MEASURING RESIDENTS ATTITUDES TOWARDS TOURISM AND THE LINK TO MST

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