

4TH MEETING MST UNWTO

MEASURING RESIDENT PERCEPTIONS AND THE LINK TO SUSTAINABILITY

A SURVEY ABOUT ATTITUDES AND OVERALL SATISFACTION
TOWARDS TOURISM AMONG SPANISH RESIDENTS



***Subdirección General de
Conocimiento y Estudios Turísticos***

INDEX

1. Introduction
2. Background
3. Objectives
4. Research methods
5. Sample design
6. Proposed survey questions
7. Timetable



CONTEXT AND THEORETICAL FRAMEWORK



RESEARCH PROBLEM

- Main aim: To develop a simple to understand, easy to implement *tourism acceptance/rejection indicator* for destinations.
 - 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 of 64 articles on this topic

METHODOLOGY



OBJECTIVES

1. To develop an attitude indicator of the local population in Spain, creating and comparing "Personal impact" and "Community impact" indexes.
2. Identify variables influencing perception and categorize them.
3. Provide insights into destination types, population, and socio-economic traits.

RESEARCH METHODS

1. Main method: Online survey conducted in a panel

Secondary methods:

1. Analysis of external data for performing more extensive analysis
2. Possible focus groups to spot positive or negative factors about tourism

SAMPLE DESIGN

- Sample method: stratified probability sampling with simple allocation
 - The strata would be designed based on 4 groups of Spanish destinations according to their tourism intensity

Considerations for ensuring sample representativeness:

1. Minimum sample requirements for each Autonomous Community, islands, some municipalities, and specific provinces.
2. Guarantee of samples in underrepresented age segments, even if requiring face-to-face surveys.

PROPOSED QUESTIONS AND TIMETABLE



SURVEY QUESTIONS

Main questions:

1. “On a scale of 1 to 5, in your opinion, how do you think tourism affects your local community?”
2. “On a scale of 1 to 5, how do you think tourism in your town affects you personally?”

The answers would go from “very negatively” to “very positively” on a 1 to 5 Likert scale, being 3 “neither negatively nor positively”.

Questions on several dimensions of possible effects in correlation to the main questions:

1. Enviromental effects
2. Sociocultural effects
3. Economic effects



THANK
YOU.

