Measuring residents' perceptions towards tourism

Launch Webinar of the UN Tourism Model Questionnaire

Date: Wednesday 16 September 2026, 13:00 – 14:00 (Madrid time)

Background

Tourism is intrinsically connected to the natural environment, local communities, and cultural heritage, making sustainability central to the sector. While tourism can generate significant economic, social and cultural benefits for destinations and host communities, realizing these benefits requires tourism to be managed in a way that takes into account the wellbeing of residents. Understanding residents' perceptions of tourism is therefore essential for informing evidence-based policies, strengthening host community engagement and fostering a more inclusive tourism development.

Recognizing the need for robust and internationally comparable information on tourism sustainability, the Statistical Framework for Measuring the Sustainability of Tourism, endorsed by the UN Statistical Commission in its 55th session, provides the first internationally agreed statistical framework for measuring the economic, social and environmental dimensions of tourism at both national and subnational levels.

Within this framework, residents' perceptions are identified as a key component of the social dimension of tourism sustainability. Measuring these perceptions is critical for understanding acceptance and for addressing both the positive and negative impacts of tourism on host communities.

To support countries and subnational destinations in measuring this important dimension, UN Tourism and its Committee on Statistics have developed the Model Questionnaire for Measuring Residents' Perceptions Towards Tourism. Building on pioneering practices from around the world and aligned with the SF-MST, the questionnaire provides a harmonized approach that promotes international comparability while remaining adaptable to different national and local contexts.

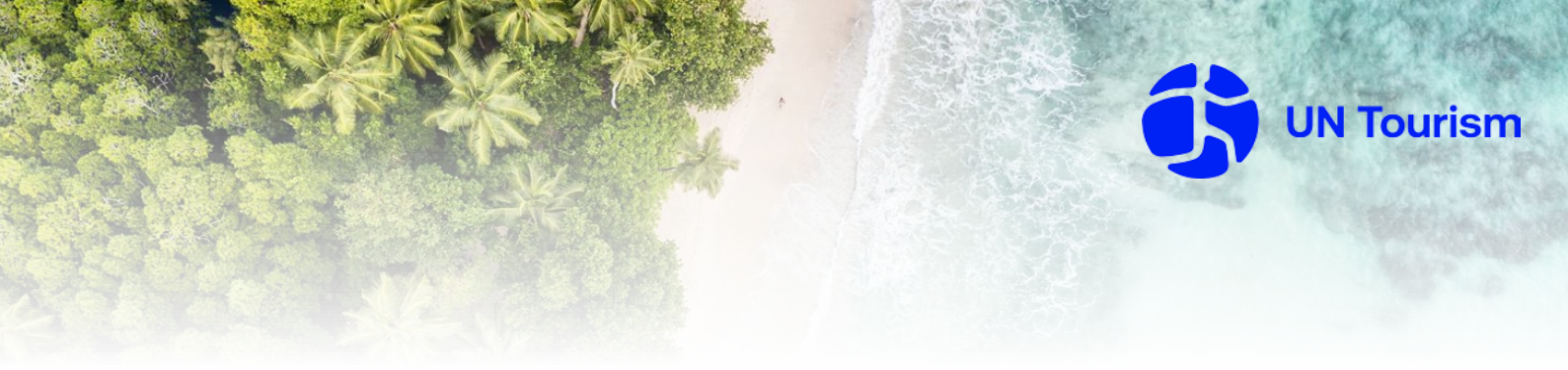
About the Model Questionnaire for Measuring Residents' Perceptions Towards Tourism

The Model Questionnaire provides a practical and harmonized approach for collecting information on residents' views regarding tourism and its impacts. It is designed to support national statistical offices, tourism administrations and destination management organizations in conducting regular surveys using internationally recognized concepts and sound statistical practices.

The questionnaire comprises a core module covering the key dimensions of residents' perceptions, including the overall impact of tourism, the importance of tourism for the economy, for culture and leisure, and the perceived tourism concentration.

For countries and destinations that want to go a step further, the model questionnaire also includes a complementary module to capture perceptions of tourism's impacts (both positive and negative), satisfaction and governance.

Rather than attempting to measure every aspect of residents' perceptions, the questionnaire focuses on a carefully selected set of questions that are both relevant and feasible for implementation across a wide range of countries and destinations. This approach promotes greater international comparability while allowing countries to adapt the questionnaire to their own policy priorities and statistical systems.



About the webinar

The webinar marks the global launch of the Model Questionnaire for Measuring Residents' Perceptions Towards Tourism and introduces its objectives, structure and practical applications.

The session will combine an introduction to the questionnaire with country experiences, highlighting the lessons learned from implementation. By bringing together national statistical offices, tourism administrations, and researchers, the webinar aims to encourage wider awareness and application of this important tourism metric that is a core part of the social dimension of sustainable tourism.

Provisional agenda

13:00 – 13:05	Welcome remarks, Ms. Clara van der Pol, Director a.i, Statistics, Standards and Data Department, UN Tourism
13:05 – 13:15	Introducing the UN Tourism Model Questionnaire for Measuring Residents' Perceptions Towards Tourism, Ms. Léandry Moreno, Programme Officer, Statistics, Standards and Data Department, UN Tourism
13:15 – 14:00	Pioneering country practices Moderator: Mr. Sergio Guerreiro, Senior Director, Turismo de Portugal, co-Vice Chair of the UN Tourism Committee on Statistics • Mr. Peter Laimer, Deputy Head, Directorate Spatial Statistics, Statistics Austria and co-chair of the UN Tourism Committee on Statistics • Mr. Julio López Astor, Deputy General Director, Subdirectorate General for Tourism Knowledge and Studies, Tourism Institute of Spain