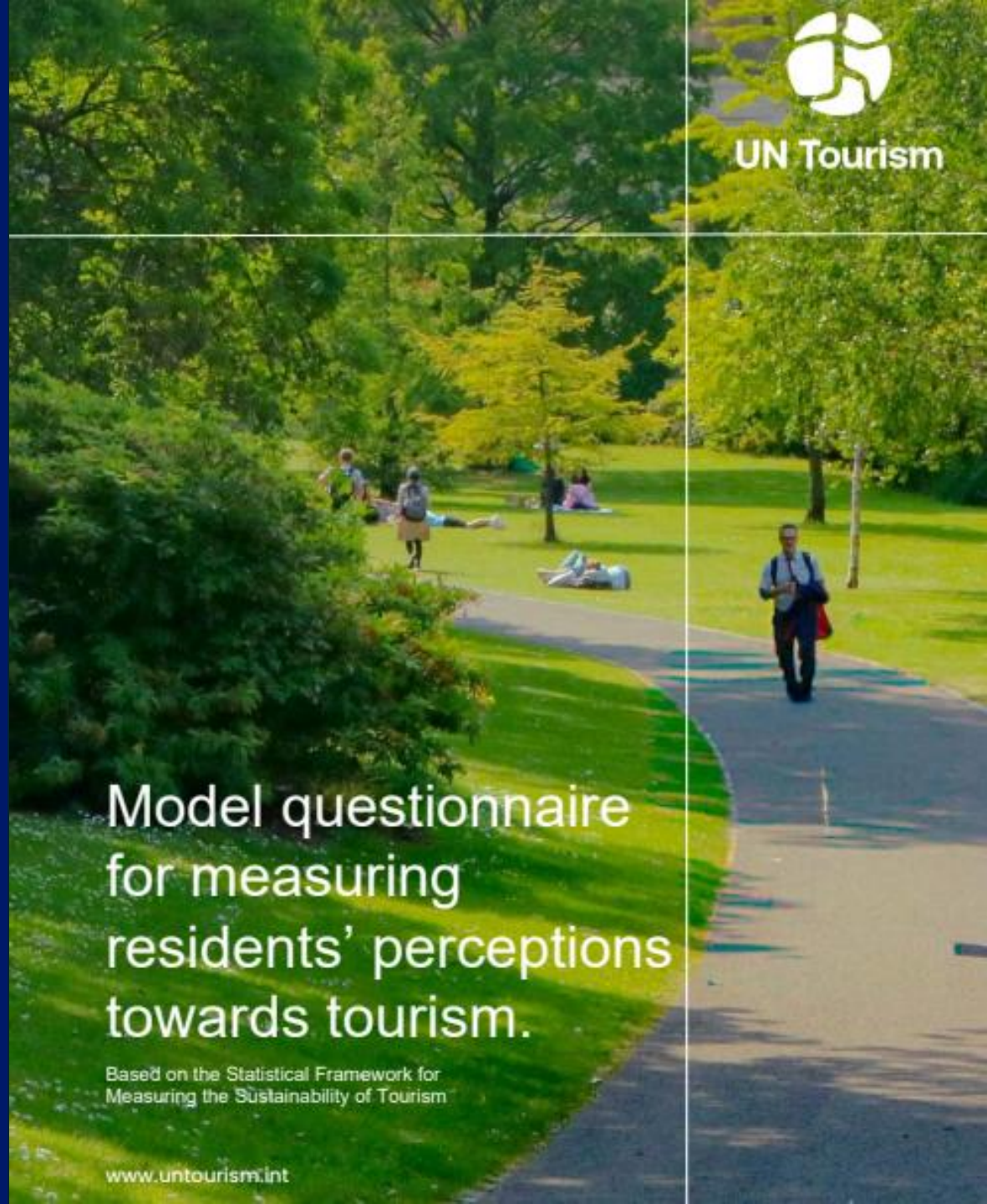
Measuring the Sustainability of Tourism

Model questionnaire for measuring residents' perceptions towards tourism

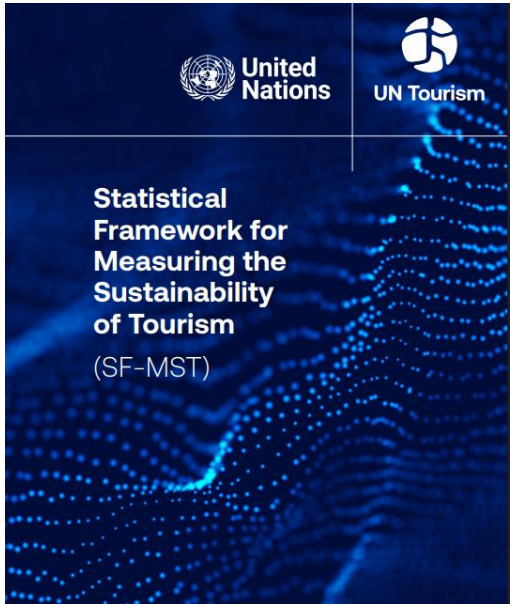
Launch Webinar, 16 September 2026

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UN Tourism



Statistical Framework for Measuring the Sustainability of Tourism



The **SF-MST** is an internationally-agreed framework describing the main concepts, definitions and data organization structures to support the production and organization of data on the impacts and dependencies of tourism on the economy, society and environment.

→ **Endorsed by the UN Statistical Commission**

→ **Adopted by the UN Tourism General Assembly**

→ **Recognized by UN General Assembly as a Beyond GDP example**

Download the framework:

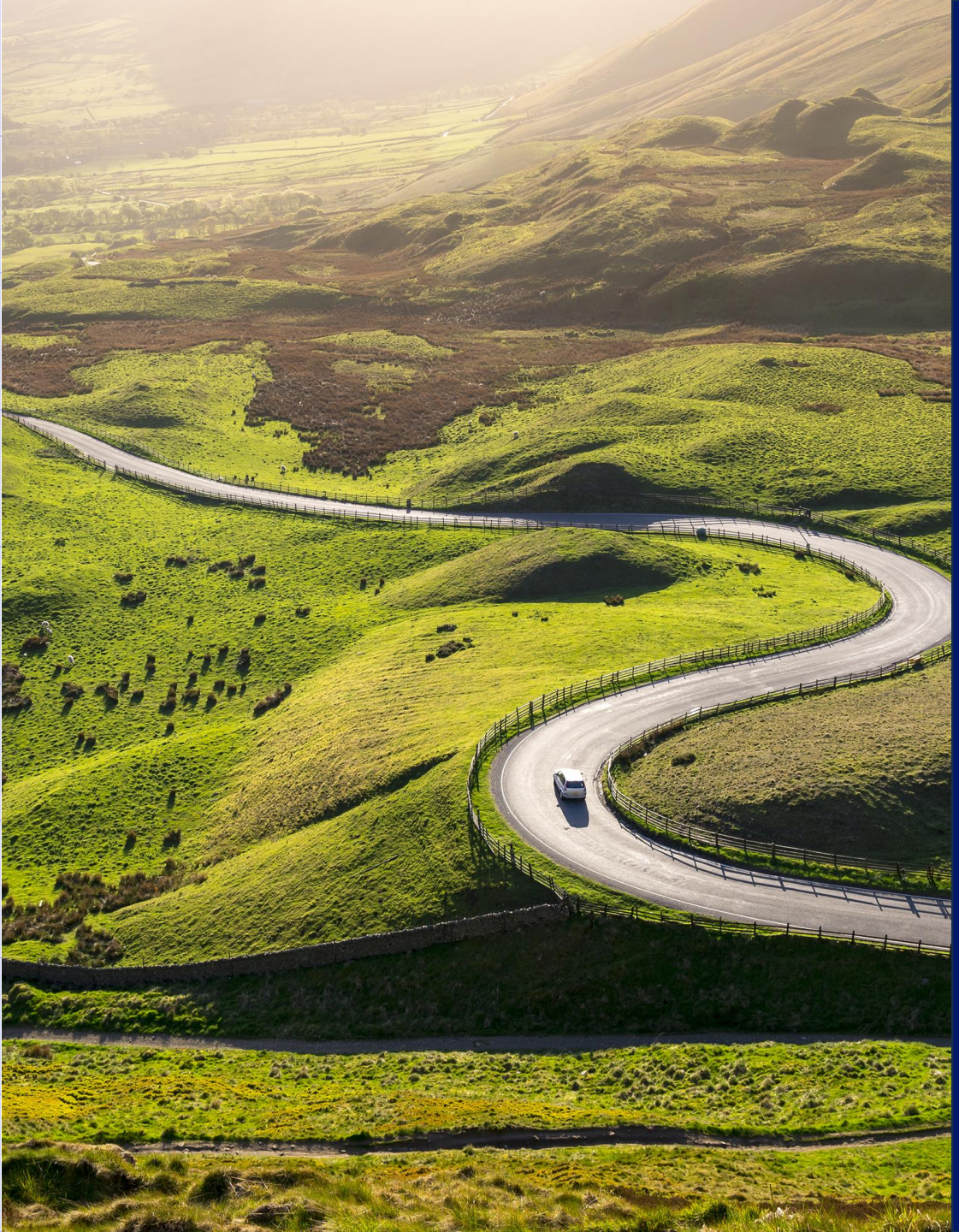
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Host community perception is a key component of sustainable tourism

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.

“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 to 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
- ❑ Minimize respondent burden

Learning from existing experiences

- **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 or embedded within broader monitoring frameworks and integrated into existing surveys

- **Results and hypotheses about host community support?**

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, community participation, and cultural identity

- **Limitations?**

Heterogeneity of existing instruments limits the comparability of findings across destinations and over time





What does the model questionnaire cover?

- **Core questions**
  - Overall impact
  - Local economy, culture and leisure
  - Tourism concentration
  - Seasonality
  - Benefit–cost balance
  - Support for tourism
- **Sociodemographic questions**
- **Complementary questions**
  - Positive and negative impacts
  - Satisfaction
  - Governance and participation

The 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 "In your opinion, how important is tourism to the economy?"

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

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?"

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

A4. Tourism concentration
"How do you personally feel about the number of visitors in your place of residence?"
There are almost no visitors 1
There are few visitors…….....2
The number of visitors is adequate ...3
There are many visitors…….....4*
There are too many tourists.....5*
NA.….....….....99

*A4.1. Seasonality: "Please indicate the three months, not necessarily consecutive 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

The core questions

A5. Benefit–cost balance
"Over the past 12 months, tourism has brought more benefits than negative impacts in my place of residence."

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

A6. Support for tourism
"I support tourism being an important activity for my place of residence."

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

Sociodemographics

B1. Please indicate your sex: ..
B2. Year of birth: .....
B3. Nationality:……

B4. 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

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))*
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

B6. 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

B7. 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

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

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

Complementary modules

C1. Positive economic impacts

C1.1. “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 agree 5
NA.….....….....99

C1.2. “Tourism attracts new investors.”

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

C1.3. “Tourism provides significant tax revenue through VAT and accommodation taxes, which help fund public services.”

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

C2. Positive social impacts

C2.1. “Tourism improves the funding of social amenities and infrastructure that benefit the quality of life of the local community.”

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

C2.2. “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 agree 5
NA.….....….....99

C2.3. “Tourism promotes acceptance and tolerance due to cross-cultural exchanges between residents and visitors.”

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

Complementary modules

C3. Positive environmental impacts

C3.1. “Tourism helps to preserve and enhance cultural heritage, monuments and protected areas.”

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

C3.2. “Tourism funds the maintenance of protected areas and green spaces.”

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

C4. Negative economic impacts

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.”

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

C4.2. “causes price inflation which increases the general cost of living.”

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

C4.3. “Tourism negatively affects housing accessibility and costs due to short erm rental proliferation.”

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

Complementary modules

C5. Negative social impacts

C5.1. “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 agree 5
NA.….....….....99

C5.2. “Tourism contributes to the loss of identity, culture and traditions in the municipality.”

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

C5.3. “Tourism has displaced residents from certain areas, which are now
primarily reserved for tourism use.”

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

C6. Negative environmental impacts

C6.1. “Tourism consumes resources (such as water, energy, and land) that impact negatively the resident population.”

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

C6.2. “Tourism increases pollution levels in general (noise, light, etc.), traffic and dirt.”

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

Complementary modules

C7. Satisfaction

C7.1. ""Interactions between visitors and residents are generally positive and
respectful in my place of residence."

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

C7.2. "Tourism disrupts the daily lives of the resident population because of
inappropriate behaviour of visitors, excessive littering, and noise."

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

C7.3. "I consider that my place of residence could welcome more visitors."

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

C8. Governance and participation

C8.1. "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 agree 5
NA.….....….....99

C8.2. "Authorities facilitate participation or take residents' opinions into account when making decisions related to tourism."

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

C8.3. "I would be willing to dedicate more time to participate in discussions and
consultations regarding local tourism development."

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



Implementation considerations

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.
- CAPI (in-person interview) → building trust.
- Sample of 1.200 respondents for the national level, 400 respondents for the sub-national level.



Access the model questionnaire

SCAN TO OPEN

Point your phone camera at the QR code to open the publication.

PDF ACCESS VIA QR CODE OR AT THE FOLLOWING LINK:
https://www.untourism.int/events/webinar-of-the-un-tourism-model-questionnaire-for-measuring-residents-perceptions-towards-tourism

THANK YOU!

Measuring residents' perceptions towards tourism

Pioneering country practices



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