toilet is a necessary infrastructure to protect the right to sanitation facilities in public places. Taking the tourist resort of Belo Horizonte in Brazil as an example, they conducted observation and semi-structured interviews on the users of public toilets in the scenic area. Combined with comments posted on the Google Maps local wizard tool, the utility, quality (health and hygiene), safety, and accessibility were analyzed to find how listening and understanding users' needs could improve urban planning when considering sanitation in public places.

The above scholars all realize that public toilets are essential social infrastructure and inseparable from urban development.

2.2 PUBLIC TRANSPORTATION

About the public transportation, “in a typical tourist flow system, transport infrastructure plays a vital role in connecting origin and destination locations while ensuring safe, comfortable, and efficient transportation for tourists” (Yang & Li, 2019, p.25). It's evident that transport networks and infrastructure is vital to tourism development. Convenient transportation can improve the speed of tourists flowing between different scenic spots and provide better service experience for tourists. Achieving the overall satisfaction of tourists remains an important objective for which the mobility of tourists in the destination city plays an important role (Chang & Lai, 2009; Albalate & Bel, 2010). According to Kumar Parahoo et al (2014), availability and suitability of public transport enhances the perceived attractiveness of a destination for tourists. In this study, reputation was found to influence satisfaction through value, while quality was unexpectedly not found to be a driver for value.

2.3 PUBLIC SECURITY

The next facility which should be taken into consideration is public security. With the improvement of people's living standard, the demand for safety also increases. Tourism public safety services mainly refer to various public services to ensure the safety of tourists, including order maintenance, fire safety, food safety, sanitation and epidemic prevention, safety assistance, etc.

Creating a safe tourism environment will greatly promote the promotion of regional tourism image. This is perfectly explained below by the UNWTO (2020, n.p.):

About the security of the tourism destination. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the willful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws.

2.4 PUBLIC ENVIRONMENTAL SERVICES

The last one is public environmental services in tourist cities. A clean and tidy urban environment will bring good experience and convenience to tourists. Promoting the construction and improvement of scenic cities will enhance the comfort of tourists and the convenience of tourism public services. Therefore, public urban environmental service of tourism has an important impact on tourism development. According to Arbulú et al. (2015, p. 628), “this is an important shortcoming since tourism is a growing sector worldwide that is intensive in municipal solid waste management generation, and as we try to show in this paper, specific challenges for municipal solid waste management are encountered in those regions specialized in tourism”. Candela and Figini (2012) noted that one of the economic effects of seasonality is the problem to define the optimal infrastructure size. Italo Arbulú et al. (2016, p. 256) studied the challenges of municipal solid waste management systems provided by public-private partnerships in mature tourist destinations in Majorca:

In Majorca, more than 80% of annual tourist arrivals are concentrated between the months of May and October, a period that includes the months with the highest use of municipal solid waste treatment facilities...The analysis of Majorca’s experience shows that land endowment strongly influences the choice of treatment technologies in tourism destinations. Furthermore, tourism seasonality significantly affects management costs which should be considered on public-private partnerships contracts. Finally, the tariff system in this kind of environmental public-private partnerships in tourist destinations still need to improve to promote waste minimization and recycling.

3. THE STUDY

3.1 PARTICIPANTS

To evaluate tourists' satisfaction with public services offered in Majorca, I planned to hand out at least 20 questionnaires of public services in Majorca randomly and collect the respondents' opinions. Since public services will normally be used by every tourist while traveling, there is only one condition for selecting the respondents, that is, that they are tourists on the island (or at the most, are living on the island for a specific professional or academic reason and always exclusively for a few months).

In the end, 21 people answered the survey. According to the questionnaire answers, the distribution of respondents' gender, age and nationality is clearly shown below.

Firstly, about the gender distribution of the respondents, there are 12 females and 9 males, accounting for 57% and 43%, respectively. Generally speaking, the sex ratio is therefore quite balanced.

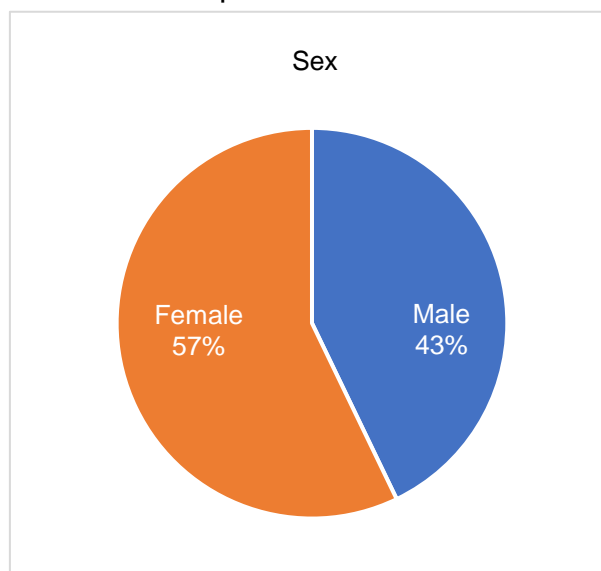


Figure 1: Sex distribution of respondents. Source: own elaboration.

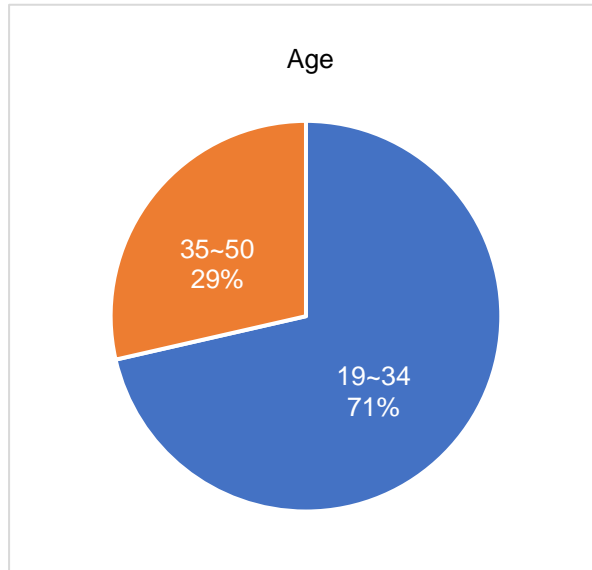


Figure 2: Age distribution of respondents. Source: own elaboration.

The age range of the participants in the study is between 19 and 50 years old. There are more people within the age period of 19~34 years old, accounting for 71.4%. The rest of the subjects are from 35 to 50 years old, accounting for 28.6%. It shows that the samples of this research are able to be regarded as “young and middle-aged”.

In figure 3 below, we can see that the 21 respondents come from 9 different countries: China, France, Germany, Hungary, Italy, Netherland, Portugal, Slovakia and Switzerland. The variety of samples is thus abundant. Among them, the number of Chinese and French people is larger than others, nearly accounting for 50% of the whole data collected.

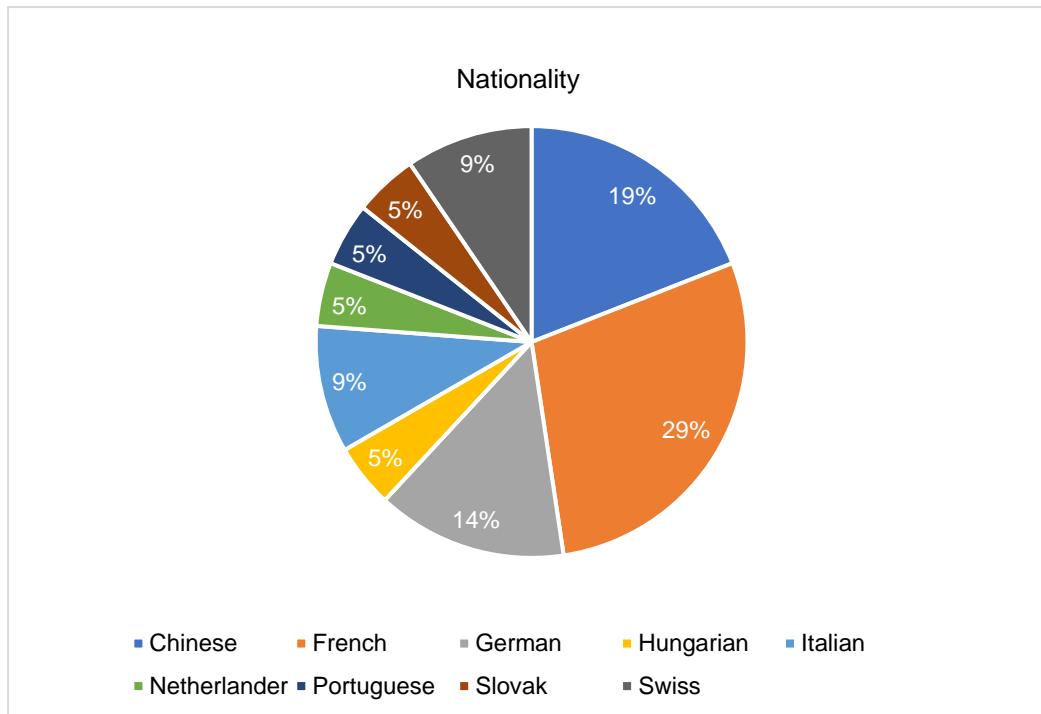


Figure 3: Nationality distribution of respondents. Source: own elaboration.

3.2 RESEARCH MATERIALS

The method endorsed for the research is a questionnaire combined with several multiple choice and open-ended questions. The multiple-choice items were compulsory. Every question has 5 choices, “extremely agree”, “somewhat agree”, “neutral”, “somewhat disagree” and “extremely disagree”; in other words, they are based on a 1-5 scale. In open-ended questions, respondents are free to write their answers although this type of item is normally non-compulsory. Additionally, the questionnaire was written in English so that the tourists could understand it.

The questionnaire is composed of a total of 24 questions divided into different elements to consider:

Questions 1 to 3 ask for respondents’ personal information including sex, age and nationality. The first and second question are multiple choice items about sex and age. Respondents can choose “Male”, “Female” and “I prefer not to say” in the first question, and “under 18”, “19~34”, “35~50”, “51~65” and “over 65” in the second question. The third question is an open question about nationality, where respondents are supposed to write the country they come from. This question is much more important to the research because it will have a great impact on the result. Public services of different countries are obviously different from one another so comparisons must exist, which tourists’ satisfaction comes from.

The following part is the first element, public toilets. There are 5 questions. Questions 4 to 7 are multiple choice items about their overall satisfaction and individual satisfaction of amount (whether it is enough),

tidiness (whether it is clean) and facility equipment concerning public toilets. Respondents are allowed to choose from “extremely agree”, “somewhat agree”, “neutral”, “somewhat disagree” and “extremely disagree” in every question. Question 8 is an open-ended question in which the respondents can write any additional comments for the issue of public toilets.

Next, number 9 to number 13 revolve around public transportation. The structure is as same as the previous element. Questions 9 to 12 are multiple choice items about overall satisfaction and individual satisfaction of route, price and schedule of public transportation. Once again, in question 13, respondents are allowed to add comments to this element.

Subsequently, questions 14 to 17 are related to public security system in Majorca; more particularly, they will be asked to rate their satisfaction. With the transport’s effectiveness and safety, and add comments in the question 17 if they wish.

To follow, items 18 to 22 are about the garbage disposal system in Majorca. The questionnaire sets these questions to see whether tourists are satisfied with the city garbage disposal system, for example, the cleanliness of the streets, the number of dustbins and the location of dustbins. Similarly, respondents are free to provide their comments on garbage disposal system at the end.

The final part is combined with one multiple choice question of overall satisfaction of public services offered in Majorca and an open question asking for comparisons between Majorca and the respondents’ home city or town, regarding public services. This part can be compared with the aforementioned elements to learn which one tourists are more satisfied with.

3.3 DATA ANALYSIS

The process of distributing questionnaires was performed on-line through Google Form. This method was chosen since, it’s easy to collect tourists’ answers and there will be records once respondents finish filling in the questionnaire. Moreover, almost everyone carries a mobile phone on them, allowing them to access the survey in a few clicks, saving time and money.

As mentioned above, the questionnaire is composed of several multiple-choice items and some open-ended questions, and is divided in 5 parts. For each part, I designed a figure to show the distribution of options in every question. In the multiple-choice questions, every option possesses its own score, for example, “Extremely agree” corresponds to 5, “Somewhat agree” corresponds to 4, “Neutral” corresponds to 3, “Somewhat disagree” corresponds to 2, and “Extremely disagree” to 1. Afterwards, we can calculate the averages of the answers given in each one of the multiple-choice questions and then find which options they correspond to, in order to see the respondents’ satisfaction of every item directly. As before, I designed other figures and some tables to record the data.

3.4 ANALYSIS OF RESULTS

3.4.1 Public toilets

The first part is public toilets. Figure 1 shows distributions of options. We can see that in this element, the frequency of “Neutral” and “Somewhat agree” is higher than others while “Extremely agree” barely appears. More specifically, 42.9% of the participants chose “Somewhat agree”, 28.6% “Neutral”, 23.8% “Somewhat disagree” and 4.8% “Extremely disagree” in Question 4. Moreover, for question 5, “There are enough public toilets in Majorca”, 38.1% of the subjects selected “Somewhat disagree”, 28.6% “Somewhat agree”, 23.8% chose the “Neutral” option and 9.5% “Extremely disagree”. In question 6, over 50% of the participants chose the “Neutral” option, followed by 33% who “Somewhat agree” and 14,3% “Somewhat disagree”. Finally, in question 7, the answers obtained indicate that almost half of the subjects (47.6%) “Somewhat agree” with the statement “I am happy with the facilities included in public toilets (soap, water, hand wash, gel) whilst, 28.6% opted for choosing the “Neutral” option, 14.3% “Somewhat disagree”, 4.8% “Extremely agree” and “Extremely disagree”.

Another calculation which we believe is interesting in this type of study is the average answer given by all the subjects in each question. Thus, we have found that the average score obtained for Question 4 “I am happy with the public toilets in Majorca” was 3.095, i.e., neither agreeing nor disagreeing; the furthermore, the average scores were 2.714, 3.194 and 3.333 for questions 5-7, respectively. Among them, the final score of question 5 is the lowest whereas the score of question 7 is the highest. Corresponding these data with options, respondents almost hold a neutral opinion towards most of the questions included in this part of the questionnaire.

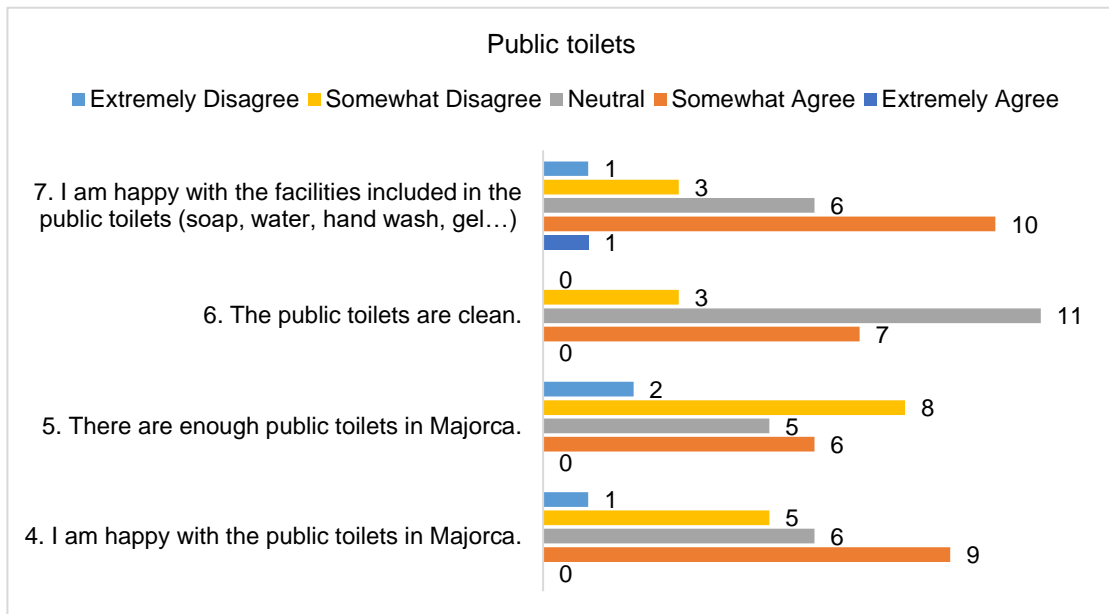


Figure 4: Distribution of options in public toilets element. Source: own elaboration.

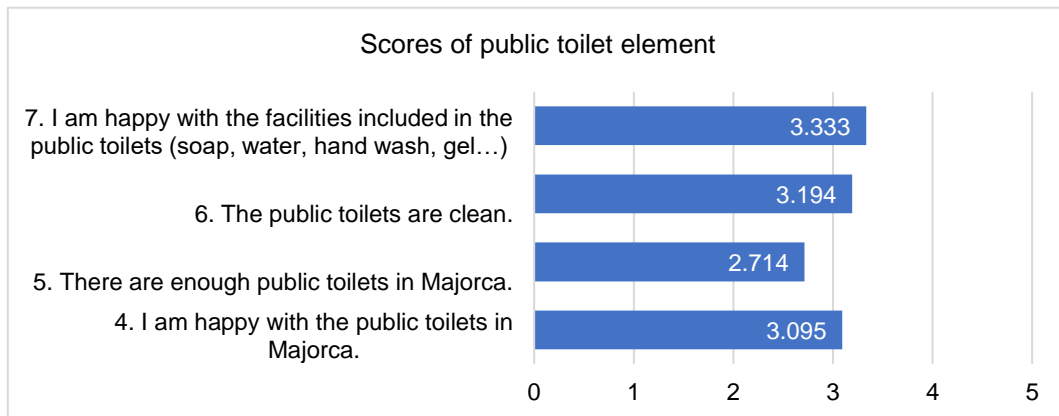


Figure 5: Scores of public toilets element in Majorca. Source: own elaboration.

3.4.2 Public transportation

The following section is public transportation. The distributions of options are shown in figure 3. Broadly speaking, the frequency of “Somewhat disagree” and “Somewhat agree” is higher than others.

In question 9, i.e., “I am happy with the public transport services offered in Majorca”, 47.6% of the subjects chose the option “Somewhat agree”, followed by 38.1% who “Somewhat disagree”, 9.5% “Extremely agree” and 4.8% “Neutral”. Similarly, in question 10, a third of the participants “Somewhat agree” with the statement “The public transport routes are convenient for me” whereas another 28.6% choose “Extremely agree”, 19% opted for “Somewhat disagree”, 14.3% “Neutral” and 4.8% choose “Extremely disagree”.

In question 11, the data obtained reveals that 42.9% “Somewhat disagree” with the affirmation “Travelling on public transport in Majorca is cheap” 28.6% “Somewhat agree” and 9.5% “Extremely disagree”, The answers recorded for

question 12 indicate that 52.4% “Somewhat disagree” with the question “the public transport timetables are convenient for me”, followed by 33.3% that “Somewhat agree”, 9.5% who “Extremely agree” and 4.8% that “Extremely disagree”.

Respectively, the average score in question 9 is 3.285 (3~4), in question 10 “The public transport routes offered are convenient for me” it is 3.619 (3~4), in question 11 it is 2.857 (2~3) and in question 12 “The public transport timetables are convenient for me” it is 2.904 (2~3). It’s easy to see that the score of question 11 “Travelling on public transport in Majorca is cheap” is lower than the others and the score of question 10 “The public transport routes offered are convenient for me” is the highest among them. Most respondents hold “Neutral to those items, except question 10. The attitude toward question 10 is closed to “Somewhat agree”.

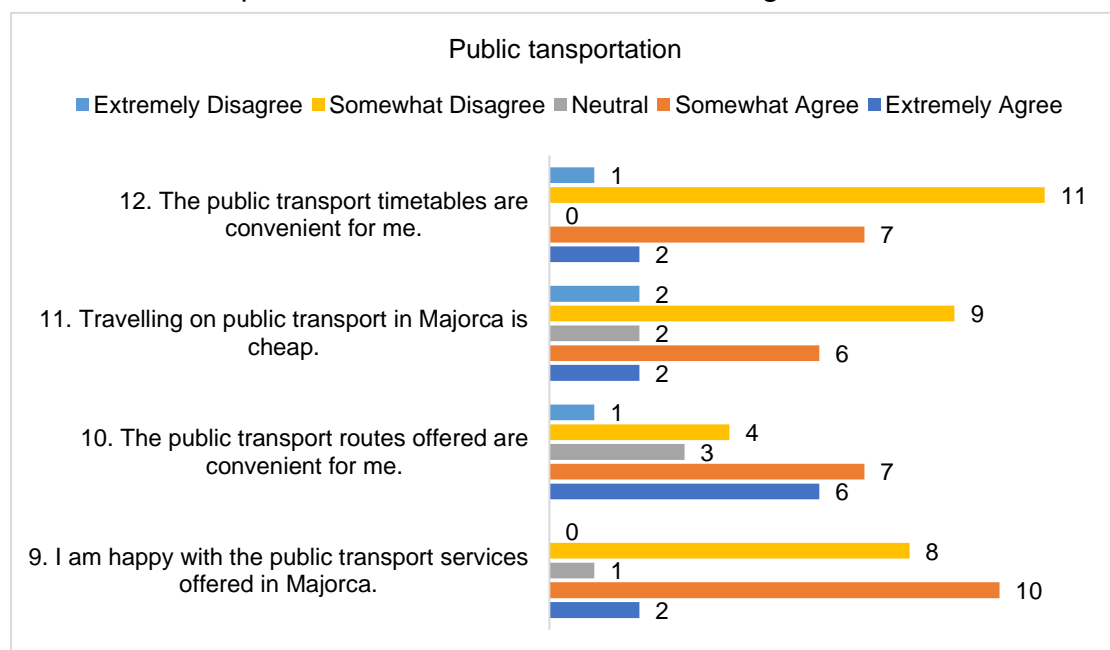


Figure 3: Distribution of options in public transportation element. Source: own elaboration.

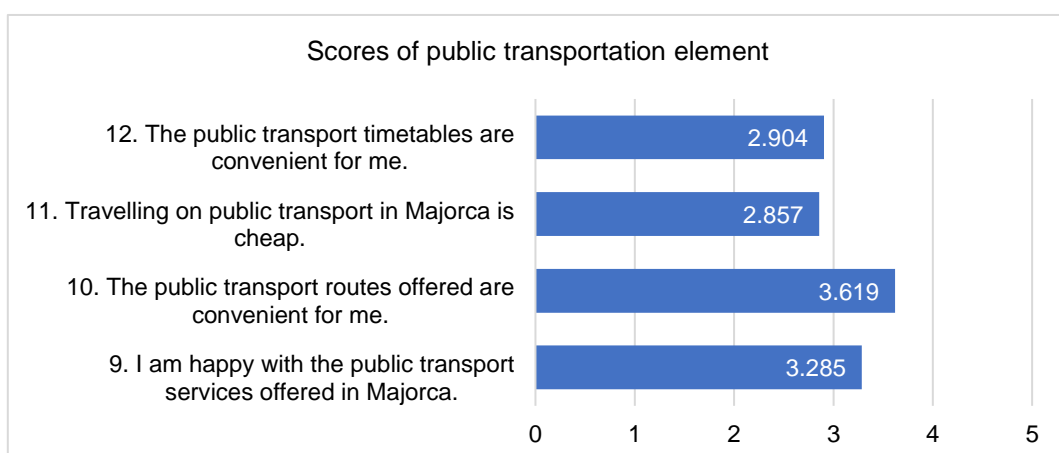


Figure 4: Scores of public transportation element in Majorca. Source: own elaboration.

3.4.3 Public security system

Subsequently, Figure 5 shows distributions of options among element-public security system. The frequency of “Somewhat agree” is evidently higher than others and “Extremely disagree” and “Somewhat disagree” don’t appear in the figure. The answers of question 14 consist of 66.7% “Somewhat agree”, 19% “Extremely agree” and 14.3% “Neutral”. In question 15, 85.7% persons choose “Somewhat agree”, 9.5% persons choose “Neutral” and others choose “Extremely agree”. There is 71.4% “Somewhat agree”, 23.8% “Extremely agree” and 4.8% “Neutral” in question 16.

Through exchanging options into figures and calculating, we get a table of scores of these 3 questions. Question 14 “I am happy with the public security system in Majorca” gets 4.047 (4~5), question 15 “The public security services in Majorca are effective” gets 3.952 (3~4), question 16 “Majorca is a safe place” gets 4.19 (4~5). The scores in this element can be regarded as “high”. Among them, the score of question 16 is the highest, and the score of question 15 is the lowest. Corresponding these data with options, respondents almost hold “Somewhat agree” toward these questions.

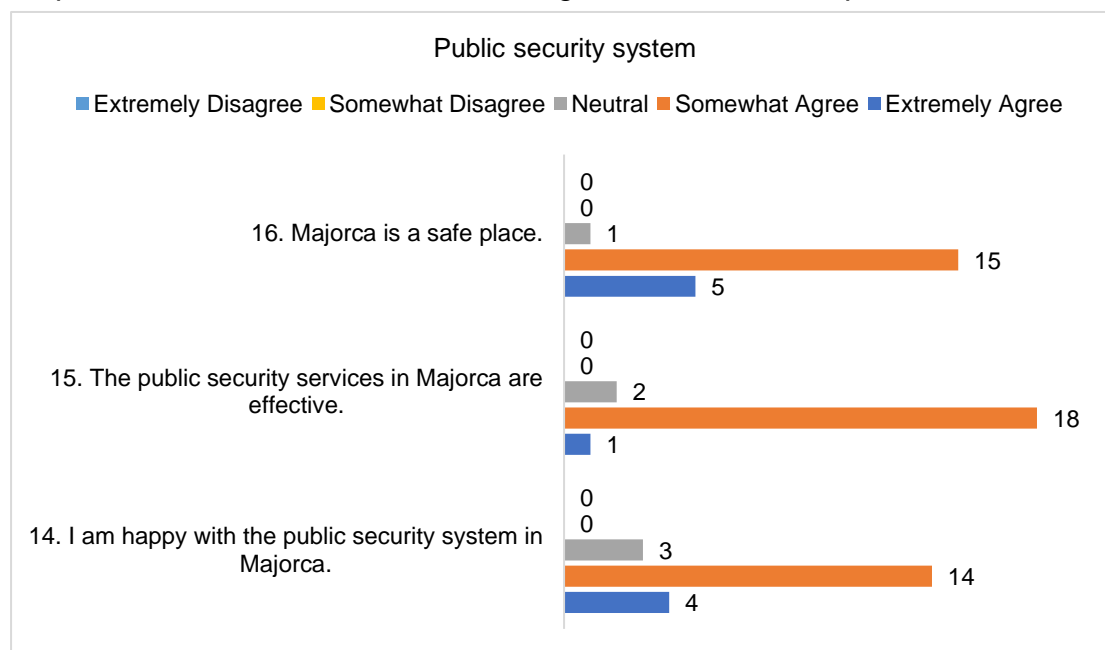


Figure 5: Distribution of options in public security system element. Source: own elaboration.

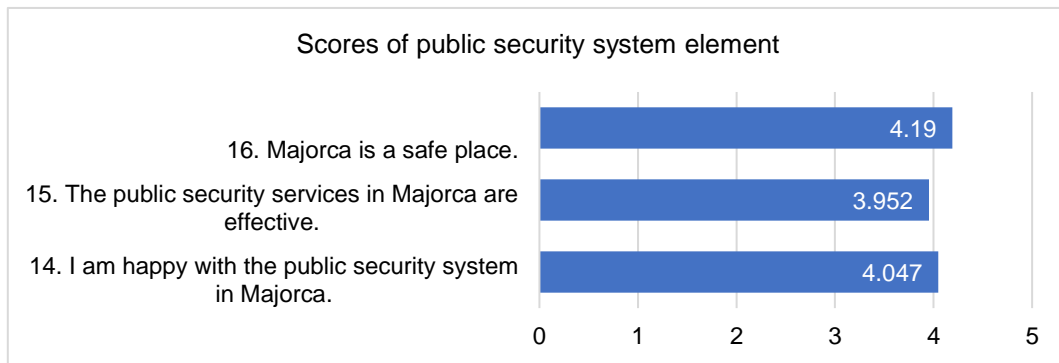


Figure 6: Scores of public security system element in Majorca. Source: own elaboration.

3.4.4 Garbage disposal system

Afterwards, next element is garbage disposal system. Similarly, figure 5 shows distributions of options. The option “Somewhat agree” appears most frequently among others while “Extremely disagree” doesn’t appear. In question 18, the answers are composed of 57.1% “Somewhat agree”, 23.8% “Extremely agree”, 14.3% “Neutral” and 4.8% “Somewhat disagree”. For next question, there are 57.1% “Somewhat agree”, 28.6% “Extremely agree”, 9.5% “Neutral” and 4.8% “Somewhat disagree”. In question 20, 61.9% persons choose “Somewhat agree”, 19% persons choose “Neutral”, 14.3% persons choose “Extremely agree” and 4.8% persons choose “Somewhat disagree”. In question 21, the answers include 52.4% “Somewhat agree”, 19% “Extremely agree” and “Neutral”, and 9.5% “Somewhat disagree”.

After calculation, question 18 “I am happy with the garbage disposal system in Majorca” gets 4, question 19 “Majorca’s streets are clean” gets 4.095 (4~5), question 20 “There are enough dustbins in Majorca” gets 4.19 (4~5), question 21 “The places where dustbins are located are convenient for me” gets 3.809 (3~4). The scores in this element are almost over 4, except question 21. In conclusion, respondents almost hold “Somewhat agree” toward element of garbage disposal system.

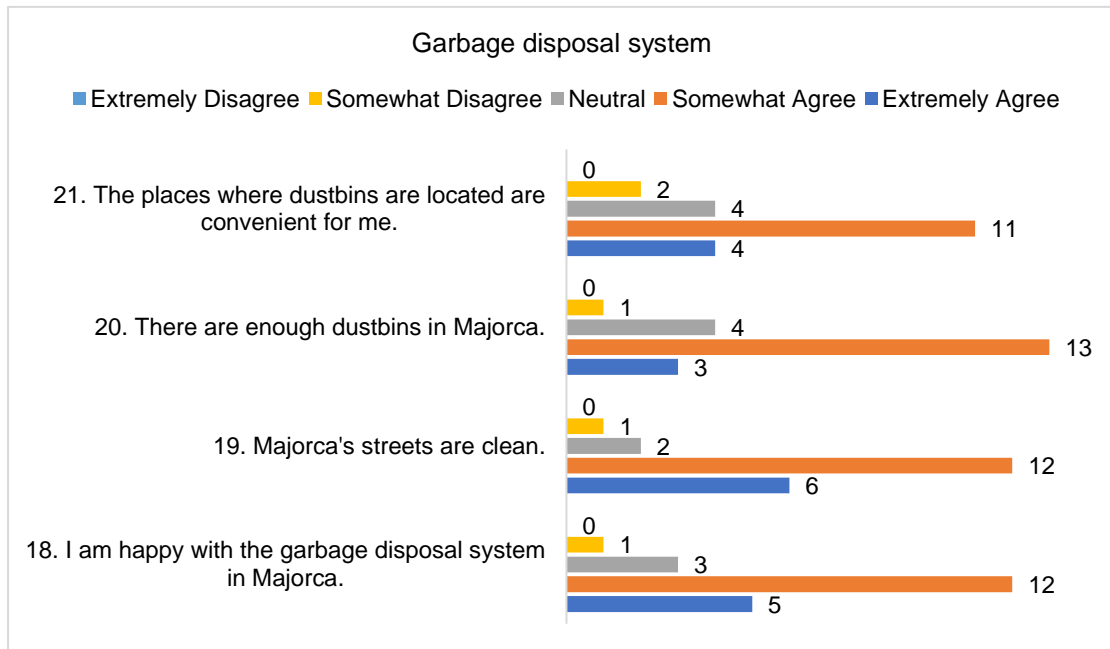


Figure 7: Distribution of options in garbage disposal system element. Source: own elaboration.

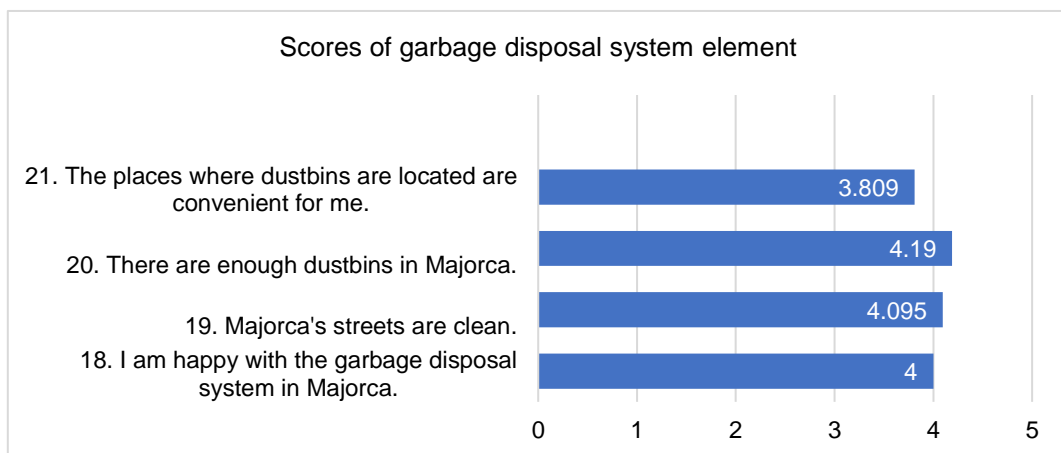


Figure 8: Scores of public security system element in Majorca. Source: own elaboration.

3.4.5 General satisfaction with the public services on the island

In the question on their general satisfaction with the public services offered on the island, 17 respondents choose “Somewhat satisfied”, 3 people choose “Neither satisfied nor dissatisfied” and only one person choose “Extremely satisfied”. Finally, the average is 3.904, nearly 4. In short, respondents are somewhat satisfied with public services offered in Majorca.

In general satisfaction, 17 respondents choose “Somewhat satisfied”, 3 persons choose “Neither satisfied nor dissatisfied” and only one person choose “Extremely satisfied”. Finally, the average is 3.904, near 4. In short, respondents are somewhat satisfied with public services offered in Majorca.

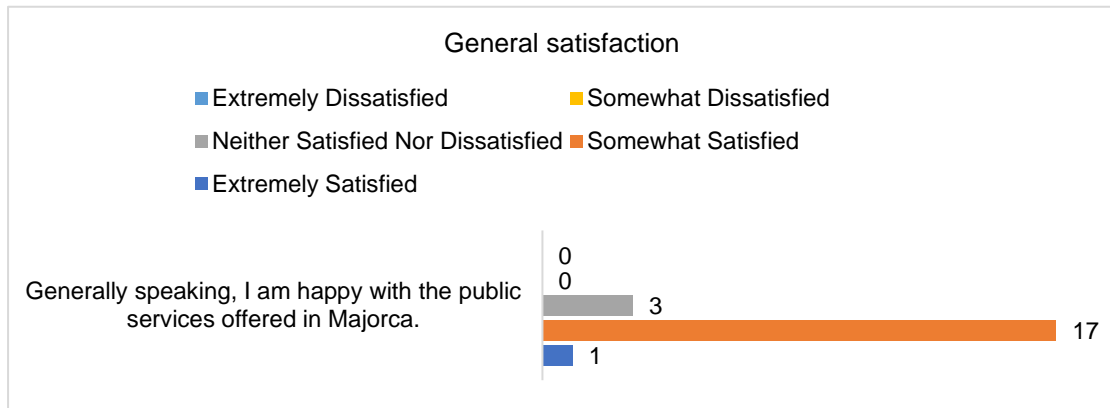


Figure 9: Distribution of options in general satisfaction. Source: own elaboration.

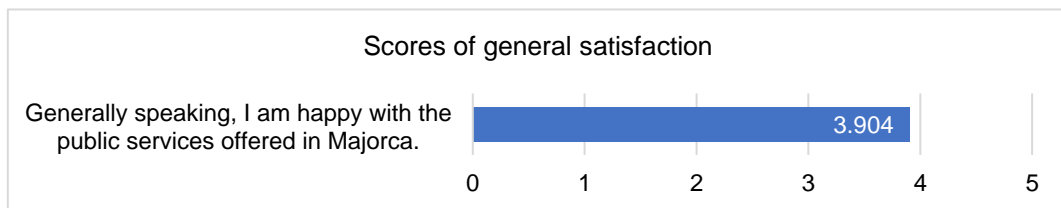


Figure 10: Scores of satisfaction of public services offered Majorca. Source: own elaboration.

3.5 ANALYSIS OF RESULTS IN MORE DETAIL: CLOSE-ENDED VERSUS OPEN-ENDED QUESTIONS

As I described above, we could say that tourists are generally satisfied with the public services in Majorca. The result will be explained in 5 parts.

1) Public toilets:

- Closed-ended questions:

The average score of question 4 "I am happy with the public toilets in Majorca" is 3.095, which means that tourists are neither satisfied nor dissatisfied with public toilets offered Majorca. All the scores of this element are not less high than compared to other elements analyzed, and it shows that tourists' satisfaction of public toilets is lower than other public services.

Among the questions themselves, the scores of toilets' facilities and cleanness are much higher and the score of the question asking their opinion regarding the number of public toilets is the lowest. Hence, in broad terms, tourists are dissatisfied with the number of public toilets, considering there are not enough.

- Open-ended questions:

The comments below acknowledged that the public toilets in Majorca are

considered clean, but a few subjects criticize the amount of toilets available.

Sometimes the toilets (even at UIB) are clogged.
It's good.
It's clean but few.
It's clean but too few to find

Table 1: Comments regarding public toilets in Majorca. Source: own elaboration.

2) Public transportation

- Closed-ended questions:

The average score for question 9, i.e. “I am happy with the public transport services offered in Majorca” is 3.285. It is a little higher than the score for public toilets although the data still indicates that tourists are neither satisfied nor dissatisfied with these services. Similarly, the scores of this element are lower compared with other elements, and it shows that tourists’ satisfaction of public toilets is lower than other public services.

Separately, the average scores for the subject opinions on public transport’s schedules and prices are lower than 3 while the score for routes is over 3 and is the highest. It is clear to see that tourists think schedules are unsensible and the price of public transportation is unaccepted so they are not happy with them.

- Open-ended questions:

Based on the comments below, most tourists regard timetables as the most serious problem and complain about buses that are unpunctual from time to time. One respondent also mentions the problem of high price.

They are OK but not satisfying. Sometimes a bus is missing...
The buses are often too late to count on the timetable.
Timetables would be perfect, if the public transport would arrive on time.
It's not punctual and expensive.
It's not convenient.
Awful.

Table 2: Comments regarding public transport in Majorca. Source: own elaboration.

3) Public security system

- Closed-ended questions:

The average of question 14 “I am happy with the public security system in Majorca” is 4.047, indicating that tourists are somewhat pleased with the public security system offered in Majorca. It’s the highest score among those

four elements. Therefore, the public security system is the most satisfying service among public toilets, public transportation and garbage disposal system.

- Open-ended questions:

The comments given by the respondents are all positive, declaring that tourists consider Majorca is a safe place.

I did not have any sexual abuse
Much safer than Barcelona.
Good.
It's safer than Barcelona.

Table 3: Comments regarding the security system in Majorca. Source: own elaboration.

4) Garbage disposal system

- Closed-ended questions:

The average score in question 9, “I am happy with the garbage disposal system in Majorca”, was 4. It shows that tourists are somewhat satisfied with the garbage disposal system in Majorca. The average scores in the rest of this element are close to 4, which is higher than previous elements analyzed, so it illustrates that tourists are more satisfied with the garbage disposal system than with the public toilets and public transportation.

In detail, the average of dustbins’ amount is much higher, but the average of their locations is low. This means that tourists consider there are enough dustbins in Majorca; however, the locations are not convenient for them. Finally, the average score of over 4 in question 19 indicates that tourists somewhat agree the streets are clean.

- Open-ended questions:

Through comments below, it is acknowledged that public toilets in Majorca are clean but they are not enough of them, which coincides with the results of closed-ended questions.

Love it.
There could be more dustbins.
Good.

Table 4: Comments regarding garbage disposal system in Majorca. Source: own elaboration.

5) General

- Closed-ended questions:

The average of general satisfaction is 3.904, with little distance from 4. Generally speaking, although it can be regarded that tourists are somewhat pleased with the public services offered in Majorca, there is much space for Majorca to improve its public services.

- Open-ended questions:

According to the comments of tourists from Switzerland, public transportation in Switzerland is much better in some ways, for example, the timetables are more reasonable, and the bus is more punctual. One advantage of public transport in Majorca is its variety, offering metro, bus and taxi. One respondent is delighted by the everyday clean of streets, but suggests there can be more dustbins.

The Chinese tourists stressed the small quantity of public toilets, and the high price of public transportation. What's more, the time of offering public services in the institution are too short.

Finally, the tourists from Hungary are satisfied with the cleanness of the streets, but unhappy with the public transportation, especially the bus because it is always unpunctual.

Switzerland	Public transport in Switzerland is always on time and better connected. You can plan better because the timetable is correct. But here it is cheaper. In Switzerland we have so many dustbins on every corner, here there could be more but in general it is quite clean here. They clean the streets a lot. I feel as safe here in the streets as I feel at home.
Switzerland	I always use my car in my hometown, but Majorca offers a lot (metro, bus, taxi) so everyone should be happy
France	I love the security in Palma de Majorca.
China	In China, there are lot of public toilets but it's hard to find it in Majorca. About the public transportation, the price is much higher than that in China.
China	The hours of operation of the agencies providing the service are too short.
Hungary	The cleanliness of the streets and in generally of Majorca is much better than in my home country. The one thing that I can highlight out that the public transportation is worse here unfortunately. The arrival times showed of the buses are never the same as the time it actually arrives and I can never know if I will be able to catch the bus or not. But in general, I'm satisfied with all the public services given here.

Table 5: Comparison between Majorca to home country. Source: own elaboration.

4. CONCLUSIONS AND TOPICS FOR FUTURE RESEARCH

In general, from this research study we can say that tourists are satisfied with the public services offered in Majorca; nevertheless, some public services are not capable of meeting tourists' needs, in other words, there is still lots of work to do to raise tourists' satisfaction. For this purpose, it's necessary to know which field of public services leads to low satisfaction so that the government can look for the best remedy in each sector. Although the number of people participating in this research is quite small, I would like to try to give a rational conclusion and put forward some proposals.

To start with, public toilets own lots of potential to improve. The cleanness and facilities equipped are not enough to meet the requirements of tourists. What is worse, the quantity of public toilets is a much more emergent factor to promote that extremely makes a bad impact on tourists' satisfaction of public toilets.

Public transportation is the next one far away from perfection. The most evident deficiencies are its timetable and price. The low tourists' satisfaction with public transportation is explained by the unpunctuality and expensiveness.

Tourists are more satisfied with the public security and garbage disposal systems. As for the public security system, the relevant services should be more effective. The only one shortcoming of the garbage disposal system is that the locations of dustbins are not convenient.

The targets of every element are easy to set via the conclusions mentioned. As far as I am concerned, to raise the satisfaction of public toilets, the government needs to increase the quantity of public toilets instead of relying on the bar or café and, at the same time, enhance the frequency of cleaning the toilets and better equip the facilities inside. With regards to public transportation, it's vital to solve the unpunctuality of buses. The government should plan out more sensible timetables and strengthen supervision to avoid "missing bus". Meanwhile, the public security system and the garbage disposal system ought to accept slight adjustments. For example, there can be more staff in the security system or conduct vocational training to enhance the effectiveness. The locations of dustbins may require a new design to cater for the accessibility.

In future research, on the one hand, public service is an enormous topic as I mentioned above. Thus, the elements this study explored are small for the whole field. There must be more factors that influence tourists' satisfaction of public services offered in Majorca but this research study did not include them. Therefore, if possible, other aspects of public services that may influenced tourists' satisfaction can be researched. On the other hand, this study only includes several items of every element. More items that can impact on the satisfaction are worth discovering further.

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APPENDIX

Questionnaire

Dear sir or madam, I am a student of UIB. Thank you for taking the time to complete this questionnaire about people's opinions regarding the public services offered in Majorca. It is a part of my BA dissertation. Hope you can fill in according to your own specific feelings and thank you again for your participation!

1. Sex: Male Female I prefer not to say.

2. Age: under 18 19~34 35~50 51~65 over 65

3. Nationalities:

A. Public toilets:

4. I am happy with the public toilets in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

5. There are enough public toilets in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

6. The public toilets are clean.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

7. I am happy with the facilities included in the public toilets (soap, water, hand wash, gel...)

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

8. Comments regarding public toilets in Majorca (cleanliness, facilities, etc).

B. Public transportation:

9. I am happy with the public transport services offered in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

10. The public transport routes offered are convenient for me.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

11. Travelling on public transport in Majorca is cheap.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

12. The public transport timetables are convenient for me.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

13. Comments regarding public transport in Majorca (timetables, price...).

C. Public security system:

14. I am happy with the public security system in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

15. The public security services in Majorca are effective.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

16. Majorca is a safe place.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

17. Comments regarding the security system in Majorca (effectiveness, safety etc).

D. Garbage disposal system:

18. I am happy with the garbage disposal system in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

19. Majorca's streets are clean.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

20. There are enough dustbins in Majorca.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

21. The places where dustbins are located are convenient for me.

Extremely agree Somewhat agree Neutral Somewhat disagree Extremely disagree

22. Comments regarding garbage disposal system in Majorca (cleanliness, facilities, etc).

23. Generally speaking, I am happy with the public services offered in Majorca

Extremely satisfied Somewhat satisfied Neither satisfied or dissatisfied

Somewhat dissatisfied Extremely dissatisfied

24. Compare the public services offered in Majorca to the ones available in your home country, town, city... You may talk about the public services mentioned here and/or any others:
