16. SUGGESTIONS TO IMPROVE OUR DESTINATION

At the end of the interview the respondents were asked to make suggestions to upgrade our tourism product. There were 7,520 respondents who made some recommendations. The main areas of concern were the improvement of the infrastructure, environment protection and hotel services.

16.1 Transport and communication

Many recommendations were made for improvement of transport and communication, most of which highlighted the need to improve the road facilities and security. Complaints were also received concerning the high cost of transport services.

- Improve road conditions (n=840)
- More sign posts are required all over the island (n=403)
- Drivers should be more careful on the roads (n=314)
- Taxi fares expensive (n=166)
- Traffic jam (n=154)
- Improvement of public transport in general (n=138)
- Air tickets expensive (n=131)

16.2 Environment

Most of the respondents expressed their feelings for a general need to fight pollution. Hereunder are some specific recommendations.

- Preservation of the natural environment (n=495)
- Do not modernise too much / remain as you are (n=342)
- The country should be kept cleaner (n=330)
- Towns and villages should be kept cleaner (n=233)
- Emission of pollution from vehicles (n=222)
- Stop polluting the environment (n=202)
- Shortage of disposal bins in public places (n=137)
16.3 Hotels

Some tourists have made observations on the need to enhance the level of services in certain hotels. The major complaints were:

- Prices of drinks generally charged too high (n=282)
- Prices of food too high (n=209)
- Prices of accommodation generally charged too high (n=139)
- Hotel services in general need to be improved (n=127)

16.4 Beaches /tourist sites

The main suggestions recorded on the improvement of beaches and tourist sites were:

- Beaches to be kept cleaner (n=227)
- Limit the construction of hotels on beaches (n=206)

16.5 Shopping / Souvenirs

Prices charged to tourists generally too high (n=335)

16.6 Other

- Too many stray dogs (n=100)
- Improve security in the country (n=90)