

Measuring social progress of tourism in Costa Rica

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**COSTA
RICA**



DISTINCTIVE ASPECTS OF THE COUNTRY

VALUABLE SOCIETY



HONORS NATURE IN ITS
TERRITORY



ENHANCES THE HUMAN
WELL-BEING OF ITS CITIZENS



Protects



Takes
care



Share



Friendly
people



Hospitable
people



Happy
people

An **atmosphere** that invites to immersion in our culture

Source: Image Study and positioning of Costa Rica as a tourist destination, Costa Rican Tourism Institute and Two Much Research, 2018.

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Why the Social Progress Index?

The SPI allows us to evaluate how effectively a country's economic success translates into social progress and well-being.

GDP + SPI = INCLUSIVE GROWTH



Social Progress Index® Framework

BASIC HUMAN NEEDS



Nutrition & Basic Medical Care

- Undernourishment
- Maternal mortality rate
- Child mortality rate
- Child stunting
- Deaths from infectious diseases
- Diet low in fruits and vegetables



Water & Sanitation

- Access to improved sanitation
- Access to improved water source
- Unsafe water, sanitation and hygiene
- Satisfaction with water quality



Shelter

- Access to electricity
- Household air pollution
- Dissatisfaction with housing affordability
- Usage of clean fuels and technology for cooking



Personal Safety

- Interpersonal violence
- Transportation related injuries
- Political killings and torture
- Intimate partner violence
- Money stolen

FOUNDATIONS OF WELLBEING



Access to Basic Knowledge

- No schooling
- Primary school enrollment
- Secondary school attainment
- Gender parity in secondary attainment
- Access to quality education



Access to Information & Communications

- Mobile telephone subscriptions
- Internet users
- Access to online governance
- Alternative sources of information index



Health & Wellness

- Life expectancy at 60
- Premature deaths from non-communicable diseases
- Access to essential services
- Access to quality healthcare
- Satisfaction with availability of quality healthcare



Environmental Quality

- Outdoor air pollution
- Lead exposure
- Particulate matter pollution
- Species protection

OPPORTUNITY



Personal Rights

- Political rights
- Freedom of peaceful assembly
- Freedom of religion
- Access to justice
- Property rights for women
- Freedom of discussion



Personal Freedom & Choice

- Vulnerable employment
- Early marriage
- Satisfied demand for contraception
- Corruption
- Freedom of domestic movement
- Young people not in education, employment or training



Inclusiveness

- Acceptance of gays and lesbians
- Discrimination and violence against minorities
- Equal protection index
- Equal access index
- Power distributed by sexual orientation
- Access to public services distributed by social group



Access to Advanced Education

- Expected years of tertiary education
- Women with advanced education
- Quality weighted universities
- Citable documents
- Academic freedom

Tourism Development Centers



- Objectives: to provide tools for the strategic analysis of the tourism sector in Costa Rica, identifying and enhancing the impacts of the sector on the economy and Costa Rican society, promoting innovative mechanisms that boost the sector; and promote strategies that generate the greatest benefits for tourism and country.
- Method: Household survey with personal interview.
- Year: 2017-2019
- Location: Costa Rica Tourism Development Centers
- Sampling Type: Random.
- Sample: 400 or more interviews per Development Center
- 3,045 total interviews
- 127 questions

Social Progress Index® Framework

BASIC HUMAN NEEDS

Nutrition and Basic Medical Assistance

Do people have access to enough meal?
Do people receive basic medical care?

Water and Sanitation

Can people have basic health conditions?

Shelter

Do people have access to adequate housing with basic living conditions?

Personal safety

Can people feel safe?

FOUNDATIONS OF WELLBEING

Access to Basic Knowledge

Do people have the basic educational level to improve their lives?

Access to Information and Communications

Can people freely inform themselves and communicate with the rest of the world?

Health & Wellness

Do people live long and healthy lives?

Environmental Quality

Is the country using its resources sustainably?

OPPORTUNITY

Personal Rights

Are people free from restrictions in exercising their personal rights?

Personal Freedom and Choice

Are people free from restrictions to exercise their personal decisions?

Inclusiveness and tolerance

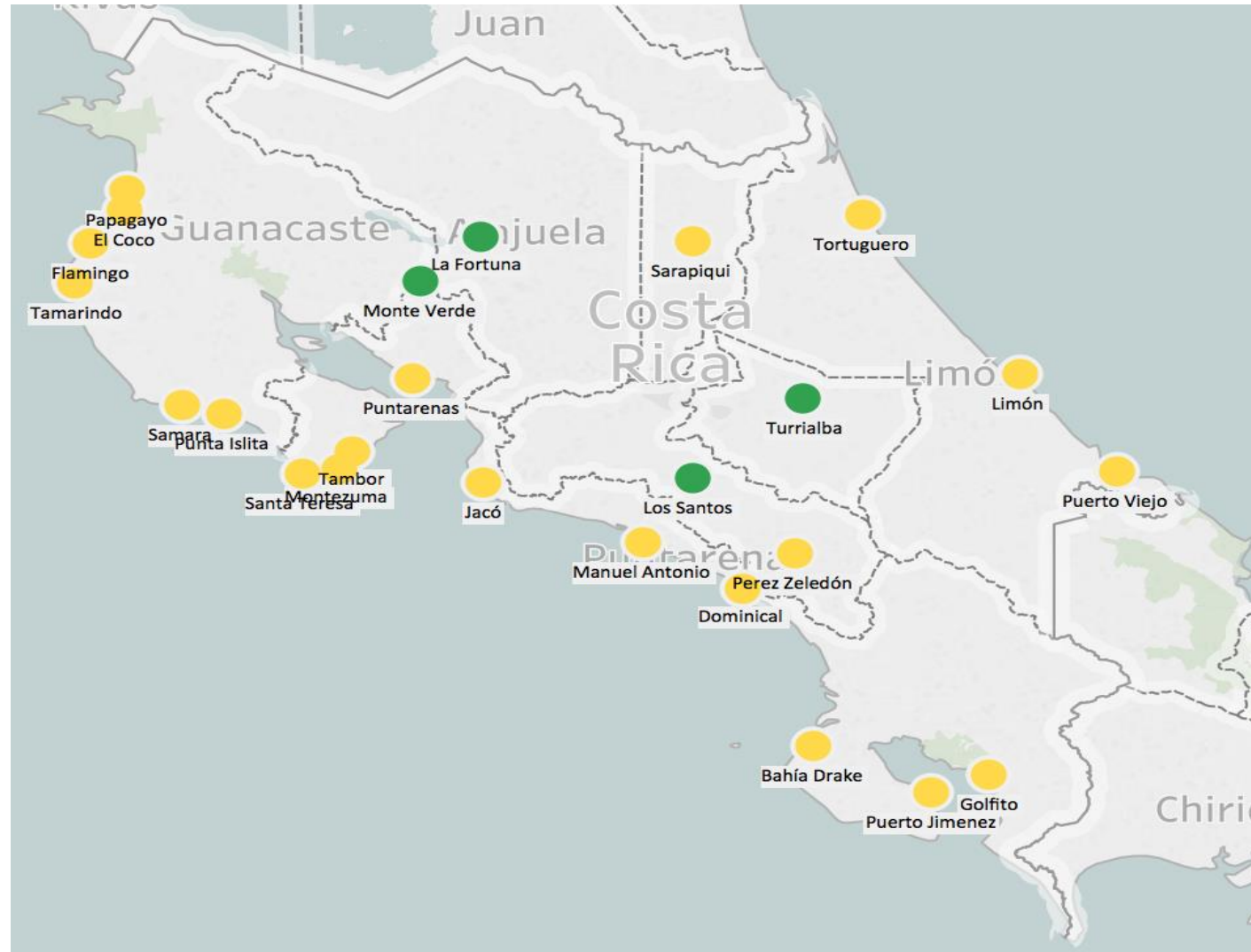
Is no one excluded from the opportunity to be a productive member of society?

Access to Higher Education

Do people have the opportunity to access higher education?

SPI in Costa Rica

Center	SPI	SPI level
La Fortuna	77.88	High
Los Santos	77.10	High
Monte Verde	77.02	High
Turrialba	76.52	High
Papagayo	74.19	Medium High
Santa Teresa	73.49	Medium High
Bahía Drake	72.41	Medium High
Tortuguero	71.31	Medium High
Tamarindo	69.92	Medium High
Manuel Antonio	67.59	Medium High
Puerto Viejo	67.44	Medium High



SPI in Tourism Development Centers

vs. SPI in Cantons

TD CENTER

Dominical

El Coco

Flamingo

Golfito

Jacó

Limón

Montezuma

Pérez Zeledón

Puerto Jiménez

Punta Islita

Puntarenas

Sámara

Sarapiquí

Tambor

Turrialba

CANTON

Osa

Carrillo

Carrillo

Golfito

Garabito

Limón

Puntarenas

Pérez Zeledón

Golfito

Puntarenas

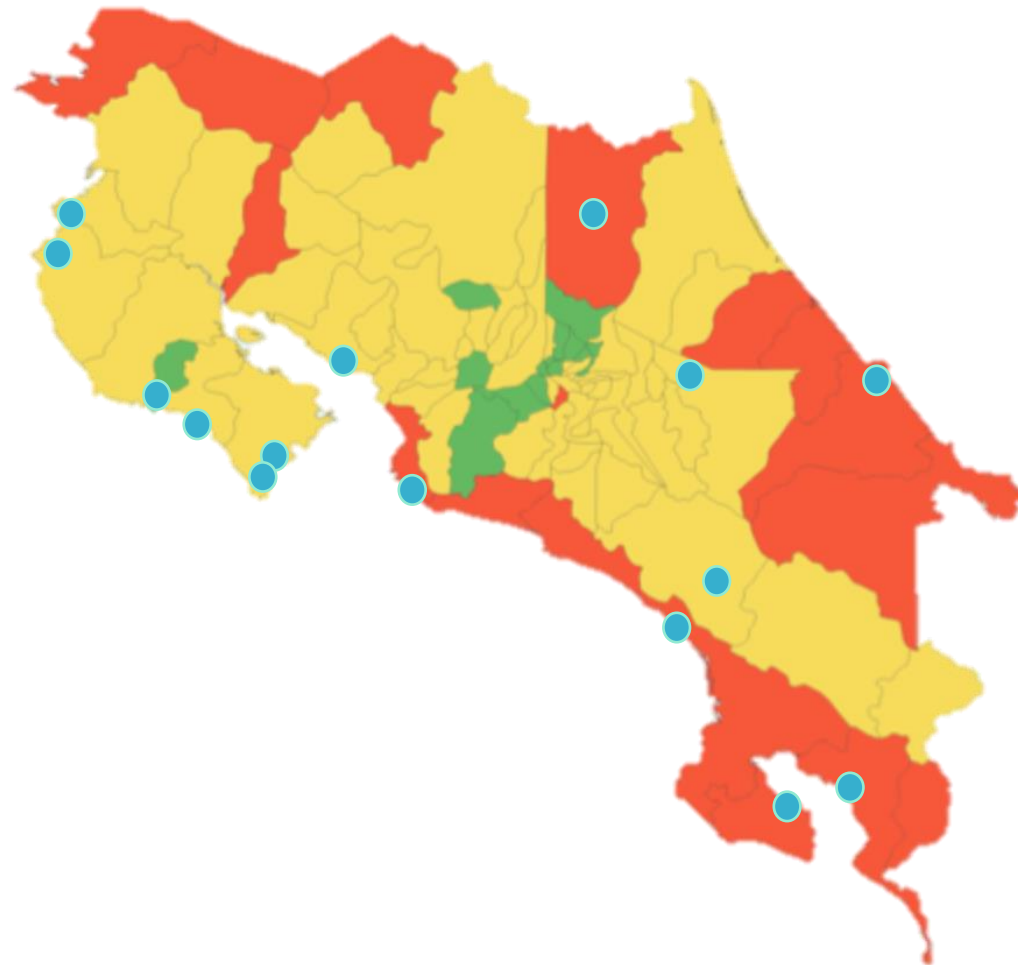
Puntarenas

Nicoya

Sarapiquí

Puntarenas

Turrialba



SPI in Costa Rica: key findings

- SPI makes possible to identify the social advantages and disadvantages in each region in order to establish priorities based on tourism-related activities.
- The strengths in the social progress of tourist centers are closely related to the competitiveness of the center: Natural Capital, Human Capital, and Infrastructure.
- In Costa Rica, Tourism Development Centers show higher levels of social development than the geographical areas to which they belong.

10 out of 15 Tourism Development Centers are among the 20 cantons with lowest social progress.

- The indicators in which CDTs perform better are 100% social.
- Measurement allows the design of public policies and programs tailored to fit the needs of each community. Ex: Integral Management of Tourist Destinations Program (GID, 2018)
- The best example of resilience that tourism can demonstrate facing a crisis like the one caused by a pandemic is it's social impact on destinations as source of well-being.

A close-up photograph of a sloth crawling on a dark, textured tree trunk. The sloth has long, shaggy brown and grey fur and is looking directly at the camera with its large, dark eyes. The background is a blurred forest with green foliage and dappled sunlight.

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