MEASURING RESIDENTS PERCEPTIONS ON TOURISM

SPAIN'S EXPERIENCE

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CONCEPTUAL FRAMEWORK



- Similar surveys by Spanish local institutions
- The International Tourist Satisfaction Survey held by Tourspain
- Measuring Sustainable Tourism Indicators in ETC countries | Wave 3/2022 (ETC)
- Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) | Chapter 5: Measuring the Social Dimension
- Experiences reported at “MST Pilots. A Symposium on Country Experiences”
- A systematic review of academic literature (64 articles) on this topic

OBJECTIVES

1. **Main goal: Develop an indicator that is representative of the local population in Spain.** Create and compare “Personal impact” and “Community impact” indices:

“On a scale of 1 to 5, how does tourism in your town affect you personally?” and “On a scale of 1 to 5, in your opinion, how does tourism in your town affect the local community?”

The scale would go from “highly negatively” to “highly positively”, being 3 “neither positively nor negatively.

2. **Identify variables influencing perception and categorize them**.

3. **Provide insights into destination type, population, and socio-economic traits.**



SAMPLE DESIGN



Fieldwork

- Online interviews administered to a consumer panel in two waves (August and November).
- **13,000 interviews per wave.**
- **Minimum 50% retention rate** between waves.

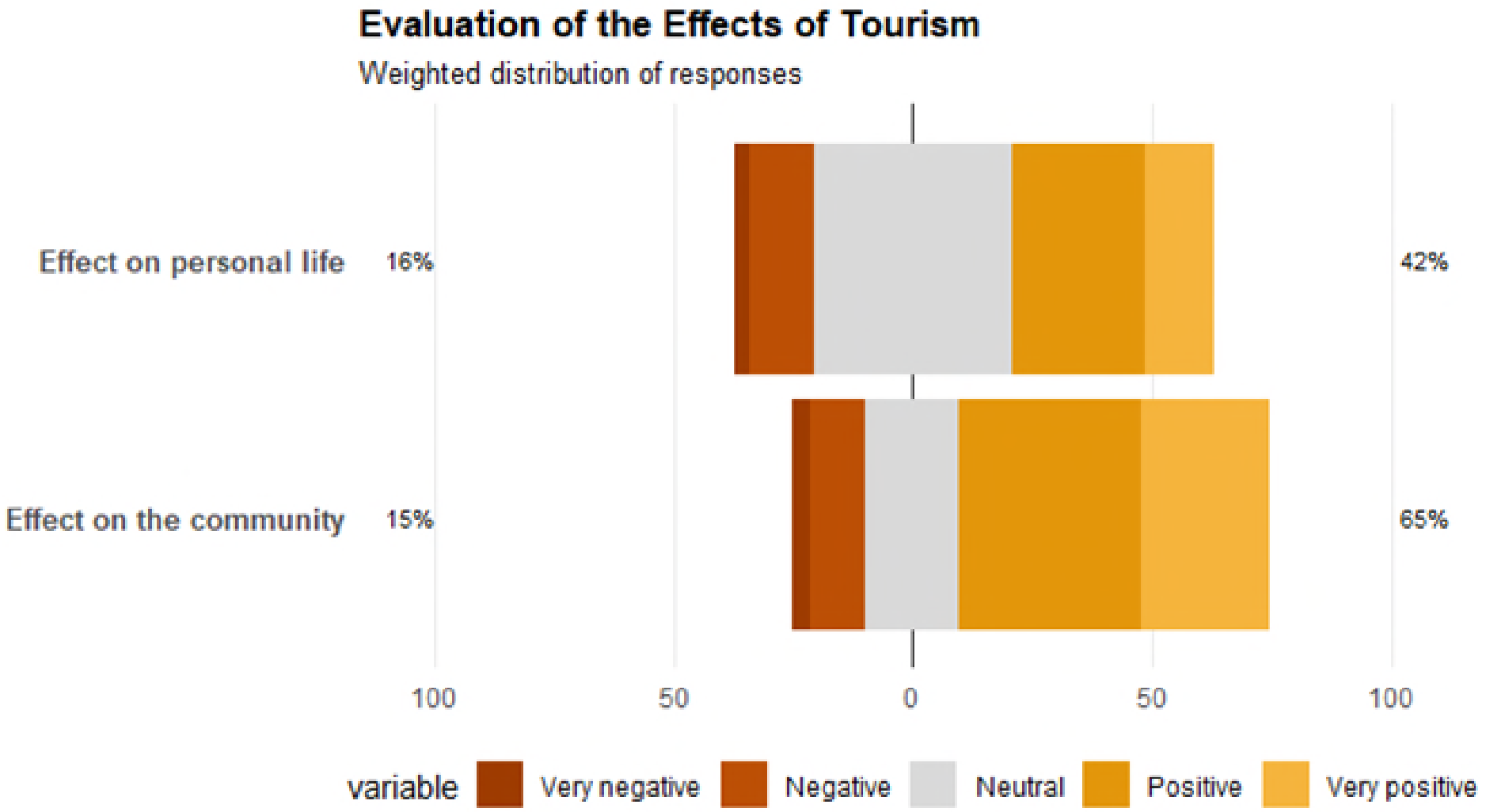
Sampling method

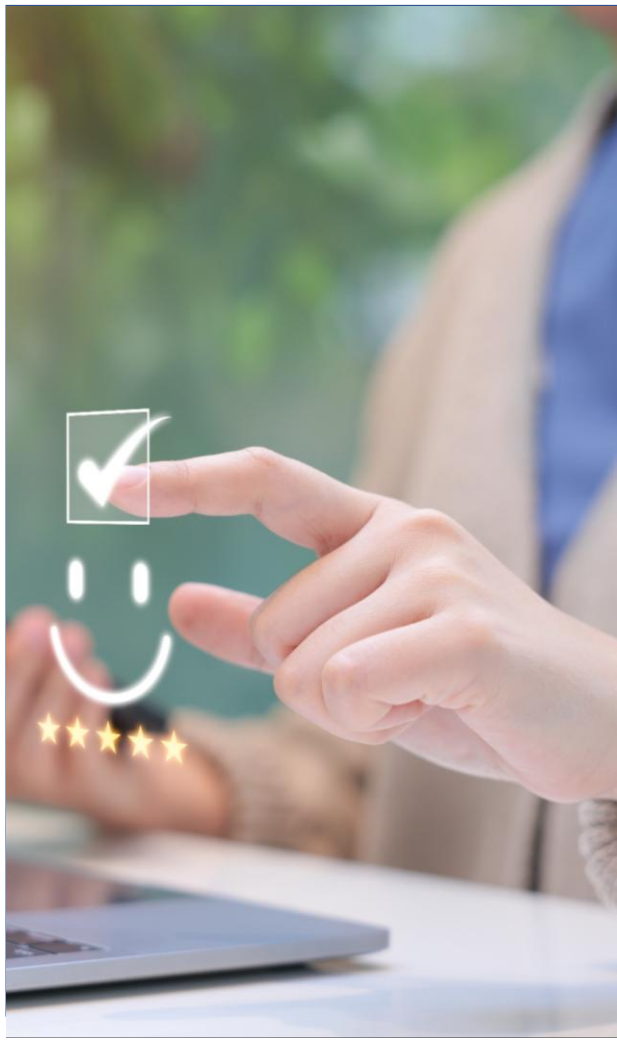
- Stratified probability sampling with equal (simple) allocation.

Stratification design

- Strata were defined using three groups of Spanish municipalities (population ≥ 5,000) according to their tourism intensity in August 2023.
- Tourism intensity was measured using the latest population census and experimental statistics on tourism flows derived from mobile-phone data—both produced by the **INE (Spanish Statistical Office)**.

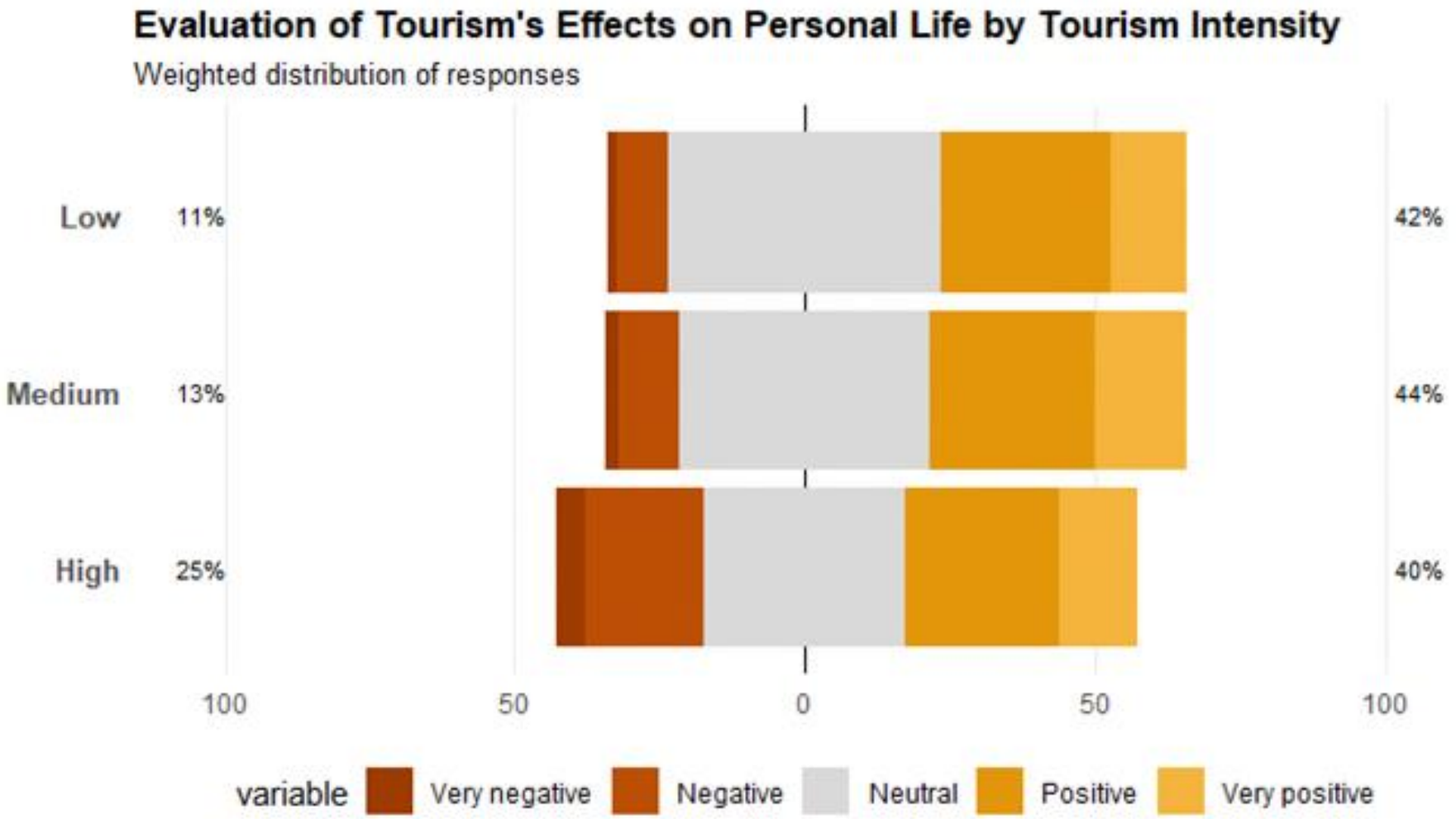
RESULTS: TOTAL POPULATION





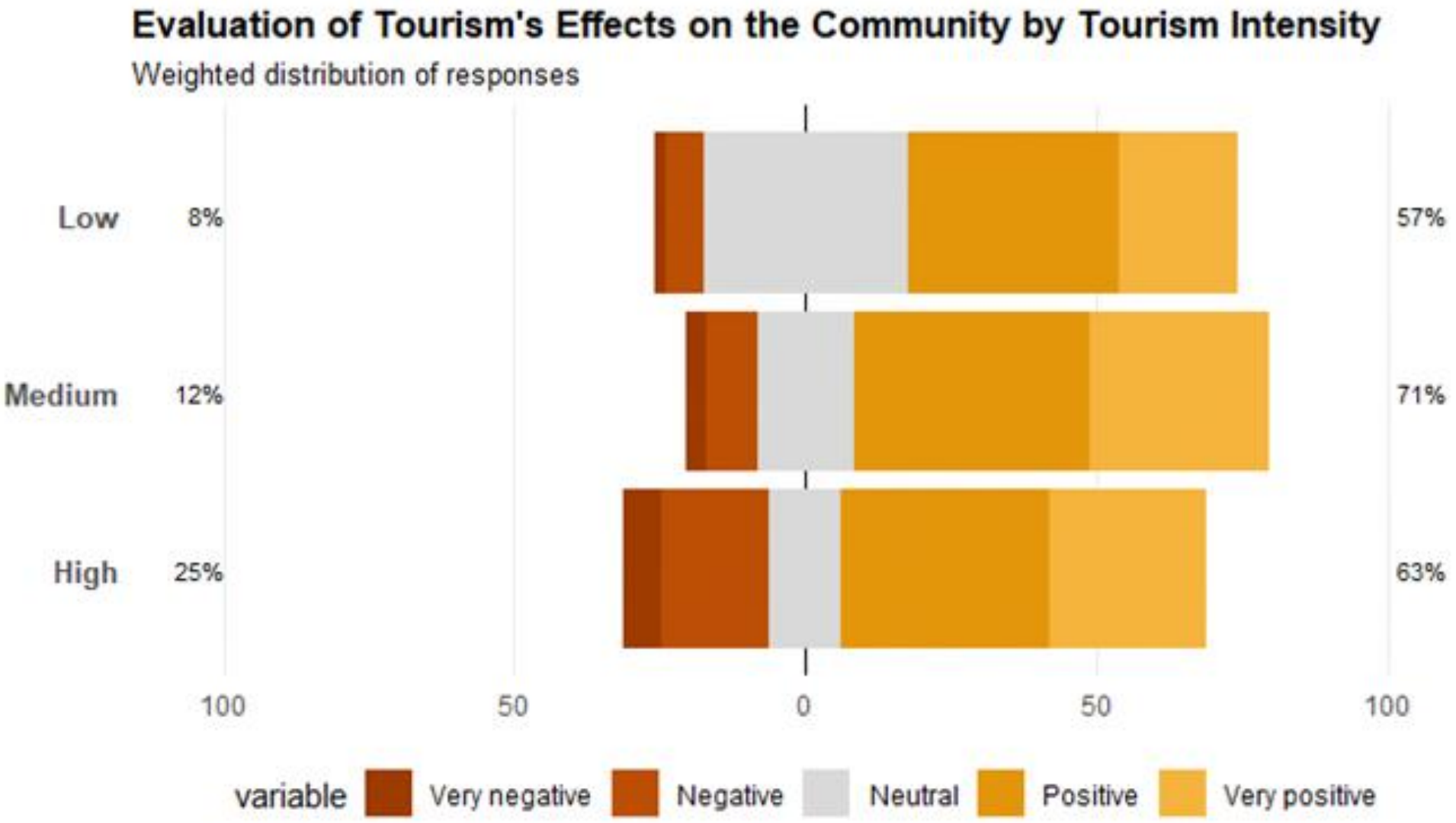
RESULTS: PERSONAL EFFECT – INTENSITY TIERS





RESULTS: DESTINATION EFFECT – INTENSITY TIERS

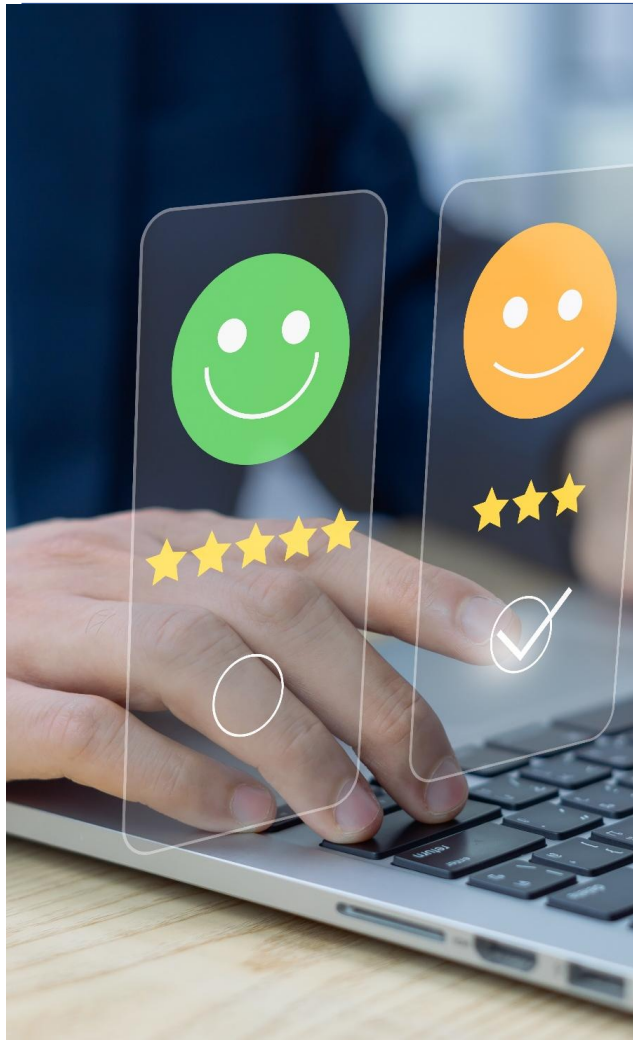




Perceived Costs of Tourism by Tourism Intensity

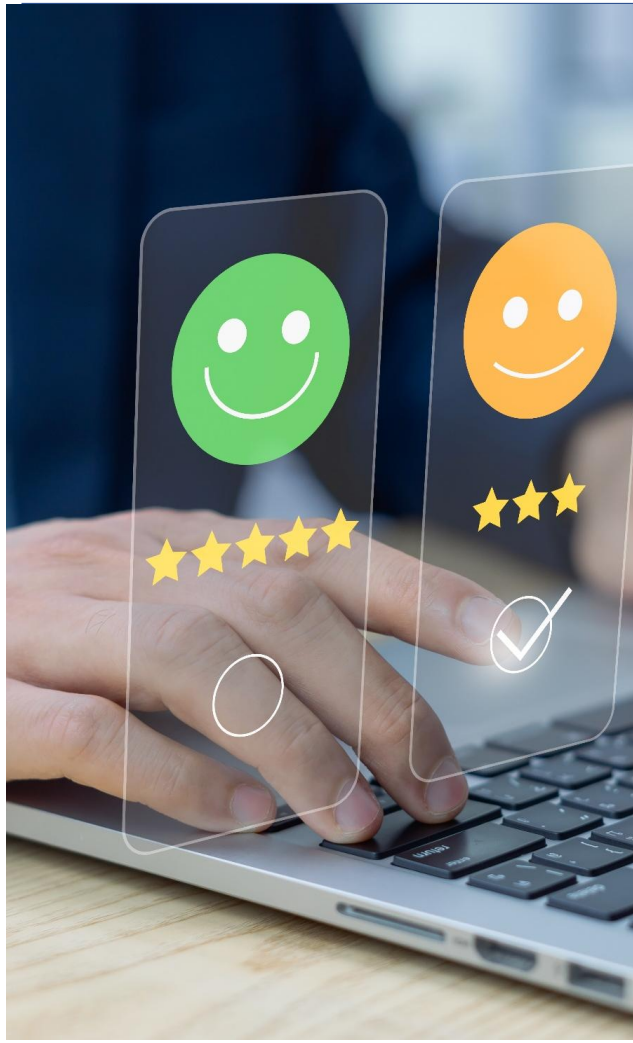
Percentage of residents who agree or strongly agree

	Low	Medium	High
Loss of Local Identity	29%	29%	37%
Displacement of Resident Population	54%	55%	65%
Resource Consumption	58%	56%	65%
Pollution	63%	63%	71%
Traffic	55%	61%	72%
Overcrowding	61%	62%	72%
Housing	75%	77%	84%



COST PERCEPTIONS – DIFFERENCE BETWEEN INTENSITY TIERS

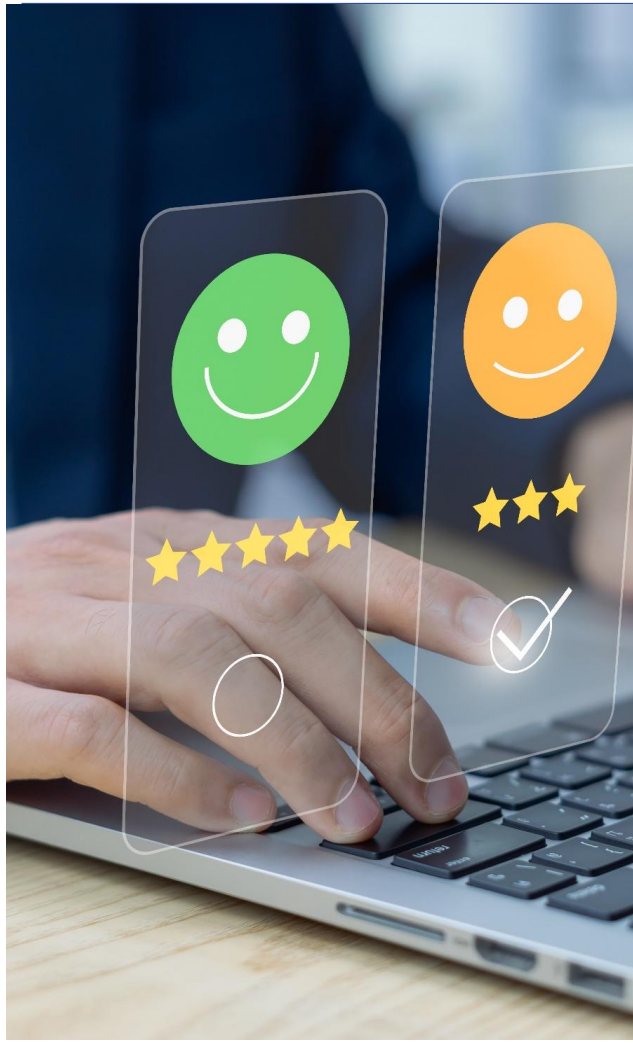
Variable	Low	Medium	High	High-Low Difference
Traffic	55.3	60.9	71.9	**16.6**
Overcrowding	61.0	61.6	72.2	**11.2**
Displacement of Resident Population	53.8	55.4	64.8	**10.9**
Housing	75.4	77.1	84.3	**8.9**
Pollution	62.7	62.7	71.4	**8.7**
Loss of Local Identity	29.1	29.3	37.4	**8.3**
Resource Consumption	57.6	55.5	65.4	**7.8**



Perceived Benefits of Tourism by Tourism Intensity

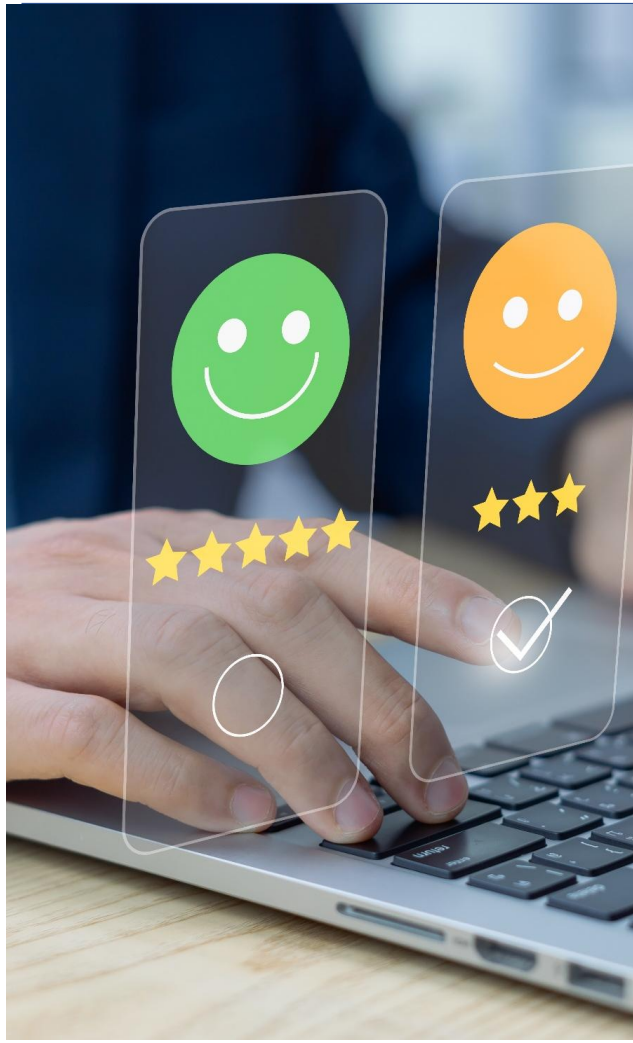
Percentage of residents who agree or strongly agree

	Low	Medium	High
Improved Quality of Life	39%	43%	35%
Public Services and Infrastructure	43%	46%	36%
Cultural Openness and Tolerance	56%	60%	50%
Heritage Conservation	56%	60%	49%
Destination Prestige	61%	71%	61%
Leisure Opportunities	71%	73%	66%
Attraction of Investment	75%	79%	76%
Employment and the Local Economy	75%	80%	75%



BENEFIT PERCEPTIONS – DIFFERENCE BETWEEN INTENSITY TIERS

Variable	Low	Medium	High	Medium-High Difference
Heritage Conservation	56.2	60.4	48.8	**11.7**
Public Services and Infrastructure	42.7	46.3	36.4	**9.9**
Destination Prestige	60.5	70.7	61.4	**9.4**
Cultural Openness and Tolerance	56.3	59.6	50.2	**9.4**
Improved Quality of Life	39.4	42.6	35.1	**7.4**
Leisure Opportunities	70.6	73.1	66.2	**6.9**
Employment and the Local Economy	75.1	79.6	75.3	**4.4**
Attraction of Investment	74.6	78.9	76.0	**2.9**



INFLUENCE FACTORS: CORRELATIONS



Association Between Perceived Impacts and Evaluation of Tourism's Effects			
Variable	Effect on Personal Life	Effect on the Community	Type
Improved Quality of Life	0.51	0.50	Perceived Benefit
Destination Prestige	0.48	0.56	Perceived Benefit
Public Services and Infrastructure	0.46	0.45	Perceived Benefit
Heritage Conservation	0.44	0.48	Perceived Benefit
Cultural Openness and Tolerance	0.44	0.45	Perceived Benefit
Employment and the Local Economy	0.43	0.52	Perceived Benefit
Leisure Opportunities	0.40	0.43	Perceived Benefit
Attraction of Investment	0.34	0.41	Perceived Benefit

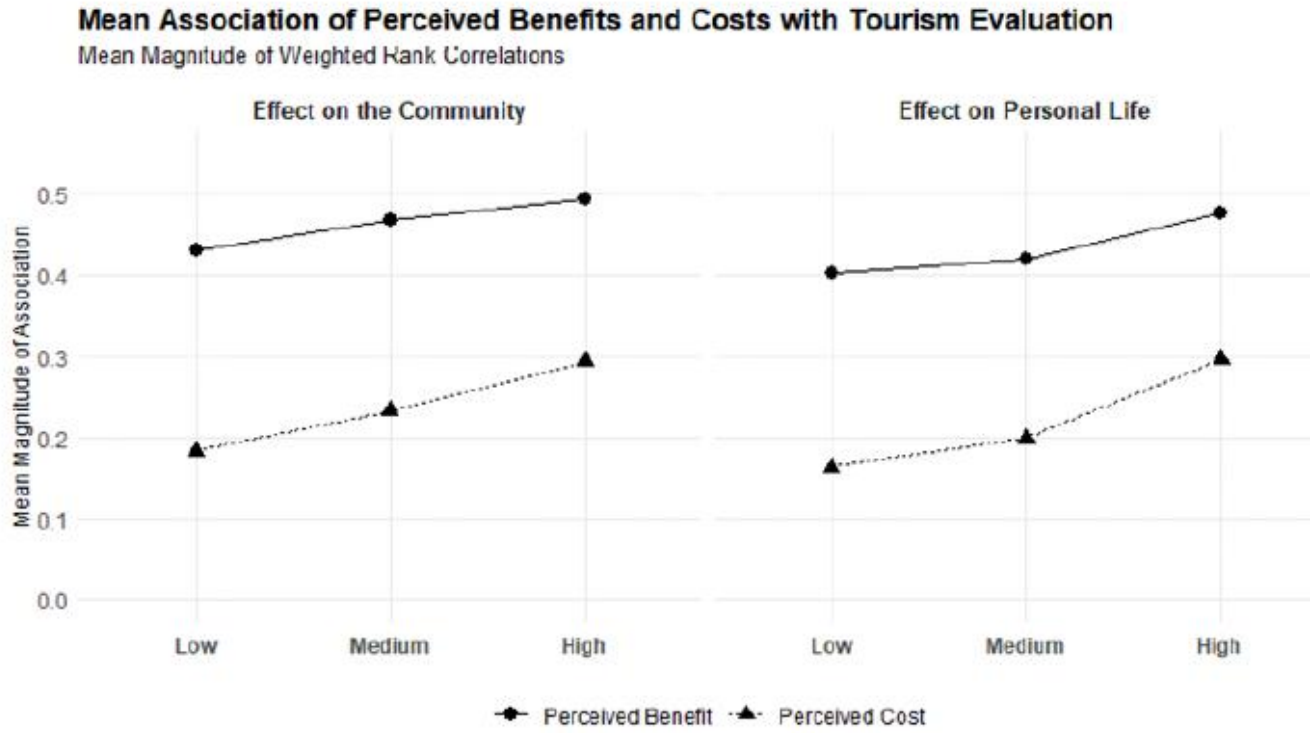
Association Between Perceived Impacts and Evaluation of Tourism's Effects			
Variable	Effect on Personal Life	Effect on the Community	Type
Loss of Local Identity	-0.28	-0.35	Perceived Cost
Displacement of Resident Population	-0.27	-0.31	Perceived Cost
Overcrowding	-0.24	-0.24	Perceived Cost
Pollution	-0.24	-0.24	Perceived Cost
Housing	-0.23	-0.22	Perceived Cost
Resource Consumption	-0.23	-0.26	Perceived Cost
Traffic	-0.14	-0.11	Perceived Cost

INFLUENCE FACTORS: CORRELATIONS



Mean Magnitude of the Association Between Benefits, Costs and Evaluation of Tourism by Tourism Intensity

Group	Question	Perceived Benefit	Perceived Cost	Benefit-Cost Difference
Low	Effect on the Community	0.43	0.18	**0.25**
Low	Effect on Personal Life	0.40	0.16	**0.24**
Medium	Effect on the Community	0.47	0.23	**0.24**
Medium	Effect on Personal Life	0.42	0.20	**0.22**
High	Effect on the Community	0.49	0.29	**0.20**
High	Effect on Personal Life	0.48	0.30	**0.18**





THANK YOU

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