

UN Tourism

Model questionnaire for measuring residents' perceptions towards tourism.

Based on the Statistical Framework for Measuring the Sustainability of Tourism

www.untourism.int

The model questionnaire

UN Tourism

Please note

This document presents the model questionnaire in PDF format for reference and adaptation.

It is not a digital survey instrument or software application.

What is this questionnaire?

The model questionnaire has been developed by UN Tourism as a practical tool to support countries in measuring residents' perceptions of tourism in a more harmonized way.

It provides a core set of questions aligned with the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), and built upon existing practices worldwide, while allowing sufficient flexibility for countries to adapt the questionnaire to their national context, policy priorities, and existing survey programmes.

It is intended to complement, rather than replace, national and sub-national approaches and can be integrated into existing statistical systems or used as the basis for developing new data collection exercises.

The primary goal is to gather the maximum amount of information with the minimum number of questions, aiming to understand resident´s perceptions of tourism while minimizing respondent burden as much as possible.

How the model questionnaire is intended to be used

The model questionnaire provides the recommended question wording, response options, and questionnaire flow that countries can implement using their own survey infrastructure. Countries employ a wide variety of data collection platforms and survey solutions, from nationally developed systems to commercially available software, which typically require their own licences.

The questionnaire should therefore be programmed and administered using each country's own data collection system (e.g. household surveys), which will determine how it is presented to respondents (for example, displaying one question per screen or multiple questions on a scrolling page, with the appropriate skip logic applied).

How the model questionnaire is structured

A. Core questions: Mandatory questions for all implementations, allowing cross-country benchmarks.

B. Sociodemographic characteristics of the respondent: Respondent information for data analysis.

C. Complementary modules: Countries/destinations may include one or more complementary modules depending on their needs and policy priorities.

Key points to remember

- Countries can adapt the questionnaire to their context, priorities and existing programmes.
- The PDF illustrates one possible way of presenting the questionnaire.
- UN Tourism does not provide survey software, platforms or licences.
- Each country is responsible for implementation and data management.



Residents' Perception Survey

UN Tourism

Help us better understand residents' perceptions of tourism.

Your participation will contribute to a better understanding of residents' perceptions of tourism. The information collected will support evidence-based tourism planning and more informed decision-making.

Before you begin:

- The survey takes approximately 10–12 minutes.
- Your responses are anonymous and confidential.
- There are no right or wrong answers. We are interested in your personal opinion/perception.
- Please answer the questions considering only your municipality of residence.

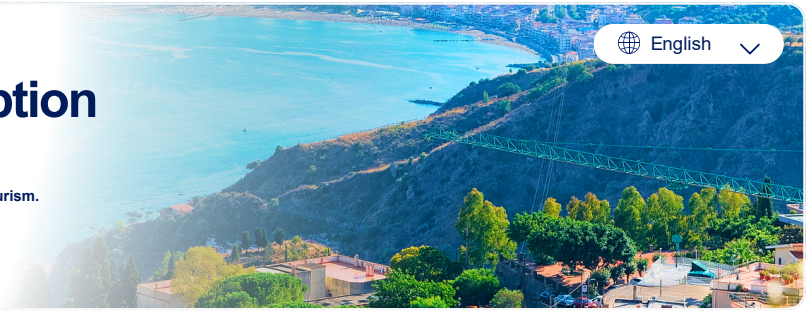
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Residents' Perception Survey

Help us better understand residents' perceptions of tourism.

Your opinion matters · Anonymous & confidential · About 10-12 minutes

Start survey →



A. CORE MODULE

Illustrative presentation of the core questionnaire

* 6 core questions
+ follow-up questions when applicable

1

UN Tourism — Progress 1 of 6

A1. Overall impact *

"How do you personally rate the impact of tourism on your place of residence? Please, consider only your municipality of residence."

1 Predominantly negative (Filter to open question 1.1: why?)
2 Rather negative
3 Neutral
4 Rather positive
5 Predominantly positive (Filter to open question 1.1: why?)
99 NA

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2

UN Tourism — Progress 1 of 6 Follow-up

→ A1.1. "Why?"

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UN Tourism — Progress 2 of 6

A2. Importance of tourism for the local economy *

"In your opinion, how important is tourism to the economy in your place of residence?"

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

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4

UN Tourism — Progress 3 of 6

A3. Importance of tourism for the local cultural and leisure options *

"In your opinion, how important is tourism to enhance cultural and leisure activities in your place of residence?"

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

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5

UN Tourism — Progress 4 of 6

A4. Tourism concentration *

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

1 There are almost no visitors
2 There are few visitors
3 The number of visitors is adequate
4 There are many visitors (Filter to question 4.1. Seasonality)
5 There are too many visitors (Filter to question 4.1. Seasonality)
99 NA

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UN Tourism — Progress 4 of 6 Follow-up

→ A4.1. Seasonality:

"Please indicate the three months, not necessarily consecutive, with the highest tourism activity in your area."

1 January · 2 February · 3 March · 4 April · 5 May · 6 June · 7 July · 8 August · 9 September · 10 October · 11 November · 12 December
13 None, tourism is evenly distributed throughout the year
99 N/A

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UN Tourism — Progress 5 of 6

A5. Benefit–cost balance *

"Over the past 12 months, tourism has brought more benefits than negative impacts in my place of residence."

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

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UN Tourism — Progress 6 of 6

A6. Support for tourism *

"I support tourism being an important activity in my place of residence."

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

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...

Continue

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Residents' Perception Survey - Complementary modules

Help us better understand residents' perceptions of tourism.

Your opinion matters

Anonymous & confidential

About 10-12 minutes

Continue survey →



English

B. SOCIODEMOGRAPHICS OF THE RESPONDENT

1 UN Tourism — Progress 1 of 9

B1. Sex *

Please indicate your sex

1.Male ○ 2.Female ○

UN Tourism — Progress 2 of 9

2 **B2. Year of birth** *

DD/MM/AAAA

UN Tourism — Progress 3 of 9

3 **B3. Nationality** *

Select

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4 UN Tourism — Progress 4 of 9

B4. What is the highest level of education you have completed? (According to the International Standard Classification of Education (ISCED 2011)) *

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

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5 UN Tourism — Progress 5 of 9

B5. What is your employment status? (According to the International Classification of Status in Employment (ICSE-93) and the EU labour force survey (EU-LFS)) *

1 Employee	6 Housework
2 Self-employed (employer)	7 Student
3 Self-employed (own-account)	8 Retired or unable to work
4 Member of producers' cooperatives	9 Another situation
5 Contributing family workers	99 NA

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6 UN Tourism — Progress 6 of 9

B6. What is your total monthly household income? (This should be adapted to the destination currency and average salary brackets.) *

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

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B7. Does anyone in your household work or have financial ties to the tourism sector? *

1 Yes, me and other members of my household
2 Yes, only I do
3 Yes, another household member (but not myself)...
4 No
99 N/A

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8 UN Tourism — Progress 8 of 9

B8. How many years have you been living in your current municipality? If less than 1 year, write 0: *

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9 **B9. How many times have you travelled to an international destination during last year (one night minimum)?:** *

← Previous Submit Survey

Or go to complementary modules →

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Residents' Perception Survey - Complementary modules

Help us better understand residents' perceptions of tourism.

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Continue survey →



English

C. COMPLEMENTARY MODULES

The following questions explore different impacts of tourism in your community.

Please rate the following statements based on how strongly you agree or disagree.

UN Tourism — Progress 1 of 8

C1. Positive economic impacts

Statement	Rating: Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
C1.1. "Tourism enhances the local economy and creates new employment opportunities."	○	○	○	○	○	○
C1.2. "Tourism attracts new investors."	○	○	○	○	○	○
C1.3. "Tourism provides significant tax revenue through VAT and accommodation taxes, which help fund public services."	○	○	○	○	○	○

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UN Tourism — Progress 2 of 8

C2. Positive social impacts

Statement	Rating: Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
C2.1. "Tourism improves the funding of social amenities and infrastructure that benefit the quality of life of the local community."	○	○	○	○	○	○
C2.2. "Tourism helps contribute to the prestige and image of my place of residence."	○	○	○	○	○	○
C2.3. "Tourism promotes acceptance and tolerance due to cross-cultural exchanges between residents and visitors."	○	○	○	○	○	○

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C3. Positive environmental impacts

Statement	Rating: Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
C3.1. "Tourism helps to preserve and enhance cultural heritage, monuments and protected areas."	○	○	○	○	○	○
C3.2. "Tourism funds the maintenance of protected areas and green spaces."	○	○	○	○	○	○

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C4. Negative economic impacts

Statement	Rating: Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
C4.1. "Tourism generates precarious employment meaning little or no job security, low and unsecured wages, and limited or no social protection, according to the International Labour Organization."	○	○	○	○	○	○
C4.2. "Tourism causes price inflation which increases the general cost of living."	○	○	○	○	○	○
C4.3. "Tourism negatively affects housing accessibility and costs due to short-term rental proliferation."	○	○	○	○	○	○

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Residents' Perception Survey - Complementary modules

English

Help us better understand residents' perceptions of tourism.

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Anonymous & confidential

About 10-12 minutes

Continue survey



C. COMPLEMENTARY MODULES

Please rate the following statements based on how strongly you agree or disagree.

UN Tourism — Progress 5 of 8

C5. Negative social impacts

Statement	Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
	Rating					
C5.1. "Tourism can lead to overcrowding on the streets, in shops, and on public transport."						
C5.2. "Tourism contributes to the loss of identity, culture and traditions in my place of residence."						
C5.3. "Tourism has displaced residents from certain areas, which are now primarily reserved for tourism use."						

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UN Tourism — Progress 6 of 8

C6. Negative environmental impacts

Statement	Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
	Rating					
C6.1. "Tourism consumes resources (such as water, energy, and land) that impact negatively the resident population."						
C6.2. "Tourism increases pollution levels in general (noise, light, etc.), traffic and dirt."						

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C7. Satisfaction

Statement	Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
	Rating					
C7.1. "Interactions between visitors and residents are generally positive and respectful in my place of residence."						
C7.2. "Tourism disrupts the daily lives of the resident population because of inappropriate behavior of visitors, excessive littering, and noise.						
C7.3. "I consider that my place of residence could welcome more visitors"						

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C8. Governance and participation

Statement	Strongly disagree	Rather disagree	Nor agree or disagree	Rather agree	Strongly agree	NA
	Rating					
C8.1. "Measures to mitigate tourism pressures (e.g., crowding, noise, and housing) are well-designed and effectively enforced."						
C8.2. "Authorities facilitate participation or take residents' opinions into account when making decisions related to tourism."						
C8.3. "I would be willing to dedicate more time to participate in discussions and consultations regarding local tourism development."						

Previous End of survey