2023 GLOBAL INSTO MEETING

Tourism and Livelihoods: Assessing the socio-economic impact of tourism (The Residents Gaze)

@ Wednesday, 22 November 2023 | 12:00 am – 1:00 pm CET | Madrid

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1. ASTO – Mission, Goals and Vision
   • Identification of the geographic area of ASTO monitoring – The Alentejo Region NUT II

2. Tourism statistics overview – Alentejo Region (2023 – 2022 – 2019 | YtoY)

3. Brief timeline on the steps taken – context overview

4. PISTA Digital - The technological platform tool to support ASTO

5. Assessing the socio-economic impact of tourism (The Residents Gaze)
   • Participatory process
   • Socio-Cultural and Economic dimension/results (example)

6. Further challenges and Future/Work in progress
1. Mission, Vision and Goals

To promote knowledge management to monitor the sustainable development of the tourist destination Alentejo.
To be an information centre of excellence that inspires tourist agents to transform the Alentejo destination into a sustainable territory of international reference.
1. Mission, Vision and Goals

[1] To measure and monitor the behaviour of Alentejo tourism destination regarding sustainable tourism development, using the reference methodology proposed by INSTO-UNWTO.
To develop a methodological framework for performance assessment, using indicators to monitor the sustainable development of tourism activities in the Alentejo region.
1. Mission, Vision and Goals

2. Identification of the geographic area of ASTO monitoring – The Alentejo Region NUT II

Territory: 31 605km² [34.3%]
Population: 704.934 [7%]

Territorial units division:
5 intermunicipal bodies NUT III
58 Municipalities
299 parish councils

Tourism:
1 Regional Tourism Board
1 Regional Tourism Promotion Agency
2. Tourism statistics overview – Alentejo Region (2023 – 2022 – 2019 | YtoY)

Proportion of NUT III regions in relation to Alentejo NUT II in Guests, Overnight Stays, Tourism Establishments¹ and Available Beds¹ (2022)

Alentejo NUT II (2022)
No. of guests: 1,545,342 (-4.4%)
No. of nights: 3,035,437 (+3.3%)
No. of establishments: 793 (+5.3%)
No. of beds: 27,076 (+4.4%)

Alentejo NUT II (2019)
No. of guests: 1,616,058
No. of nights: 2,938,830
No. of establishments: 753
No. of beds: 25,941

Alentejo NUT II (2022)
Residents: 1,086,060 (+1.9%)
Non-residents: 459,282 (-16.6%)

Alentejo NUT II (2019)
Residents: 1,065,487
Non-residents: 550,571

¹ The data regarding the number of accommodation establishments and beds available for each NUT III are the most recent on this date and refer to the year 2021. All other data refer to 2022. Source of all data: INE (2023)
3. Brief timeline on the steps taken – context overview

- **2017**: Official integration of ASTO into the INSTO
- **2018**: Several contacts regarding thematic areas approach (informal approach)
- **2019**: Formal approach to stakeholders to be part of the RWG 1st phase
- **2020**: Role played by ERTA/R
- **2021**: 1st Annual meeting with ASTO Regional Working Group
- **2022**: 2nd Annual meeting with ASTO Regional Working Group
- **2023 and beyond**: ASTO Governance Model
- **2022**: ASTO Financial support & HR

**Planning and development**
- ASTO founding members initiated preliminary research in 9 thematic areas suggested by the WTO
- Identification of stakeholders to be part of the LWG
- Extensive and complex range of actors
- Role played by ASTO & ERTA/R
- Funding search / project submission

**What facts should be measured?**
- Economic benefits
- Seasonality
- Employment
- Residents local satisfaction
- Energy management
- Water management
- Waste management
- Waste Water (Sewage) Management
- Governance
- Accessibility
- Climate Action

**Approach by sector, products and administrative scale**
- Individual approach to each agent

**Ongoing process**
- System in constant growth and adaptation

**Water, Energy and Waste Management – January 2024**
- Monthly monitoring process with +/-30 pilots (hotel establishments in Alentejo region)
4. PISTA Digital - The technological platform tool to support ASTO

URL of the video: https://www.youtube.com/watch?v=HcwyfwBkZ1o&t=1s
[3] To provide tourism stakeholders with a knowledge platform that:

A) Contributes to their involvement in assessing the risks, costs, impacts and limits of their activity in the destination

B) Facilitates the identification of innovation opportunities in their organisations and business

C) Assists in the identification of better solutions for the use of resources, within the general principles and guidelines of sustainable tourism development
4. PISTA Digital – The technological platform tool to support ASTO

Resources:
- **OBLIVION** Supercomputer

IT Development:
- **DECSIS**
Mission, Vision, Goals and **Monitoring Areas**

**11 Monitoring Areas**

*Mandatory indicators*

*Recommended indicators*

*Destination specific indicators*

- Economic benefits
- Seasonality
- Employment
- Residents local satisfaction
- Energy management
- Water management
- Waste management
- Waste Water (Sewage) Management
- Governance
- Accessibility
- Climate Action

4. PISTA Digital - The technological platform tool to support ASTO
5. Assessing the socio-economic impact of tourism (The Residents Gaze)

Why to study residents perceptions? some reasons

PISTA Digital Platform

Intelligent System for Sustainable Tourism in the Alentejo and Ribatejo

The aim of the PISTA Digital platform is for tourist agents to have a technological tool that aid their involvement in assessing the risks, costs, impacts and limits of their activity.

The intention is also to make it easier to identify opportunities for innovation in tourist organizations and to help identify better ways to use resources, applying the general principles of sustainable tourism development.
Why to study residents perceptions?

Residents are part of the tourist activity and can contribute to the (un)succes of the tourist experience lived in a destination.

Residents' attitudes and behaviors towards visitors influence their decision to return (or not) to the destination.

Residents are one of the tourism actors most affected, in their daily lives, by tourism development.

To successfully develop a sustainable destination it is necessary to involve the community in the planning, management and monitoring of tourism activity.
5. Assessing the socio-economic impact of tourism (The Residents Gaze)

Socio-demographic characterisation of the respondents (I)

Place of residence NUT III
- Leziria do Tejo: 19.9%
- Alto Alentejo: 17.8%
- Alentejo Central: 22.3%
- Alentejo Litoral: 18.7%
- Baixo Alentejo: 21.3%

Gender
- 55% female
- 45% male

Age group
- 25-64 years old: 59.6%
- 18-24 years old: 17%
- >= 65 years old: 23.4%
5. Assessing the socio-economic impact of tourism (The Residents Gaze)

Socio-demographic characterisation of the respondents (II)

- **Marital status**
  - Single: 35%
  - Married: 56%
  - Cohabiting: 9%
  - Divorced: 6%

- **Has a profession in tourism?**
  - Yes: 18%
  - No: 82%

- **Academic qualifications**
  - Doctorate: 0.7%
  - Post-graduation / Master's Degree: 8.6%
  - Bachelor's Degree: 21.6%
  - Vocational education: 21.6%
  - Secondary education: 28.7%
  - 2nd or 3rd cycle (up to 9th grade): 13.9%
  - 1st cycle (primary education): 11.6%
  - Can read and write without having attended school: 1.0%
  - Can neither read nor write: 1.8%
5. Assessing the socio-economic impact of tourism (The Residents Gaze)

Desired visitor: dimensions identified by residents

- 72% Foreigners from certain nationalities: English, Spanish, French, Brazilian, German, others
- 27% Depends on the nationality of the visitor
- 21% Domestic
- 7% Foreigners
- 26% Depends on the visitor’s behaviour
- 7% Like all visitors
- 3% Depends on the type of visitor
- 1% Depends on the age of the visitor
- 10% Has no opinion
- 30% Did not answer the question

- Polite, interested, respectful of residents, culture, nature
- Cultural visitor; who publicises the destination; the nature visitor; visitor with economic power, ...
- Seniors, young people, ...

Foreigners from certain nationalities: English, Spanish, French, Brazilian, German, others
### Locations & frequency contact of residents with visitors

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the street, when visitors approach me for information</td>
<td>75.8%</td>
</tr>
<tr>
<td>In restaurants</td>
<td>73.7%</td>
</tr>
<tr>
<td>On the street, when I walk as part of my daily routine</td>
<td>68.9%</td>
</tr>
<tr>
<td>In areas of touristic interest (e.g. beaches, cultural, business, etc.)</td>
<td>68.8%</td>
</tr>
<tr>
<td>In commercial spaces (e.g. stores, market, shopping centers)</td>
<td>67.4%</td>
</tr>
<tr>
<td>At events (e.g. cultural, sports, fairs, etc.)</td>
<td>65.4%</td>
</tr>
<tr>
<td>At my workplace</td>
<td>52.5%</td>
</tr>
<tr>
<td>In a nightlife venue</td>
<td>38.9%</td>
</tr>
</tbody>
</table>

*“On the street, when visitors approach me for information” is the location & frequency contact with visitors perceived by the highest percentage of residents.*

*Percentage resulting from the sum of the level 3, 4 and 5 answers (sometimes + often + always) from the residents' questionnaire*
Economic impacts of tourism as perceived by residents

**NEGATIVE**

- Increases the price of goods / products / services: 47.2%
- Increases work offer in precarious conditions: 47.2%
- Local accommodation supply increases excessively: 42.7%
- Land and house prices rise: 42.3%
- Overall cost of living rises: 35.2%
- Price increases for cultural/natural attractions: 28.7%
- Reduces traditional commerce / historic shops: 22.4%
- Creates employment for residents of other municipalities: 17.4%

* "Increases the price of goods / products / services" and " Increases work offer in precarious conditions" are the negative economic impacts of tourism in the region perceived by the highest percentage of residents.

**POSITIVE**

- Develops local / typical activities: 61.3%
- Attracts new investors: 58.7%
- Creates jobs for residents: 56.7%
- Creates new services / businesses: 55.6%
- It employs young people who live in the municipality: 52.3%
- Money stays in the community: 49.8%
- Increases residents' income: 34.3%
- Creates employment for residents of other municipalities: 31.3%

* "Develops local / typical activities" is the positive economic impact of tourism in the region perceived by the highest percentage of residents.

* Percentage resulting from the sum of level 4 and 5 answers (agree + totally agree) from the residents' questionnaire
## Social impacts of tourism as perceived by residents

<table>
<thead>
<tr>
<th><strong>NEGATIVE</strong></th>
<th><strong>POSITIVE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increases stress, disrupts calm and tranquility</td>
<td>Recognition, prestige and image of the municipality 64.9%</td>
</tr>
<tr>
<td>Increased alcohol and drug consumption</td>
<td>Improves urban infrastructure 46.5%</td>
</tr>
<tr>
<td>Disrupts daily resident life</td>
<td>Residents benefit from more and better services 42.9%</td>
</tr>
<tr>
<td>Decreases the time spent with family members</td>
<td>Increases the quality of the services provided 40.2%</td>
</tr>
<tr>
<td>Decreases tolerance and respect for other cultures</td>
<td>Increases the population's quality of life 34.5%</td>
</tr>
<tr>
<td>Increased crime and vandalism</td>
<td>Increases safety 29.5%</td>
</tr>
<tr>
<td>Decreases socialisation between residents in public space</td>
<td></td>
</tr>
<tr>
<td>Undermines prevailing standards of moral conduct</td>
<td></td>
</tr>
<tr>
<td>Changes in the population’s eating habits</td>
<td></td>
</tr>
<tr>
<td>Increases prostitution</td>
<td></td>
</tr>
<tr>
<td>Changes the way residents talk</td>
<td></td>
</tr>
<tr>
<td>Increases sexually transmitted diseases</td>
<td></td>
</tr>
<tr>
<td>Changes the way residents dress</td>
<td></td>
</tr>
</tbody>
</table>

*Recognition, prestige and image of the municipality* is the positive social impact of tourism in the region perceived by the highest percentage of residents.

"Increases stress, disrupts calm and tranquility" is the negative social impact of tourism in the region perceived by the highest percentage of residents.

*Percentage resulting from the sum of level 4 and 5 answers (agree + totally agree) from the residents' questionnaire*
### Cultural impacts of tourism as perceived by residents

#### NEGATIVE

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diminishes the authenticity of typical products</td>
<td>13.1%</td>
</tr>
<tr>
<td>It hinders access to cultural-artistic initiatives</td>
<td>11.1%</td>
</tr>
<tr>
<td>Contributes to the loss of cultural identity</td>
<td>9.1%</td>
</tr>
<tr>
<td>Disrupts local cultural activities</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

*“Diminishes the authenticity of typical products” is the negative cultural impact of tourism in the region perceived by the highest percentage of residents.*

#### POSITIVE

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Enhancement of intangible heritage</td>
<td>66.7%</td>
</tr>
<tr>
<td>Helps to maintain alive traditions, way of life, traditional arts and crafts</td>
<td>61.3%</td>
</tr>
<tr>
<td>Preserves and values cultural identity</td>
<td>60.8%</td>
</tr>
<tr>
<td>Contributes to the conservation / restoration of the built heritage</td>
<td>55.1%</td>
</tr>
<tr>
<td>Increases the offer of cultural events</td>
<td>54.6%</td>
</tr>
<tr>
<td>It helps to get to know different cultures with visitors</td>
<td>54.0%</td>
</tr>
<tr>
<td>Improves cultural infrastructures</td>
<td>53.5%</td>
</tr>
</tbody>
</table>

*“Enhancement of intangible heritage” is the positive cultural impact of tourism in the region perceived by the highest percentage of residents.*

*Percentage resulting from the sum of level 4 and 5 answers (agree + totally agree) from the residents’ questionnaire*
**Residents' perceptions of tourism development**

**NEGATIVE**

- 49.1% Lack of qualified human resources in tourism
- 17.4% I feel discriminated because the authorities give more importance about visitors needs
- 15.0% Reduces traditional commerce / historic stores

“Lack of qualified human resources in tourism” is the negative perception of tourism development in the region noted by the highest percentage of residents.

**POSITIVE**

- Sustainable tourism investment is essential for the municipality future success 76.3%
- I agree and support tourism development in my municipality 70.9%
- I am satisfied with tourism offer dynamics in my municipality 32.0%
- The Municipality creates opportunities to involve residents in tourism planning 23.0%

“Sustainable tourism investment is essential for the municipality future success” is the positive perception of tourism development in the region noted by the highest percentage of residents.

* * Percentage resulting from the sum of level 4 and 5 answers (agree + totally agree) from the residents' questionnaire
In residents opinion, what should be done to improve tourism?

• Improve tourism offer that already exists
• Improve information, promotion, marketing and signposting
• Improve tourism management
• Prepare / treat the municipality better for tourism
• Improve accessibility
• Improve infrastructures
• Respect and preserve the environment, heritage, culture and traditions
• Invest in qualified human resources and their working conditions
• Investment
• Improve the city council’s action
• Improve traffic and parking issues
6. Further challenges and future work (in progress)

- Survey – 2023/2024 (considering post-COVID impacts on the residents’ perceptions)
- Survey – 2024 (Regional Tourism Monitor | Visitor Profile – Motivations and Satisfaction dimensions)
- Start measuring Waste, Water and Energy consumption on a monthly data base: - 30 pilots (Hotels)
- Improving our Smart platform for monitoring the impacts of tourism – PISTA digital
ÉVORA 2027 WISHES TO MAKE ROOM FOR THE WORLD TO COME.

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Webpages

ASTO – Alentejo Sustainable Tourism Observatory

PISTA Project - Sharing Information on Sustainability of Tourism in Alentejo

PISTA Digital - Intelligent System for Sustainable Tourism in the Alentejo Region

Thank you for your interest.