

8th International
Conference on
BIG DATA
& Data Science for Official Statistics

BILBAO 2024

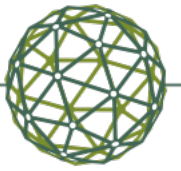
Informing Climate Change and
Sustainable Development Policies
with Integrated Data

BILBAO. SPAIN | **10-14 JUNE 2024** | **#UNBigData2024**

MEASURING RESIDENTS ATTITUDES TOWARDS TOURISM AND THE LINK TO MST

RESEARCH PROJECT BASED ON AN ONLINE PANEL SURVEY
NATIONAL TOURIST OFFICE OF SPAIN (TURESPAÑA)





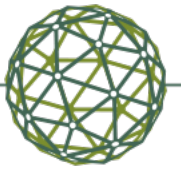
Research problem

Main aim: to develop an indicator for measuring resident's attitude towards tourism in tourist destinations, that is simple to understand and easy to implement.

- **To meet this goal, we have designed a survey to be conducted by an online panel**

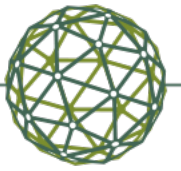
Significance of the study:

- **Research under the MST-UNWTO (Chapter 5) framework**
- **Tourism public policies towards sustainability**



CONCEPTUAL FRAMEWORK

- **Similar surveys done 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

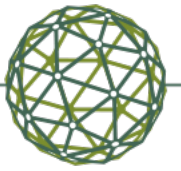
1. To develop an attitude indicator representative of the local population in Spain

Creating and comparing "Personal impact" and "Community impact" indexes.

- “On a scale of 1 to 5, how much tourism in your town affects you personally?” and “On a scale of 1 to 5, in your opinion, how much tourism in your town affects the local community?”
- The scale would go from “very negatively” to “very positively”, being 3 “neither positively nor negatively.”

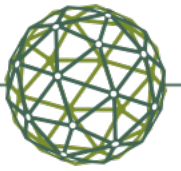
2. Identify variables influencing perception and categorize them.

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



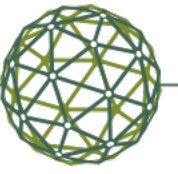
Sample design

- **13.000 online interviews to online panel in two waves (August and November). Minimum 50% retention rate**
- **Sampling method: stratified probability sampling with simple allocation**
 - The strata was designed based on 3 groups of Spanish municipalities (population ≥ 5.000) according to their tourism intensity in August 2023 (based on the last population census and experimental statistics measuring tourism flow with mobile phones - both by INE)



Timeline

- **First wave of the survey at the end of August**
- **First provisional results by the end of September**
- **Second wave of the survey at the beginning of November**
- **Results for both waves available by the beginning of December**
- **Final results and report by the beginning of 2025**



THANK YOU!