

Measuring tourism acceptance in Austria

Background, methodology and first results

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www.statistik.at

Methodology Facts – How, who and when?

Tourism Acceptance – Add-on to tourism demand survey



How?

Voluntary **additional** survey to the travel behaviour (tourism demand) survey and only for **CAWI** participants

ALL people in the sample are invited to complete the survey online

→ Only those who take part online are also asked about tourism acceptance.



Who?

Proportionally stratified random sample: people who live in Austria and are between 15 and 85 years old

Sample from the **Central Register of Residents** (ZMR): 15 000 people with their main place of residence in Austria

Goal net-sample: 3 000/quarter → 12 000/reporting year



When?

Survey: Quarterly

– always following a quarter, a person is surveyed (e.g. 1st quarter survey in April)

Results: Annually

– On national and federal province level
– Regional results possible, but limited

Legislation: Decree of the Federal Minister of Labor and Economy on statistics on demand and acceptance in the tourism sector

What is being surveyed?

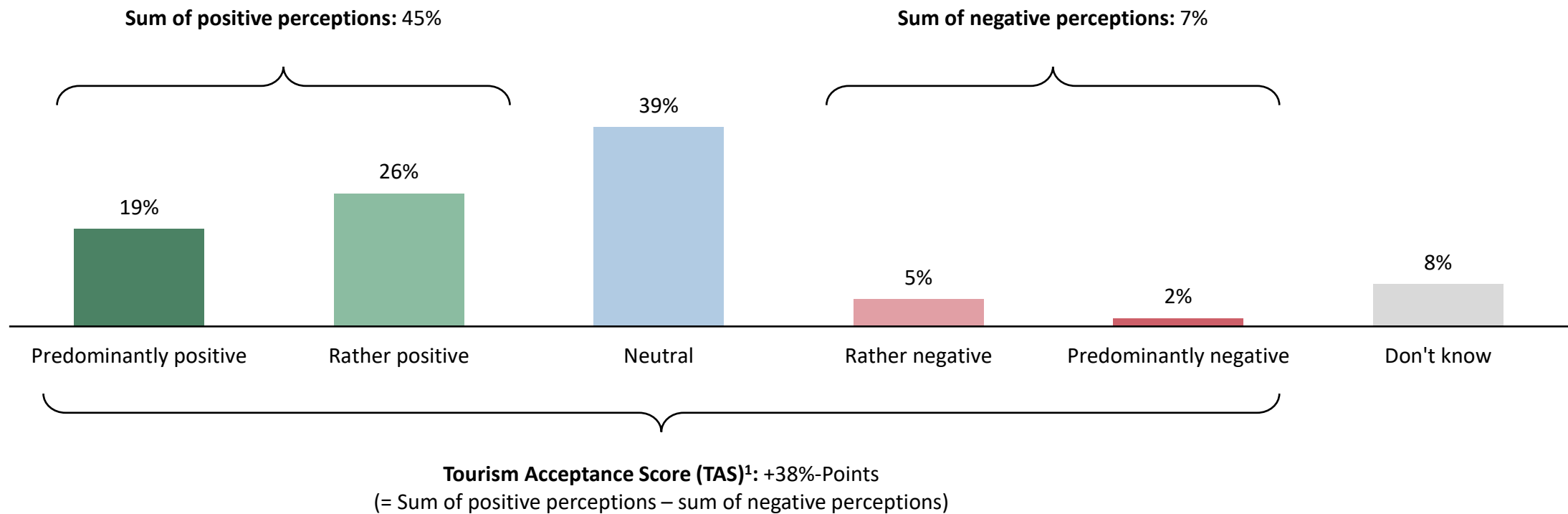
Questionnaire

- **Perceived impact of tourism** on the place of residence + why this is perceived this way
 - Calculation of the Tourism Acceptance Score
$$\text{TAS} = [\text{predominantly positive} + \text{rather positive}] - [\text{rather negative} + \text{predominantly negative}]$$
- **Perceived importance of tourism** for the place of residence and for Austria as a whole
- **Perceived intensity of tourism** (number of tourists) in the place of residence (+ when there are too many or rather many) and in Austria as a whole
- **Importance of tourism for one's own professional or financial situation**

Results 2024

TAS reaches 38 %-points

Perceived impact of tourism incl. calculation of Tourism Acceptance Score (TAS)

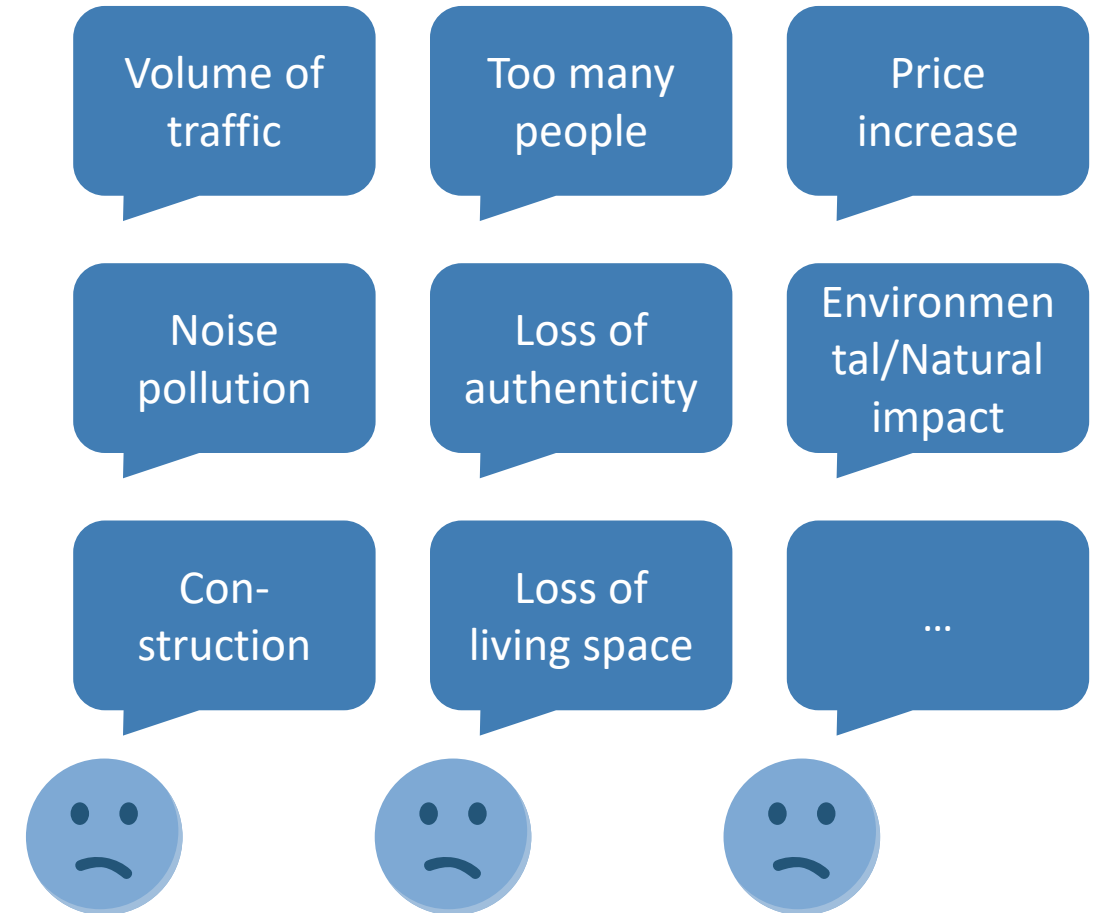
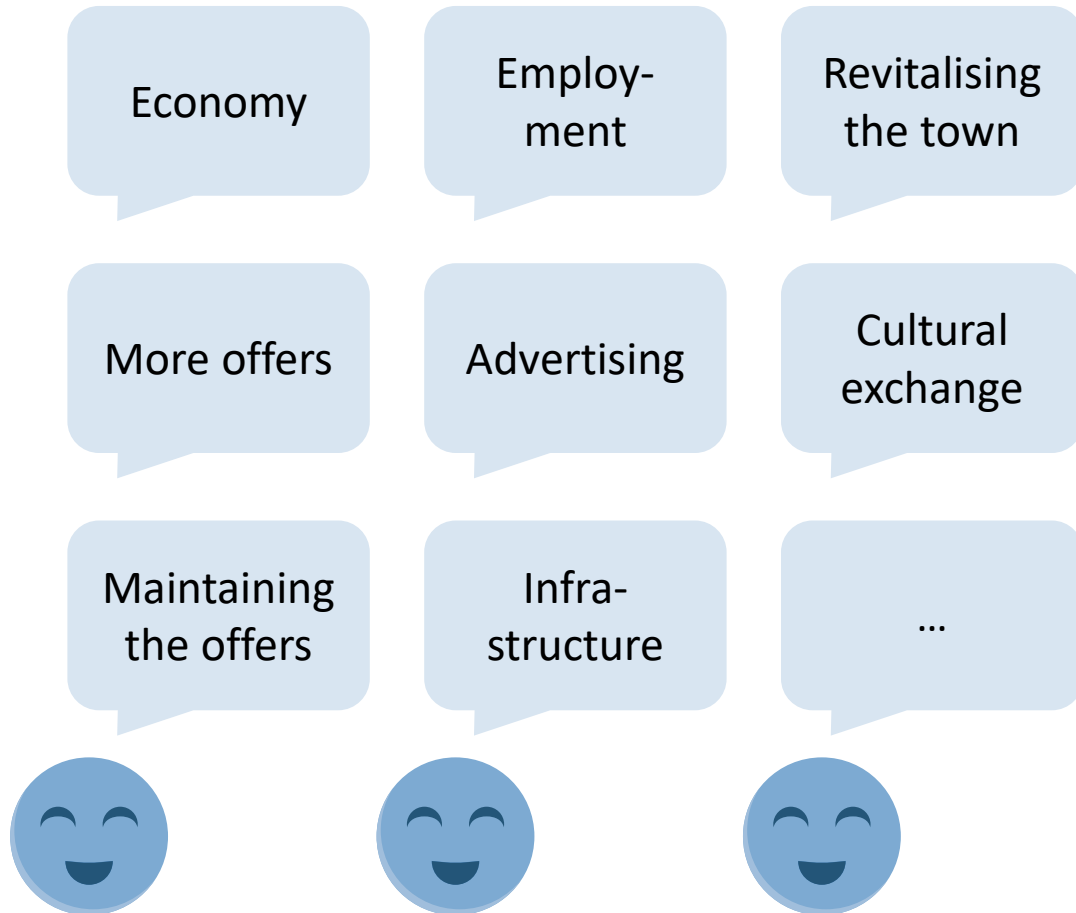


S: STATISTICS AUSTRIA, Tourism acceptance 2024. – Rounding errors were not corrected.

1) Schmücker, D. & Eisenstein, B. (2021). Tourismusakzeptanz in der Wohnbevölkerung – Messmethode und Ergebnisse. *Berichte Geographie und Landeskunde* 94, 201(3), 206-224. <https://doi.org/10.25162/BGL-2021-0011>

Question: How do you personally rate the impact of tourism on your **place of residence**?

Why is tourism perceived positively or negatively?



S: STATISTICS AUSTRIA, Tourism acceptance 2024. Positive associations: n = 2 198, negative associations: n = 208
Question: How do you personally rate the impact of tourism on your **place of residence**?

Small Area Estimation Model (SAE)

Tourism Acceptance Score per municipality

Based solely on the sample, only federal province results are possible

→ Development of an estimation model for municipality data (machine-learning)

Input data:

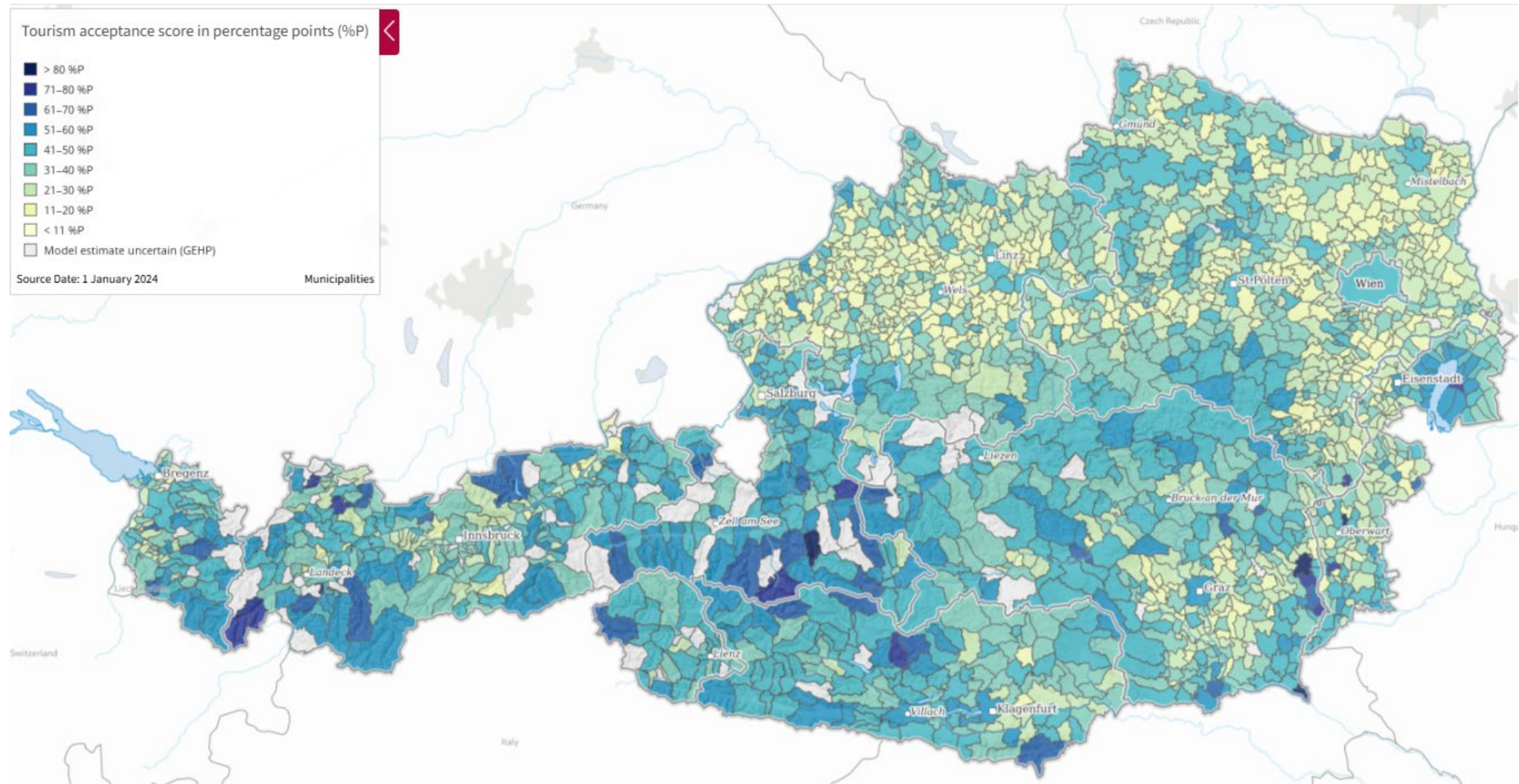
- **Perceived impact of tourism** in the place of residence (according to the survey)
- **Personal** data (gender, whether born in Austria, Austrian citizenship, federal province, education, age, income, occupation in tourism)
- **Municipality** data (average income of the municipality, employees and turnover in tourism per inhabitant & municipality, overnight stays and establishments according to accommodation statistics)

Estimation from responses from persons not included in the sample & aggregation at municipal level:

1. Share of persons who perceive the effects as predominantly or rather positive
2. Share of persons who perceive the effects as predominantly or rather negative
3. Share of persons who are neutral about the effects

→ Calculation of the estimated Tourism Acceptance Score (TAS) per municipality

STATatlas: Acceptance of tourism on municipality level



S: STATISTICS AUSTRIA, Tourism acceptance 2024. – Estimated Tourism Acceptance Score based on a Small Area Estimation Modells.

Question: How do you personally feel about the number of tourists in **your place of residence**?

Conclusions



Example for how tourism acceptance can be surveyed with few variables and **little additional effort and cost** (on national and regional level)

- First data collection on social sustainability on **legal basis**
 - transparency
 - **ongoing** and **stable data collection** allowing timeline evaluations
 - Good to have best practices in the industry to follow (e.g. German Institute for Tourism Research, NIT)
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- ✓ Positive response and feedback from the population
 - ✓ Satisfied data users (especially with the possibility of regional data by reweighing the sample)
 - ✓ Data so far paints positive picture of the tourism acceptance in Austria in 2024
 - Development of 2025 results will be vital to examine

Not a set in stone survey or topic, so we evaluate the feedback and questionnaire repeatedly!

Please address queries to
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Further information related to the Survey:
<https://www.statistik.at/en/statistics/tourism-and-transport/tourism/tourism-acceptance>

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