Measuring the Sustainability of Tourism (MST):

Model questionnaire for measuring residents' perceptions towards tourism

Draft prepared for discussion at the 21st meeting of the UN Tourism Committee on Statistics
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1. Introduction

The Statistical Framework for Measuring the Sustainability of Tourism is an integrated framework that describes the main concepts, definitions, and data organization structures to support the production and organization of internationally comparable data on the impacts and dependencies of tourism on the economy, society, and the environment. The United Nations Statistical Commission has endorsed the Framework at its 55th session (27 February -1 March 2024, New York). It is thus the third statistical standard for tourism, following the International Recommendations for Tourism Statistics and the Tourism Satellite Account: Recommended Methodological Framework.

The Statistical Framework for Measuring the Sustainability of Tourism emphasizes the importance of understanding the social dimension of tourism, including residents' perceptions. Measuring these perceptions is critical for addressing both the positive and negative impacts of tourism on host communities and for designing informed, sustainable tourism policies.

The Statistical Framework for Measuring the Sustainability of Tourism states the following with regard to measuring the perspective of the host community: "the collection of data on the perceptions and acceptance of host communities would generally be undertaken using surveys of residents. A range of methods and tools have been developed for this purpose, although, at present, there is limited harmonization of methods to support comparability, and further research is required" (para. 5.51).

In this context, UN Tourism is working towards the development of a model questionnaire, with a core set of questions to support international comparability in measuring residents' perceptions of tourism, aligned with the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) and building upon existing practices worldwide. The model questionnaire does not attempt to cover all aspects of residents' perceptions; rather, it should be seen as a set of core questions that aim to be both relevant and feasible across a wide range of countries or destinations worldwide, with a view to fostering international comparability of the results.

Potential inputs and questions for discussion by the Committee:
- Participants are invited to share any relevant experiences in their country on measuring residents' perceptions of tourism. To facilitate inputs, a short form can be accessed at: https://forms.office.com/r/VpNKLMc28U.
- Feedback on the model questionnaire:

- Is the core model questionnaire appropriate? What questions might be included or removed?
- Which complementary modules should be prioritized to enhance policy relevance?
- Are there other implementation issues that should be addressed?
- Which countries or destinations would be willing to volunteer for piloting the model questionnaire?

2. Brief overview of mapping existing initiatives worldwide

A comprehensive desk review has been undertaken, including the mapping of initiatives worldwide across academic and institutional sources (see Annex I). This mapping serves as a first step toward developing a model questionnaire for measuring resident perceptions towards tourism, ensuring that the new tool is responsive to diverse policy contexts and informed by existing methodological experiences.

The key learnings from the mapping exercise include:

— *What is commonly measured*.
Most initiatives focus on three key aspects. First, how residents perceive the impact of tourism, including both the benefits (e.g., jobs and economic growth) and the drawbacks (e.g., crowding, cost of living, and environmental pressures), across social, economic, and environmental dimensions. Second, attitudes of support and pro-tourism behavior, reflecting residents' willingness to endorse tourism development. Third, basic sociodemographic questions (age, sex, place of residence), often complemented with questions on quality of life, labor and economic relationship with tourism, and attachment to place of residence.

- *How it is measured*.
Academically, the dominant format is a short, one-time survey explicitly developed for research purposes, with numeric questions to facilitate multivariate analysis (such as Structural Equation Modeling or factor analysis), aimed at identifying key influencing factors. Conversely, governments and tourism agencies have raised initiatives embedded within broader monitoring frameworks and integrated into existing surveys, prioritizing direct indicators that reflect host communities' overall sentiment and attitudes toward tourism management and policy.

— *Results and hypotheses about host community support*.
In plain terms, residents support tourism when they believe the benefits outweigh the costs and when it aligns with their values. Beyond economic trade-offs, people care about satisfaction with tourism, community participation, cultural identity and blending. For specific destinations, environmental factors and degradation concerns are also important. That is why recent practice blends the classic "benefits vs. costs" view with ideas about community participation and political management: it captures the reality that support is not only about money, but also about what kind of place people want to live in.

— *Limitations*.
Overall, the mapping reveals a rich landscape of residents' perception initiatives worldwide, at both national and destination levels. The heterogeneity of existing instruments—ranging in scope, structure, and question design—limits the comparability of findings across destinations and over time.

It is also important to note that many initiatives disseminate outputs in the form of reports, dashboards, or press releases. However, the underlying materials—such as full questionnaire texts, codebooks, sampling and weighting documentation, and fieldwork reports—are rarely accessible. This lack of

transparency limits replicability, validation, and cross-destination comparability of results, underscoring the need for greater methodological openness and standardization.

The development of a model questionnaire, therefore, aims to leverage on the wealth of existing initiatives to design a concise, SF-MST-aligned instrument that integrates the most robust and widely used practices while harmonizing key elements such as question wording.

This will enable destinations to integrate the model questionnaire into their own survey systems and then compare results across locations and over time, creating evidence that is both policy-relevant and statistically robust.

3. Model questionnaire proposal

When designing the model questionnaire, the primary goal was to gather the maximum amount of information with the minimum number of questions, aiming to understand residents' perceptions of tourism while minimizing respondent burden as much as possible.

A. Core model questionnaire

A1. Overall impact
"How do you personally rate the impact of tourism on your place of residence?"
>   Predominantly negative...................1 *(Filter to open question 1.1: why?)*
>   Rather negative..............................2
>   Neutral...3
>   Rather positive................................4
>   Predominantly positive....................5 *(Filter to open question 1.1: why?)*
>   NA…..............................…..............99

→ **A1.1.** "Why?"

A2. Importance for the local economy and leisure
"In your opinion, how important is tourism for the economy, employment and leisure in your place of residence?"
>   No importance at all........................1
>   Low importance..............................2
>   Medium importance........................3
>   High importance.............................4
>   Very high importance 5
>   NA…..............................…..............99

A3. Tourism concentration
"How do you personally feel about the number of visitors in your place of residence?"
>   There are far too few visitors........................1
>   There are rather few visitors.........................2
>   The number of visitors is right for me...........3
>   There are rather many visitors....................4 *(Filter to question 3.1. Seasonality)*
>   There are too many tourists.........................5 *(Filter to question 3.1. Seasonality)*
>   NA…..........................…...................................99

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→ **A3.1. Seasonality**: "Please indicate the three months with the highest tourism activity in your area."

January...1
February...2
March...3
April...4
May..5
June...6
July..7
August..8
September...9
October...10
November..11
December..12
None, tourism is evenly distributed throughout the year….......13
NA..99

A4. Benefit–cost balance
"In general, in your place of residence, the positive benefits of tourism outweigh the negative impacts."

Strongly disagree.................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

A5. Support for tourism
"I support tourism and want it to remain important for my place of residence."

Strongly disagree.................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B. Complementary module: positive and negative impacts

This module captures residents' perceptions of tourism's impacts using a balanced set of statements that reflect both positive (+) and negative (-) impacts. All the statements are organized according to the sustainability's pillars: Economic (Ec), Social (S), and Environmental (En) impacts, enabling destinations to report comparable results.

B1. Positive economic impacts
B1.1. "Tourism enhances the local economy and creates new employment opportunities."

Strongly disagree.................................1
Rather disagree...................................2
Nor agree or disagree..........................3

Rather agree.......................................4
Strongly agree 5
NA…..99

B1.2. "Tourism attracts new investors."
Strongly disagree...............................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B2. Positive social impacts
B2.1. "Tourism improves the quality of life of the resident population."
Strongly disagree...............................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B2.2. "Tourism helps improve the prestige and image of my municipality."
Strongly disagree...............................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B3. Positive environmental impacts
B3.1. "Tourism helps to preserve and enhance monuments and natural spaces (mountains, beaches, etc.)."
Strongly disagree...............................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B3.2. "Tourism funds the maintenance of protected areas and public green spaces."
Strongly disagree...............................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…..99

B4. Negative economic impacts
B4.1. "Tourism generates precarious employment."
Strongly disagree...............................1
Rather disagree...................................2

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Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B4.2. "Tourism increases the price of housing (rental and sale)."
Strongly disagree................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B5. Negative social impacts
B5.1. "Tourism can lead to overcrowding on the streets, in shops, and on public transport."
Strongly disagree................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B5.2. "Tourism contributes to the loss of culture and traditions in the municipality."
Strongly disagree................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B6. Negative environmental impacts
B6.1. "Tourism consumes resources (such as water, energy, and land) that impact the resident population."
Strongly disagree................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B6.2. "Tourism increases pollution levels in general (noise, light, etc.) and dirt."
Strongly disagree................................1
Rather disagree...................................2
Nor agree or disagree..........................3
Rather agree.......................................4
Strongly agree 5
NA…...99

B7. Satisfaction

B7.1. "My quality of life has deteriorated because of tourism."

       Strongly disagree.................................1
       Rather disagree..................................2
       Nor agree or disagree..........................3
       Rather agree......................................4
       Strongly agree 5
       NA…...99

B7.2. "I am willing to receive tourists."

       Strongly disagree.................................1
       Rather disagree..................................2
       Nor agree or disagree..........................3
       Rather agree......................................4
       Strongly agree 5
       NA…...99

B8. Governance and participation

B8.1. "Authorities do not communicate decisions about tourism in an open and timely manner."

       Strongly disagree.................................1
       Rather disagree..................................2
       Nor agree or disagree..........................3
       Rather agree......................................4
       Strongly agree 5
       NA…...99

B8.2. "Measures to mitigate tourism pressures (e.g., crowding, noise, and housing) are well-designed and effectively enforced."

       Strongly disagree.................................1
       Rather disagree..................................2
       Nor agree or disagree..........................3
       Rather agree......................................4
       Strongly agree 5
       NA…...99

C. Sociodemographic of the respondent

(Please note that this section is for illustration purposes only. Further research and development is still required for international comparability.)

C1. Please indicate your sex:

       Male...1
       Female 2

C2. Year of birth: ....

C3. What is the highest level of education you have completed? (According to the International Standard Classification of Education (ISCED 2011))

Early childhood educational development.....................1
Pre-primary education...2
Primary education..3
Lower secondary education...4
Upper secondary education...5
Post-secondary non-tertiary education........................6
Short-cycle tertiary education.....................................7
Bachelor's or equivalent..8
Master's or equivalent...9
Doctorate or equivalent...10
NA…..99

C4. What is your employment status? (According to the International Classification of Status in Employment (ICSE-93) and the EU labour force survey (EU-LFS))

Employee...1
Self-employed (employer)...2
Self-employed (own-account) 3
Member of producers' cooperatives............................4
Contributing family workers...5
Housework...6
Student..7
Retired or unable to work..8
Another situation...97
NA…..99

C5. What is your total household income? *(This should be adapted to the destination currency and average salary brackets.)*

Above 5.000€..1
From 3.901 to 5000€...2
From 2.701 to 3.900€..3
From 1.801 to 2.700€..4
From 1.100 to 1.800€..5
Below 1.100€...6
NA…..99

C6. Does anyone in your household work or have financial ties to the tourism sector?

Yes, I do...1
Yes, someone else does…...2
No...3
NA…..99

C7. How many years have you been living in your current municipality? If less than 1 year, write 0:
....

4. Methodology

The proposed model questionnaire is longitudinal—intended to be repeated year after year—and internationally comparable, while remaining adaptable to the specific context of each destination. It would be designed as a repeated cross-sectional survey, meaning that the questionnaire will be administered to different people across the waves, with all questions remaining unchanged.

Using the same questions in each wave allows us to see broad shifts in opinion at national, regional, and local levels. It could help understand whether tourism policies are moving perceptions in the right direction.

Because seasonality could be a factor impacting perceptions, it is recommended to implement two waves per year, notably during the high and low seasons. This would provide a more accurate picture of how host communities perceive tourism across the year.

To facilitate that results can be compared across places and over time, it is recommended to:

1. Maintain a fixed order of questions and utilize a simple 5-point Likert scale with an 'NA' (Non-Answer) option for answer scales.
2. Utilize professional translation with back-translation to ensure accurate meaning across languages.
3. Maintain a shared codebook (including variable names, labels, and routing) to ensure everyone uses the exact specifications.

Participation in the survey should be entirely voluntary and based on informed consent. All results will be reported in aggregate form to prevent individual identification or doxing, and data handling will fully comply with applicable data protection laws and regulations in the country.

Implementation and sampling

Two implementation options are proposed for destinations to choose the one that best fits their needs: embedded in an existing survey (where feasible) or a stand-alone survey (for destinations without suitable existing surveys).

1. Embed in an existing survey. The one we recommend most is an embedded module of Core + Complementary within an existing household survey, fielded annually. This option is fast and cost-effective, and delivers strong, representative samples. Besides, it avoids respondent burden by leveraging existing contact protocols. It might require coordination with the National Statistical Office to secure questionnaire space, preserve fixed wording and order, and align fieldwork.

2. Run a stand-alone survey. If embedding is not possible, another option is to conduct a short ad-hoc survey. This will require stratified random sampling based on age, gender, and geographic area. This option offers greater flexibility for questionnaire design and wave frequency, but requires separate fieldwork infrastructure and incurs higher costs.

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Fieldwork modes

Computer-Assisted Web Interview (CAWI), also known as online surveys, is the default option due to its speed and cost. Nonetheless, where internet access or age profiles suggest it, the approach can be supplemented with telephone or CATI (computer-assisted telephone interview) to improve coverage. Mixed-mode designs will be documented to ensure that figures remain comparable.

Sampling templates

The rule of thumb is approximately 1,200 interviews per wave, with no stratification by gender or age at the national level. At the destination level, approximately 400 interviews per wave could be seen as feasible and sufficiently robust.

Post-survey analytical work

After conducting the survey, other variables may be relevant for classifying the destinations and the population of host communities:

1. Stratify the destinations to analyze different types of "tourism products", such as urban, coastal, rural, island, mountain, consolidated vs. emerging, etc.
2. Apply standard post-survey weights to divide the sample into tourism-concentration tertiles (high, medium, low).

ANNEX I. Mapping existing initiatives worldwide

This annex provides a snapshot of the mapping exercise. It includes examples of relevant initiatives carried out at the national or subnational levels, as well as references to several academic research papers.

1. Examples of initiatives at national or subnational levels

Austria	
Year	2025
Author	Statistics Austria
Methods	Voluntary additional survey to the travel behavior (tourism demand) survey, and only for CAWI participants
Target	Residents aged between 15 and 85 years old
Frequency	Quarterly basis since 2018/2019
Research questions	*1. How do you personally rate the impact of tourism on your place of residence? Please really only think of your place of residence/municipality of residence.* Predominantly positive (Filter to G1_1: Why?) / Rather positive / Neutral / Rather negative / Predominantly negative (Filter to G1_1: Why?) / Don't know 1.1. *Why do you rate the impact of tourism on where you live as predominantly positive/negative? Please briefly explain the reason for your answer.* *2. In your opinion, what importance does tourism (i.e. overnight and day trips) generally have for the economy, labour market and leisure activities in your place of residence? Please really only think of your place of residence/municipality of residence.* High importance / Medium importance / Low importance / No importance / Don't know 2.2. *In your opinion, what importance does tourism (i.e. overnight and day trips) generally have for the economy, labour market and leisure activities in Austria? Please answer with your personal perception for the whole of Austria here.* High importance / Medium importance / Low importance / No importance / Don't know 3. *How do you personally feel about the number of tourists in your place of residence? Please really only think of your place of residence/municipality of residence.* There are too few tourists. / There are rather few tourists. / The number of tourists is right for me. / There are rather many tourists. (Filter to G3_1_1: Seasonality) / There are too many tourists. (Filter to G3_1_1: Seasonality) /Don't know 3.1. *When do you feel that there are rather many/too many tourists in your place of residence?* All year round / In spring / In summer / In autumn / In winter / On other occasions (e.g. events) / Never / Don't know 3.2. *How do you personally feel about the number of tourists in Austria overall?* There are too few tourists. / There are rather few tourists. / The number of tourists is right for me. / There are rather many tourists. / There are too many tourists. / Don't know 4. *What importance does tourism have for your professional or financial situation?* Very high importance / High importance / Medium importance / Low importance / No importance at all / Don't know

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Metrics	5-point Likert scale
Results	Positive picture of the tourism acceptance in Austria in 2024, with a Tourism acceptance score of +38 points (rated between -100 and +100).
Other	Good practices: - Even scales for different questions to enhance analysis - Open-ended questions for specific items' answers - Questions embedded in another survey
URL	https://www.statistik.at/en/statistics/tourism-and-transport/tourism/tourism-acceptance

Canada (British Columbia)	
Year	2024
Author	Destination British Columbia
Methods	Online surveys using online consumer panels.
Target	4,872 respondents; Residents aged 18 and older.
Frequency	Annually
Research questions	*Overall* The positive impacts of tourism in their community outweigh the negative impacts Tourism contributes positively to the quality of life of their community *- Economic impact* They value the contribution visitors make to their local economy Tourism supports local businesses in their community The BC govt's investment in developing tourism infrastructure is important Tourism supports a greater diversity of amenities Tourism supports additional infrastructure services Tourism industry offers greater career growth opportunities than most industries Most tourism jobs offer higher wages than most industries *- Sustainability* Tourism industry (TI) uses more locally produced goods, services, etc. than most other industries TI contributes to the protection of local oceans, mountains, rivers, etc. TI contributes to the protection, etc. of biodiversity and local landscapes TI does more to reduce waste than other industries TI does more to reduce local carbon emissions than other industries *- Community* Tourism brings people from diverse backgrounds/cultures Their community is a desirable place to visit They feel positive about their encounters with visitors They take pride in making visitors feel welcome Community in a good position to welcome visitors safely Visitors can experience the authenticity of community Community in a good position to welcome visitors Community infrastructure, services & amenities adapted for visitors with disabilities Residents influence the planning and development of tourism in community *- Amount of tourism* Amount of tourism in their community each season They like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors
Metrics	5-point Likert scale
Results	71% agree tourism contributes positively to the quality of life of their community and 74% agree the positive impacts of tourism in their community outweigh the negative impacts. 80% value the contribution visitors make to their local economy.

	Residents hold positive perceptions of the impact tourism has on their communities and of the benefits their communities offer visitors. Nonetheless, they view tourism separately from infrastructure improvements. Most residents feel their communities experience the right amount of tourism in spring and fall, with fewer visitors than ideal in winter and more in summer.
Other	
URL	https://www.destinationbc.ca/research-insights/type/resident-research/

Cook Islands	
Year	2024
Author	The Cook Islands Center for Research, Cook Islands Tourism Corporation, and the Asian Development Bank
Methods	Cook Islands Tourism and Vodafone support online data collection. Text blasts are sent every week, and weekly prizes to encourage participation. Hard copies available if required
Target	414 respondents; National resident population aged 15 and over
Frequency	Annually
RQ	*- Positive impacts of tourism* Tourism contributes to growing the local economy Tourism creates secure and decent employment Tourism development increases the number of recreational activities for the local residents Tourism offers opportunities to build the skills, education and careers of locals Tourism benefits are fairly distributed within a community Local roads and infrastructure are kept at a better standard because of tourism Tourism increases the quality of life of residents overall Tourism helps preserve the language, culture and traditions of the Cook Islands Revenue generated by tourism encourages and helps fund environmental protection and conservation (n=206) *- Negative impacts of tourism* Tourism creates insecure and/or poor-paying employment Tourism causes the loss of language culture and traditions Tourism development increases the amount of crime Tourism causes overcrowding in public spaces and facilities Tourism results in an increase of the cost of living Tourism is detrimental to the quality of life of residents Tourism contributes to environmental degradation through waste and pollution House and rental prices have increased because of tourism Tourism puts a strain on energy and water resources *- Attitudes towards tourism overall* Perception of the overall impact of tourism (positive, neutral, or negative). Agreement on whether positive impacts outweigh negative impacts. Support for tourism and its importance for the future. Satisfaction with the current number of tourists (too many, adequate, or too few). *- Open-ended questions* Biggest advantages of tourism Biggest disadvantages of tourism Additional comments or suggestions regarding tourism *- Development priorities* Access to Usable Water

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	Telecommunications Power Generation Adequate Roading Waste Treatment // Levels of Migration Employment Opportunities Availability of Local Food Adequate Emergency and Natural Disaster Planning Loss of Language, Cultural Identity and Traditions Cost of Living Increased Rainfall and Flooding Increasing Temperatures Sea Level Rise Changing Frequency and Intensity of Extreme Weather Ocean Acidification Coastal Erosion Coral Bleaching Air Quality Water Pollution Condition of Beaches and Lagoon for Recreation Healthy Ocean and Land Biodiversity
Metrics	5-point Likert scale
Results	Generally positive outlook on tourism: Cook Island residents typically view tourism as having a positive impact overall, with substantial support and a widespread desire to see it remain important in the future. The majority believed the positive effects of tourism outweighed the negative ones: Economic benefits were the most frequently mentioned advantage in qualitative responses. Yet, most people agreed that tourism puts a strain on energy and water resources, has increased house and rental prices, and raises significant concerns about environmental damage, infrastructure strain, overcrowding and tourist behavior. Critical concerns about development priorities: "healthy ocean and land biodiversity", "access to usable water", "waste treatment" and "cost of living".
Other	Good practices: - Mixing Likert-scale items alongside open-ended questions
URL	https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2022-12/symposium_sessE_auckland_univ.pdf

Germany	
Year	2024
Author	German Institute for Tourism Research
Methods	Hybrid questionnaire: 30% CATI (computer-assisted telephone interviews, dual-frame) and 70% CAWI (online)
Target	2,200 respondents; German-speaking residents aged 16 years or older living in private households in Germany.
Frequency	Annually
RQ	- *Tourism Acceptance Index (TAS)* How do you perceive the effects of tourism on your place of residence? And how do you perceive the effects of tourism for yourself personally? - *Follow-up for neutral stances* Neither positive nor negative impacts of tourism affect me personally I find it difficult to assess the impacts on me personally and therefore consider them

	neutral I recognize positive and negative impacts of tourism for me personally, but these are balanced. *- Attitudes toward tourism volume and type* As a resident, you can have different attitudes towards the number and type of tourists in your own town. How do you assess the current situation in [place of residence]? By type of tourists: ▪ Domestic ▪ International ▪ Daytripper ▪ Overnight guest ▪ Group tourist ▪ Individual tourist Three-point scale: ▪ Too few – right level – too many ▪ Don't know option *- Perceived impacts of tourism* Tourism is an important economic factor Tourism contributes to residents' well-being Tourism enhances residents' quality of life Contributes to local economy Contributes to job market Contributes to maintain culture *- Negative impacts* ▪ Creates more traffic ▪ Contributes to loss of community ▪ Contributes to price increases Three-point scale: ▪ Yes, all year round – Yes, seasonal – No ▪ Don't know option *- Measures to reduce negative effects and improve acceptance:* Improvement of public transport Appreciation of tourism employees Exclusive events and offers for residents (More) information for locals about tourism development plans Reducing traffic congestion Residents' participation in tourism plans Reserved living space for locals Behavioral tips and rules for tourists Spatial and temporal balancing of visitor flows Reducing congestion in heavily tourist-frequented areas Limiting the total number of beds
Metrics	Tourism Acceptance Score, Likert-scale
Results	National tourism acceptance is overall good and has slightly improved over the years. Nonetheless, neutral attitudes have increased over time (more ambivalence than hostility). Tourism is recognized as a major economic contributor and is supported, although there is concern about excessive visitor numbers, particularly day-trippers. Key measures: public transport and traffic management, local participation and communication, behavioral tips and rules for tourists, and appreciation of tourism employees.
Other	Good practices: - TAS - follow-up questions for neutral stances (specifically, whether this was due to

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	lack of impact, difficulty assessing, or a perceived balance of positive and negative effects). - Narrative shift: What can tourism do for residents?
URL	https://www.di-tourismusforschung.de/wp-content/uploads/2021/03/DI-Tourismusforschung-2024_Tourismusakzeptanzstudie-Deutschland-2024_Ergebnisbericht-Kurzversion.pdf

Ireland	
Year	2021
Author	
Methods	Local Satisfaction is measured amongst Irish people currently living in any of the 26 counties of Ireland through an online survey (online panel). It is part of a larger research project that captures public attitudes towards tourism and benchmarks them against those of other countries. It provides a national and county-level view of tourism approvals in Ireland. At the end of the four waves (12 months), each county has approximately 100 responses.
Target	2,628 respondents; Representative for the national resident population aged 18 and over. Surveyed between July 2020 and June 2021. The sample is representative of the population's gender and age and is weighted at the county level. The satisfaction score refers to international and domestic tourists visiting their own country. All 26 counties are represented.
Frequency	Quarterly basis since 2019
Research question	Questionnaire: 1. To what extent do you agree or disagree that international tourism is good for my country? 2. To what extent do you agree or disagree that domestic is tourism is good for my county?
Metrics	The Local Satisfaction score is a combination of scores for international and domestic tourism. It includes the following responses: "somewhat agree", "agree" and "strongly agree"
Results	Research outputs are shared in internal reports; metrics are used to reinforce other analyses/reports. Regional teams use more granular results to incorporate into their plans/developments. Key metrics are used in sustainability reports.
Other	Research outputs are shared in internal reports; metrics are used to reinforce other analyses/reports. More granular results are used by regional teams to incorporate in their plans/developments. Key metrics are used in sustainability reports.
URL	

Malta	
Year	2018
Author	Malta Tourism Authority
Methods	
Target	
Frequency	
Research questions	*- Psychological empowerment* *- Social empowerment* *- Political empowerment* *- Personal economic benefit* *- Positive impact of tourism* Tourism provides incentives for protection and conservation of natural resources in the Maltese Islands Tourism provides incentives for coastal management (e.g. beach management) Tourism development increases the quality of life in the Maltese Islands

	Tourism encourages more public development (e.g. roads, public facilities) in the Maltese Islands Increasing the number of tourists visiting the Maltese Islands improves the local community Tourism contributes to income and standard of living in the Maltese Islands Shopping, restaurants and entertainment options are better in the Maltese Islands as a result of tourism Tourism helps to preserve the cultural identity and restoration of historical buildings in the Maltese Islands Tourism development increases the number of recreational opportunities for local residents Tourism development improves the physical appearance of the Maltese Islands *- Negative impact of tourism* Tourism causes a negative impact on the natural environment Tourism causes a negative impact on the marine environment Tourism development increases the traffic problems in the Maltese Islands Tourism development increases the amount of crime in the Maltese Islands Tourism results in more litter in the Maltese Islands Tourism results in an increase of the cost of living in the Maltese Islands Tourism causes overcrowding in public spaces and facilities Tourism causes overcrowding in bathing places The increase in tourists in the Maltese Islands will lead to friction between residents and tourists *- Support for tourism* The Maltese Islands should attract more visitors in the future The Maltese Islands should support the promotion of tourism The Maltese Islands should remain a tourist destination I support tourism and want to see it remain important to the Maltese Islands I believe tourism should be actively encouraged in the Maltese Islands In general, the positive benefits of tourism outweigh negative impacts in the Maltese Islands
Metrics	5-point Likerst scale
Results	Residents generally support tourism in Malta, with high agreement that the islands should attract more visitors and promote tourism. They acknowledge the positive impacts, especially its economic benefits, and the negative ones do not significantly deter overall support for tourism. Support for tourism is slightly lower among younger residents and those with tertiary education.
Other	
URL	https://youtu.be/EGySJ7GlHCQ?si=KGavYJuZbIEg0im-

Netherlands	
Year	2019
Author	
Methods	Online research conducted by IPSOS (based on UNWTO research), representative research among Dutch residents (18+), and a boost for the cities of Amsterdam, Rotterdam, The Hague, and Utrecht, as well as all provinces.
Target	3,600 respondents; National resident population
Frequency	
Research question	- I support tourism and want to see it remain important to my city - The positive benefits of tourism outweigh negative impacts in my city - I have a vote in the decision about tourism development in my city - More tourists will decrease the liveability of my city
Metrics	5-point Likert scale

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Results	
Other	Research method used by UNWTO, some extra questions added based on Visit Vlaanderen research
URL	National report, city reports and provinces report

Portugal (Azores)	
Year	2024
Author	Azores Sustainable Tourism Observatory
Methods	Online survey carried out by the destination: "Survey on the Perception of Azores Residents regarding the Development of Tourism in the Region"
Target	833 respondents; Residents on the islands of São Miguel, Terceira and Faia
Frequency	Annually
Research questions	*- Assessment of the current development of tourism in the Azores* *- Economic impacts:* Increases residents' income Improves urban infrastructure (e.g., streets, sidewalks, parking lots) Develops local/typical economic activities Attracts investment to the island Improves public infrastructure (e.g., roads, sports/cultural facilities) The money spent by tourists/visitors stays in the Azores Increases the general price level of land and housing (for purchase or rental) Increases the prices of goods/products/services (e.g., food, clothing, transportation) Increases the overall cost of living Excessively increases the supply of local accommodation (e.g., hostels, apartments, houses, parts of houses) Increases the cost of access to cultural and natural attractions *- Social impacts:* It improves the quality of life of the population It creates jobs for residents It increases crime and acts of vandalism It increases alcohol and drug use It disrupts the daily lives of the resident population (e.g., noise, inappropriate behavior of tourists/visitors, littering, traffic problems) It increases stress, disturbing the peace and tranquility of locals (e.g., the presence of tourists/visitors in churches or restaurants) It contributes to residents' access to leisure facilities and places on their island of residence Lack of qualified human resources in tourism *- Cultural impacts:* Increases the availability of cultural events (e.g., parties, concerts, and other artistic expressions) Contributes to the conservation and restoration of built heritage (e.g., monuments, houses) Values intangible heritage (e.g., traditions, festivities, gastronomy) Improves cultural infrastructure (e.g., spaces for exhibitions and fairs) Decreases the authenticity of local offerings on my island Contributes to the loss of cultural identity on my island *- Environmental impacts:* Helps conserve natural heritage/natural resources Increases environmental awareness among the population Increases pollution levels (e.g., air, waste/garbage, noise, water, public spaces)

The number of tourists is putting high pressure on the Azores' natural environment during peak seasons

- Perceptions:
The Azores benefits from tourism
Tourism is good for your island
In the future, you want less tourism on your island
Authorities place more importance on meeting the needs of the tourism sector than on the needs of residents
Investing in sustainable tourism is essential for the future success of your island

- Resident Participation in the Tourism Development Process
Involvement in decision-making regarding the processes of tourism development on the island of residence
Receiving adequate information to understand the tourism development on the island of residence

- Open questions
Residents' Suggestions for Tourism Development
Reasons Affecting Long-Term Tourism Development in the Azores
Are the Azores Following a Sustainable Tourism Model?

Metrics	5-point Likert scale
Results	People generally think tourism is good for the island, despite not seeing any benefits from the tourism industry. The main factors that can affect tourism development in the Autonomous Region of the Azores are the lack of skilled labor, the pressure on tourism infrastructure (accommodation, food, bars) and the lack of available accommodation during the high season, high prices for the quality offered, and a high seasonality of tourism throughout the year. On the other hand, it helps value intangible heritage, increase the number of cultural events, and support the conservation and restoration of built heritage.
Other	Good practices: - Division between the perceptions pillars of economic, enviromental and social impact - Open-ended questions
URL	https://otsacores.com/inquerito/percecao-dos-residentes-dos-acores-2024/

Slovenia (Ljubljana)	
Year	2024
Author	Ljubljana Tourism, a destination management organization established by the City of Ljubljana.
Methods	A survey was carried out over two periods (June and September 2024)
Target	1.420 respondents; resident population from Ljubljana
Frequency	Annually
Research questions	*- Attitudes toward tourism in Ljubljana* What is your attitude toward tourism in the city? What elements do you like or dislike about tourism in the city center? What impact does tourism have on your quality of life? *Activities in the city center* How often do you visit the city center? What activities do you do in the city center? (Example: walking, shopping, visiting cafes, etc.) *Events in the districts* Do you think more events should be organized in your district? Would you be willing to actively participate in creating content for your district

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	community?
	Desire for more diverse content in the districts What type of content would you like to see more of in your district community? (Example: themed fairs, local food options, musical events, etc.) *Overall satisfaction with life in Ljubljana* Are you satisfied with living in Ljubljana? Do you feel that Ljubljana has everything you need? Would you be willing to move out of Ljubljana if your living or working conditions improved? How do you rate the overall quality of life in Ljubljana?
Metrics	6-point scale
Results	Ljubljana residents generally have a positive attitude toward tourism, appreciating its contribution to the local economy, service offerings, and the upkeep of the city center. However, some issues they are concerned about are overcrowding, high prices, and strained infrastructure during peak tourist seasons.
Other	
URL	https://www.visitljubljana.com/assets/Dokumenti-PDF/Statisticni-podatki/Residents-Attitude-Towards-Tourism-in-Ljubljana-ENG.pdf

Spain	
Year	2024
Author	Turespaña and OECD
Methods	Online survey in two waves (high and low tourism seasons, typically August and November), with at least 50% of respondents remaining for both waves.
Target	13.000 + 13.000 respondents (in each wave); Spanish residents aged 18 and above
Frequency	Once
Research questions	*On a scale of 1 to 5, with 1 being "Very negatively" and 5 being "Very positively," how do you think tourism affects you personally?* *On a scale of 1 to 5, with 1 being "Very negatively" and 5 being "Very positively," how do you think tourism affects your community/municipality/place of residence?* *Positive impacts* Tourism improves the local economy and increases employment opportunities. Tourism attracts new investors Tourism improves the quality of life of the resident population Tourism helps improve the prestige and image of my municipality Tourism helps preserve and enhance monuments and natural spaces (mountains, beaches, etc.) Tourism increases leisure options Tourism improves services (such as cleaning and security) in the municipality Tourism contributes to creating a more tolerant and multicultural society *Negative impacts* Tourism generates precarious employment Tourism increases housing prices (rental and sale) Tourism is causing the local population to move to areas far from the city center Tourism contributes to the loss of the municipality's identity, culture, and traditions Tourism brings with it an increase in traffic in my municipality and a lack of parking Tourism consumes resources (water, energy, land, etc.) that affect the resident population's use Tourism increases pollution levels in general (noise, light, etc.) and dirt
Metrics	5-point Likert scale
Results	

Other	Good practices:
	- A massive population sample to do segmented analysis for different regions of the country
	- Sociodemographic questions to target tourism affiliation: residence and work location (years living in municipality, proximity to historic center, etc.), economic linkage to tourism in the family…
	- Two seasonal waves to capture potential fluctuations in perceptions.
URL	

2. Examples of Academic Research Papers and other publications

Residents' Perceptions Towards the Touristic Development of a Rural Mexican Community	2023	Ochoa-Jiménez et al.	https://journals.sagepub.com/doi/10.1177/09721509231175552
The bi-directional relationship between community-oriented factors and residents' emotional solidarity with tourists	2023	Rao y Wai Lai	https://www.emerald.com/insight/content/doi/10.1108/tr-08-2022-0391/full/html
Residents' perceptions of the impacts of tourism in the Azores archipelago (Portugal): A cluster analysis	2023	Cadima Ribeiro et al.	https://journals.sagepub.com/doi/pdf/10.1177/14673584231205217
Residents' attitudes, perceptions and the development of positive tourism behaviours amid COVID -19	2023	Blackie, Tsholetso y Keetile	https://www.tandfonline.com/doi/pdf/10.1080/23311886.2023.2200356
Residents' Perception of Yachting Tourism Amid COVID-19: A PLS-SEM Approach Framed by SET, Revised SET and PMT	2023	Ioannidis y Doumi	https://link.springer.com/chapter/10.1007/978-3-031-29426-6_6
Residents' perception and impact of COVID-19 on ecotourism in West Africa: The case of Banco National Park in Côte d'Ivoire	2023	Lokonon, Mangamana y Kakaï	Link
Rural development: Motivational Factors Impacting Community Support for Rural Tourism	2023	Pimid et al.	https://www.planningmalaysia.org/index.php/pmj/article/view/1410/1090
Local Communities' Perceptions of Tourism Planning in Natural Areas	2023	Obradović y Tešin	https://www.mdpi.com/2673-5768/4/2/21

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Title	Year	Authors	Link
Exploring the perceptions and attitudes of residents at modern art festivals: The effect of social behavior on support for tourism	2023	Nishinaka, Masuda y Frochot	https://www.sciencedirect.com/science/article/abs/pii/S2212571X23000574
Examining residents' support for night tourism: An application of the social exchange theory and emotional solidarity	2023	Wang et al.	https://www.sciencedirect.com/science/article/abs/pii/S2212571X23000197?via%3Dihub
Does the education level of residents influence the support for sustainable tourism?	2023	Viana-Lora et al.	https://www.tandfonline.com/doi/full/10.1080/13683500.2023.2254449
Attitudes not set in stone: Existential crises changing residents' irritation	2023	Schonherr, Bichler y Pikkemaat	Link
Using social media marketing to pro-tourism behaviours: the mediating role of destination attractiveness and attitude towards the positive impacts of tourism	2023	Alzaydi y Elsharnouby	https://fbj.springeropen.com/articles/10.1186/s43093-023-00220-5
Resident perceptions and responses to tourism: individual vs community level impacts	2022	Šegota, Mihalič y Perdue	https://www.tandfonline.com/doi/epdf/10.1080/09669582.2022.2149759?needAccess=true
Destination Social Responsibility and Residents' Quality of Life: The Mediating Role of Multidimensional Impacts of Tourism	2022	Al-Sakkaf et al.	https://www.tandfonline.com/doi/full/10.1080/1528008X.2022.2144586?scroll=top&needAccess=true
Perceptions of the resident of Santiago de Compostela regarding tourism: effects on hospitality	2022	Rodrigues Soares et al.	https://www.tandfonline.com/doi/epdf/10.1080/23311886.2022.2109262?needAccess=true
Residents' Perceptions Regarding the Implementation of a Tourist Tax at a UNESCO World Heritage Site: A Cluster Analysis of Santiago de Compostela (Spain)	2022	Rodrigues Soares et al.	https://www.mdpi.com/2073-445X/11/2/189
Residents' Perceptions towards Tourism Development—The Case of	2022	Șorcaru et al.	https://www.mdpi.com/2071-1050/14/13/7962

Galaţi-Brăila Conurbation, Romania			
Understanding the Effect of Place Image and Knowledge of Tourism on Residents' Attitudes Towards Tourism and Their Word-of-Mouth Intentions: Evidence from Seville, Spain	2022	Stylidis y Dominguez Quintero	https://www.tandfonline.com/doi/pdf/10.1080/21568316.2022.2049859
Methodological and theoretical advancements in social impacts of tourism research	2022	Woosnam y Ribeiro	https://www.tandfonline.com/doi/full/10.1080/09669582.2022.2046011
Increasing community environmental awareness, participation in conservation, and livelihood enhancement through tourism	2022	Ghaderi et al.	https://www.tandfonline.com/doi/full/10.1080/13549839.2022.2048812
Stakeholder collaboration, a solution to overtourism? A case study on Sagada, the Philippines	2022	Loverio, Chen y Shen	https://www.tandfonline.com/doi/full/10.1080/14616688.2021.2023209
How Residents' Attitudes to Tourists and Tourism Affect Their Pro-tourism Behaviours: The Moderating Role of Chinese Traditionality	2022	Shen, Yang y Geng	https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2021.792324/full
Advancing the understanding of the resident pro-tourism behavior scale: An integration of item response theory and classical test theory	2022	Liu et al.	https://www.sciencedirect.com/science/article/abs/pii/S0148296321009279
Residents as gratuitous referrals at destination: An integrative model from altruistic values to pro-tourism behavior	2022	Plaza-Mejía, Haldon-Hermoso y Porras-Bueno	https://onlinelibrary.wiley.com/doi/epdf/10.1002/jtr.2571
The Effects of Tourism Development benefits-costs on Development Conflicts and Development Acceptance Attitude: Targeted at Local Residents' with an interest	2022	Juyoung	https://kiss.kstudy.com/Detail/Ar?key=3942017
Human values and tourism perception: a new approach	2023	Gonçalves e Silva,	https://www.tandfonline.com/doi/pdf/10.1080/13683500.2024.2331623?needAccess

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in residents' perceptions		Remoaldo and Peluso	=true
Sustainable or Not? Tourism Development in Agricultural Heritage Sites	2021	Yehong et al.	https://bioone.org/journals/journal-of-resources-and-ecology/volume-12/issue-4/j.issn.1674-764x.2021.04.012/Sustainable-or-Not-Tourism-Development-in-Agricultural-Heritage-Sites/10.5814/j.issn.1674-764x.2021.04.012.short
Measuring sustainable tourism attitude scale (SUS-TAS) in an Eastern island context	2020	Hsu et al.	Link
Examining the predictive validity of SUS-TAS with maximum parsimony in developing island countries	2016	Ribeiro et al.	https://www.tandfonline.com/doi/abs/10.1080/09669582.2017.1355918
Mapping and linking well-being, tourism economics, sustainable tourism and sustainable development: an integrative systematisation of the literature and bibliometric analysis	2025	Capucho, Leitão y Alves	https://link.springer.com/content/pdf/10.1007/s43621-025-01122-y.pdf
Unveiling sustainable tourism themes with machine learning based topic modeling	2025	Das et al.	https://link.springer.com/content/pdf/10.1007/s43621-025-01065-4.pdf?utm_source=mendeley&getft_integrator=mendeley
Community-based rural tourism: a mapping technique analysis study from 2005 to 2023	2025	Cordova-Buiza, Medina-Viruel y Pérez-Gálvez	https://www.nature.com/articles/s41599-025-04746-7.pdf
Tourists' perceptions and adoption of winery upcycled products: The moderating effect of product type	2025	Xu y Jeong	Link
Unlocking sustainable tourism: Exploring the drivers and barriers of social innovation in community model destinations	2025	Burton, Pikkemaat and Dickinger	Link
Evolution and trends in tourism conflict studies (2004-2024): A bibliometrics review	2025	Wu, Sheena and Shazali	https://www.scopus.com/record/display.uri?eid=2-s2.0-85211181467&origin=resultslist&sort=plf-f&src=s&sot=b&sdt=b&s=TITLE-ABS-KEY%28social+sustainability+tourism%2

			9&sessionSearchId=62d283603886a527 5ebdb123e69eb003&relpos=36
Netnography of Sustainable Tourism in the Triangle of Skills, Values and Outcomes	2025	Demiral, Akkoç and Sevigen (2025)	https://www.scopus.com/record/display.uri?eid=2-s2.0-105004361829&origin=resultslist&sort=plf-f&src=s&sot=b&sdt=b&s=TITLE-ABS-KEY%28social+sustainability+tourism%29&sessionSearchId=62d283603886a527 5ebdb123e69eb003&relpos=37
Exploring behavioral determinants of residents' ecological conservation in rural tourism development	2025	Tian and Jiang	https://www.nature.com/articles/s41598-025-85571-5.pdf
Clustering Residents' Perception and Support of Urban Rally Tourism: The Sierra Morena Rally in Córdoba, Spain	2025	Ramos-Ruiz et al.	https://www.mdpi.com/2075-4698/15/4/81
Residents' perceptions of negative tourism impacts and mitigation strategies: the case of Porto	2024	Stevic et al.	https://www.emerald.com/insight/content/doi/10.1108/ijtc-11-2022-0254/full/html
The locals' perception on tourism development	2023	De Moor et al.	https://search.library.buas.nl/cgi-bin/koha/opac-detail.pl?biblionumber=46777
The moderating role of tourism intensity on residents' intentions towards pro-tourism behaviours	2025	Lança et al.	https://www.tandfonline.com/doi/full/10.1080/09669582.2024.2349925
Global survey on the perception of residents towards city tourism: impact and measures	2019	World Tourism Organization and IPSOS	https://doi.org/10.18111/9789284421107

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