The rationale behind the social dimension of tourism

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Concepts and definitions

• The importance of the social dimension ➔ a more balanced and fair picture of all positive and negative aspects of tourism development (especially impacts on host communities and decent work)

• Overall framework with concepts and definitions ➔ Set of balanced indicators
  • More than one viable social theory to describe social reality (e.g. symbolic interactionism, functional structuralism and conflict/change theory)
  • Some common ground with 1) people and their interactions; 2) individual and shared value systems; 3) social structures and 4) constant change
  • Subjective and objective indicators

• Step towards the social dimension of tourism (and its indicators) through the main actors (= people and their interactions) of the tourism system, that is:
  • Visitors
  • Suppliers
  • Residents (of tourism destinations)
  • Institutions (e.g. national and local governments and DMO’s and their governance)

• Relation to social sustainability
Framework of 4 major theme’s: visitors perspective (national and local level)

- **Tourism system**
  - The trip
  - Tourism demand
  - Tourism supply

- **Society**
  - People/Interactions ➔ Individual and shared value systems (social capital) ➔ Thinking and behaviour

- **Drivers behind tourism demand**
  - Motivations / expectations
  - Choices of how to travel
  - Inclusiveness

- **Local communities**
  - Residents

Indicators, e.g.:
- Number and characteristics of visitor flows
- Motivations/expectations
- Choices made how to travel to a destination
- Actual trips (characteristics of tourism demand)
- Visitor’s engagement with host communities
- Perceptions
- Reflection on (satisfaction) and dissemination of tourism experiences
- Inclusiveness (support or hinder access to tourism)
Framework of 4 major theme’s: suppliers perspective (national and local level)

Indicators (by industry), e.g.:
- Motivations to work in the tourism industry (entrepreneur or employee)
- Conditions (e.g., access)
- Actual number and characteristics of tourism businesses
- ESG reports of businesses
- Actual employment (characteristics of employees – employers; seasonality)
- Decent work (incl. child labour)
- Experiences/image
- Why people stop working in the tourism industry (turnover)
- Supply and demand of labour (incl. education systems)
- Effects of ICT/AI on jobs
- Marketing
Framework of 4 major themes: perspective of host community/local residents (local level)

**Society**

- **People/Interactions**: Individual and shared value systems (social capital) ➔ Thinking and behaviour
  - **Drivers behind tourism demand**
    - Motivations / expectations
    - Choices of how to travel
    - Inclusiveness
  - **Local communities Residents**
  - **Culture identity**
  - **Impact on**
    - Experiences
    - Tourism/travel
    - Satisfaction

**Tourism system**

- The trip ➔ Tourism demand ➔ Tourism supply

**Indicators, e.g.:**

- Density (number and activities of visitors and supply of tourism activity and services)
- Intensity (positive and negative effects on host communities). That is:
  - Perceptions and actual situation on, for example, security, living conditions, housing, noise, crowds, mobility, commodification, infrastructure, variety of shops etc.
  - Changes in cultural identity
  - Impacts on cultural heritage and authenticity
  - Employment and income from tourism
  - Acceptance of tourism development
  - Tourism Carrying Capacity (or LAC)
Framework of 4 major theme’s: governance/institutions (national and local level)

People/Interactions → Individual and shared value systems (social capital) → Thinking and behaviour

Drivers behind tourism demand
Motivations / expectations
Choices of how to travel
Inclusiveness

Local communities
Residents

Culture identity

Human capital

Indicators, e.g.:
- Strategy and structure: sustainable policy/vision
- Implemented regulations
- Monitoring, evaluation and adaptation
- Stakeholder (civic) engagement
- Related policies on health, security, mobility, accessibility, crowd management
- Number, quality and support of cultural assets

Governance: national and local governments and DMO’s
Institutional participation of local residents (and businesses)(civic engagement)

The trip → Tourism demand → Tourism supply → Experiences

Experiences Satisfaction

Tourism/travel

Institutions

Impact on

Regulator

Contributes to
Thank you