Measuring social progress of tourism in Costa Rica
An atmosphere that invites to immersion in our culture

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.
Our Model and Management Strategy

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

**FOUNDATIONS OF WELLBEING**
- **Access to Basic Knowledge**
  - No schooling
  - Primary school enrolment
  - 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
  - Right 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
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
<table>
<thead>
<tr>
<th>Basic Human Needs</th>
<th>Foundations of Wellbeing</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition and Basic Medical Assistance</td>
<td>Access to Basic Knowledge</td>
<td>Personal Rights</td>
</tr>
<tr>
<td>Do people have access to enough meal?</td>
<td>Do people have the basic educational level to</td>
<td>Are people free from restrictions in</td>
</tr>
<tr>
<td>Do people receive basic medical care?</td>
<td>improve their lives?</td>
<td>exercising their personal rights?</td>
</tr>
<tr>
<td>Water and Sanitation</td>
<td>Access to Information and Communications</td>
<td>Personal Freedom and Choice</td>
</tr>
<tr>
<td>Can people have basic health conditions?</td>
<td>Can people freely inform themselves and</td>
<td>Are people free from restrictions to</td>
</tr>
<tr>
<td></td>
<td>communicate with the rest of the world?</td>
<td>exercise their personal decisions?</td>
</tr>
<tr>
<td>Shelter</td>
<td>Health &amp; Wellness</td>
<td>Inclusiveness and tolerance</td>
</tr>
<tr>
<td>Do people have access to adequate housing with basic living conditions?</td>
<td>Do people live long and healthy lives?</td>
<td>Is no one excluded from the opportunity to be a productive member of society?</td>
</tr>
<tr>
<td>Personal safety</td>
<td>Environmental Quality</td>
<td>Access to Higher Education</td>
</tr>
<tr>
<td>Can people feel safe?</td>
<td>Is the country using its resources sustainably?</td>
<td>Do people have the opportunity to access higher education?</td>
</tr>
</tbody>
</table>
## SPI in Costa Rica

<table>
<thead>
<tr>
<th>Center</th>
<th>SPI</th>
<th>SPI level</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Fortuna</td>
<td>77.88</td>
<td>High</td>
</tr>
<tr>
<td>Los Santos</td>
<td>77.10</td>
<td>High</td>
</tr>
<tr>
<td>Monte Verde</td>
<td>77.02</td>
<td>High</td>
</tr>
<tr>
<td>Turrialba</td>
<td>76.52</td>
<td>High</td>
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<tr>
<td>Papagayo</td>
<td>74.19</td>
<td>Medium High</td>
</tr>
<tr>
<td>Santa Teresa</td>
<td>73.49</td>
<td>Medium High</td>
</tr>
<tr>
<td>Bahía Drake</td>
<td>72.41</td>
<td>Medium High</td>
</tr>
<tr>
<td>Tortuguero</td>
<td>71.31</td>
<td>Medium High</td>
</tr>
<tr>
<td>Tamarindo</td>
<td>69.92</td>
<td>Medium High</td>
</tr>
<tr>
<td>Manuel Antonio</td>
<td>67.59</td>
<td>Medium High</td>
</tr>
<tr>
<td>Puerto Viejo</td>
<td>67.44</td>
<td>Medium High</td>
</tr>
</tbody>
</table>
SPI in Tourism Development Centers vs. SPI in Cantons

<table>
<thead>
<tr>
<th>TD CENTER</th>
<th>CANTON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominical</td>
<td>Osa</td>
</tr>
<tr>
<td>El Coco</td>
<td>Carrillo</td>
</tr>
<tr>
<td>Flamingo</td>
<td>Carrillo</td>
</tr>
<tr>
<td>Golfito</td>
<td>Golfito</td>
</tr>
<tr>
<td>Jacó</td>
<td>Garabito</td>
</tr>
<tr>
<td>Limón</td>
<td>Limón</td>
</tr>
<tr>
<td>Montezuma</td>
<td>Puntarenas</td>
</tr>
<tr>
<td>Pérez Zeledón</td>
<td>Pérez Zeledón</td>
</tr>
<tr>
<td>Puerto Jiménez</td>
<td>Golfito</td>
</tr>
<tr>
<td>Punta Islita</td>
<td>Puntarenas</td>
</tr>
<tr>
<td>Puntarenas</td>
<td>Puntarenas</td>
</tr>
<tr>
<td>Sámara</td>
<td>Nicoya</td>
</tr>
<tr>
<td>Sarapiquí</td>
<td>Sarapiquí</td>
</tr>
<tr>
<td>Tambor</td>
<td>Puntarenas</td>
</tr>
<tr>
<td>Turrialba</td>
<td>Turrialba</td>
</tr>
</tbody>
</table>
• 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.