

Measuring the Sustainability of Tourism

Model questionnaire for measuring residents' perceptions
towards tourism

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Host community perception is a key component of sustainable tourism

Measuring these perceptions is critical for addressing both the positive and negative impacts of tourism on host communities and for designing informed, sustainable tourism policies.

Acknowledging host communities' perceptions ensures socially sustainable development and informs policy interventions.

“The collection of data on the perceptions of host communities would generally be undertaken using surveys of residents. A range of methods and tools have been developed for this purpose, although, at present, there is **limited harmonization** of methods to **support comparability**, and **further research is required**” – *Statistical Framework for Measuring the Sustainability of Tourism*



Objectives

- ❑ Develop a model questionnaire with a core set of questions to measure residents' perceptions of tourism
- ❑ Foster international comparability
- ❑ Alignment with the Statistical Framework for Measuring the Sustainability of Tourism
- ❑ Building on existing practices worldwide
- ❑ Core questions that aim to be both relevant and feasible across a wide range of countries or destinations worldwide
- ❑ Complementary set to capture residents' perceptions of tourism's impacts (both positive and negative), satisfaction and governance

Mapping existing initiatives worldwide

Main findings

- What is commonly measured?
 - how residents perceive the impact of tourism both the benefits and the drawbacks
 - Attitudes of support
 - Basic sociodemographic elements
- How is it measured?
 - One-time survey explicitly developed for research purposes
 - Embedded within broader monitoring frameworks and integrated into existing surveys



Mapping existing initiatives worldwide

Main findings

- Results and hypotheses about host community support?
 - In plain terms, residents support tourism when they believe the benefits outweigh the costs and when it aligns with their values.
 - Beyond economic trade-offs, people care about satisfaction with tourism, community participation, cultural identity and blending
- Limitations?
 - Heterogeneity of existing instruments— in scope, structure, and question design—limits the comparability of findings across destinations and over time.
 - Underlying materials are rarely accessible.





Model questionnaire

➤ Core questions

- Overall impact
- Local economy, employment and leisure
- Tourism concentration
- Seasonality
- Benefit–cost balance
- Support for tourism

➤ Complementary questions

- Positive and negative impacts
- Satisfaction
- Governance

➤ Sociodemographic questions



Core questions

A1. Overall impact

“How do you personally rate the impact of tourism on your place of residence?”

Predominantly negative.....1*
Rather negative.....2
Neutral.....3
Rather positive.....4
Predominantly positive.....5*
NA.....99

***A1.1. Reasons:** “Why?”

A2. Importance for the local economy and leisure

“In your opinion, how important is tourism for the economy, employment and leisure in your place of residence?”

No importance at all.....1
Low importance.....2
Medium importance.....3
High importance.....4
Very high importance5
NA.....99

A3. Tourism concentration

“How do you personally feel about the number of visitors in your place of residence?”

There are far too few visitors.....1
There are rather few visitors.....2
The number of visitors is right for me...3
There are rather many visitors.....4*
There are too many tourists.....5*
NA.....99

***A3.1. Seasonality:** “Please indicate the three months with the highest tourism activity in your area.”

January.....1
February.....2
March.....3
[...]
September.....9
October.....10
November.....11
December.....12
None, tourism is evenly distributed throughout the year.....13
NA.....99

Core questions

A4. Benefit–cost balance

“In general, in your place of residence,
the positive benefits of tourism outweigh
the negative impacts?”

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

A5. Support for tourism

“I support tourism and want it to remain
important for my place of residence.”

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99



Complementary modules

B1. Positive economic impacts

B1.1. "Tourism enhances the local economy and creates new employment opportunities."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B1.2. "Tourism attracts new investors."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B2. Positive social impacts

B2.1. "Tourism improves the quality of life of the resident population."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B2.2. "Tourism helps improve the prestige and image of my municipality."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99



Complementary modules

B3. Positive environmental impacts

B3.1. "Tourism helps to preserve and enhance monuments and natural spaces (mountains, beaches, etc.)."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B3.2. "Tourism funds the maintenance of protected areas and public green spaces."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B4. Negative economic impacts

B4.1. "Tourism generates precarious employment."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B4.2. "Tourism increases the price of housing (rental and sale)."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99



Complementary modules

B5. Negative social impacts

B5.1. "Tourism can lead to overcrowding on the streets, in shops, and on public transport."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B5.2. "Tourism contributes to the loss of culture and traditions in the municipality."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B6. Negative environmental impacts

B6.1. "Tourism consumes resources (such as water, energy, and land) that impact the resident population."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B6.2. "Tourism increases pollution levels in general (noise, light, etc.) and dirt."

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99



Complementary modules

B7. Satisfaction

B7.1. “My quality of life has deteriorated because of tourism.”

Strongly disagree.....	1
Rather disagree.....	2
Nor agree or disagree.....	3
Rather agree.....	4
Strongly agree	5
NA.....	99

B7.2. “I am willing to receive tourists.”

Strongly disagree.....	1
Rather disagree.....	2
Nor agree or disagree.....	3
Rather agree.....	4
Strongly agree	5
NA.....	99



Complementary modules

B8. Governance and participation

B8.1. “Authorities do not communicate decisions about tourism in an open and timely manner.”

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99

B8.2. “Measures to mitigate tourism pressures (e.g., crowding, noise, and housing) are well-designed and effectively enforced.”

Strongly disagree.....1
Rather disagree.....2
Nor agree or disagree.....3
Rather agree.....4
Strongly agree5
NA.....99



Sociodemographics

(Please note that this section is for illustration purposes only. Further research and development is still required for international comparability)

C1. Please indicate your sex:

Male.....1
Female2

C2. Year of birth:

C3. What is the highest level of education you have completed? (According to the International Standard Classification of Education (ISCED 2011))

Early childhood educational development.....1
Pre-primary education.....2
Primary education.....3
Lower secondary education.....4
Upper secondary education.....5
Post-secondary non-tertiary education.....6
Short-cycle tertiary education.....7
Bachelor's or equivalent.....8
Master's or equivalent.....9
Doctorate or equivalent.....10
NA.....99

C4. What is your employment status? (According to the International Classification of Status in Employment (ICSE-93) and the EU labour force survey (EU-LFS))

Employee.....1
Self-employed (employer).....2
Self-employed (own-account)3
Member of producers' cooperatives...4
Contributing family workers.....5
Housework.....6
Student.....7
Retired or unable to work.....8
Another situation.....97
NA.....99



Sociodemographics

(Please note that this section is for illustration purposes only. Further research and development is still required for international comparability)

C5. What is your total household income? (This should be adapted to the destination currency and average salary brackets.)

Above 5.000€.....1
From 3.901 to 5000€.....2
From 2.701 to 3.900€.....3
From 1.801 to 2.700€.....4
From 1.100 to 1.800€.....5
Below 1.100€.....6
NA.....99

C6. Does anyone in your household work or have financial ties to the tourism sector?

Yes, I do.....1
Yes, someone else does.....2
No.....3
NA.....99

C7. How many years have you been living in your current municipality? If less than 1 year, write 0:





Implementation

Options:

- Embedded model: integrate module in existing household or labour surveys
→ cost-effective, representative.
- Standalone survey: independent, flexible design
→ higher costs but full control

Data collection:

- CATI (telephone surveys) → high coverage of population.
- CAWI (online surveys) → speed and cost-effective.
- Sample of 1.200 respondents for the national level, 400 respondents for the sub-national level.

Points for discussion

Mapping

- What are some relevant good practices to take into consideration?
- To facilitate inputs, a short form can be accessed at:
<https://forms.office.com/r/VpNKLMc28U>

Model questionnaire

- Is the core model questionnaire appropriate? What questions might be included or removed?
- Which complementary modules should be prioritized to enhance policy relevance?
- Are there other implementation issues that should be addressed?

Piloting

- Which countries or destinations would be willing to volunteer for piloting the model questionnaire?



Written comments are welcome until 30 November to lmoreno@untourism.int

Thank you



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