21ST MEETING OF THE COMMITEE ON STATISTICS – RIYADH, NOVEMBER 2025

MEASURING RESIDENTS PERCEPTIONS ON TOURISM AND THE LINK TO MST

Julio López Astor
Chief Knowledge Officer
TURESPAÑA

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CONCEPTUAL FRAMEWORK

- Similar surveys 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 (64 articles) on this topic

OBJECTIVES

1. **Main goal: Develop an indicator that is representative of the local population in Spain.** Create and compare “Personal impact” and “Community impact” indices:

“On a scale of 1 to 5, how does tourism in your town affect you personally?” and “On a scale of 1 to 5, in your opinion, how does tourism in your town affect the local community?”

The scale would go from “highly negatively” to “highly positively”, being 3 “neither positively nor negatively.

2. **Identify variables influencing perception and categorize them**.

3. **Provide insights into destination type, population, and socio-economic traits.**

SAMPLE DESIGN

Fieldwork

- Online interviews administered to a consumer panel in two waves (August and November).
- **13,000 interviews per wave.**
- **Minimum 50% retention rate** between waves.

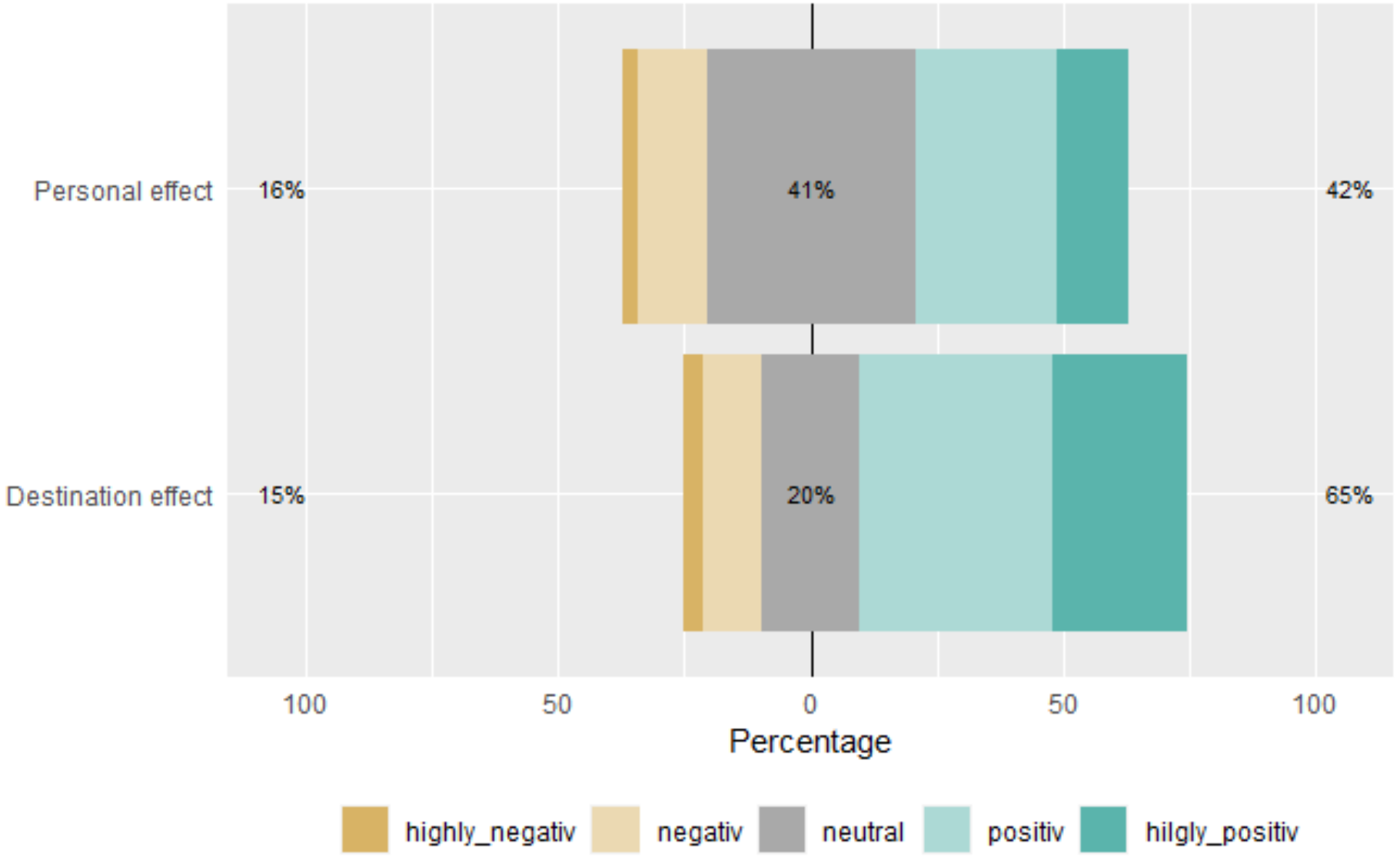
Sampling method

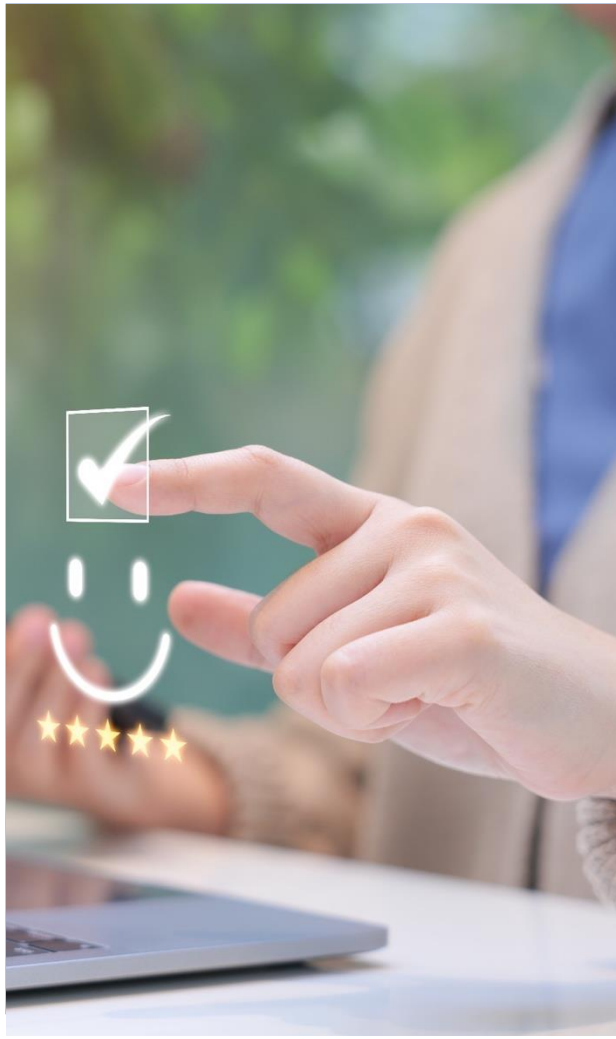
- Stratified probability sampling with equal (simple) allocation.

Stratification design

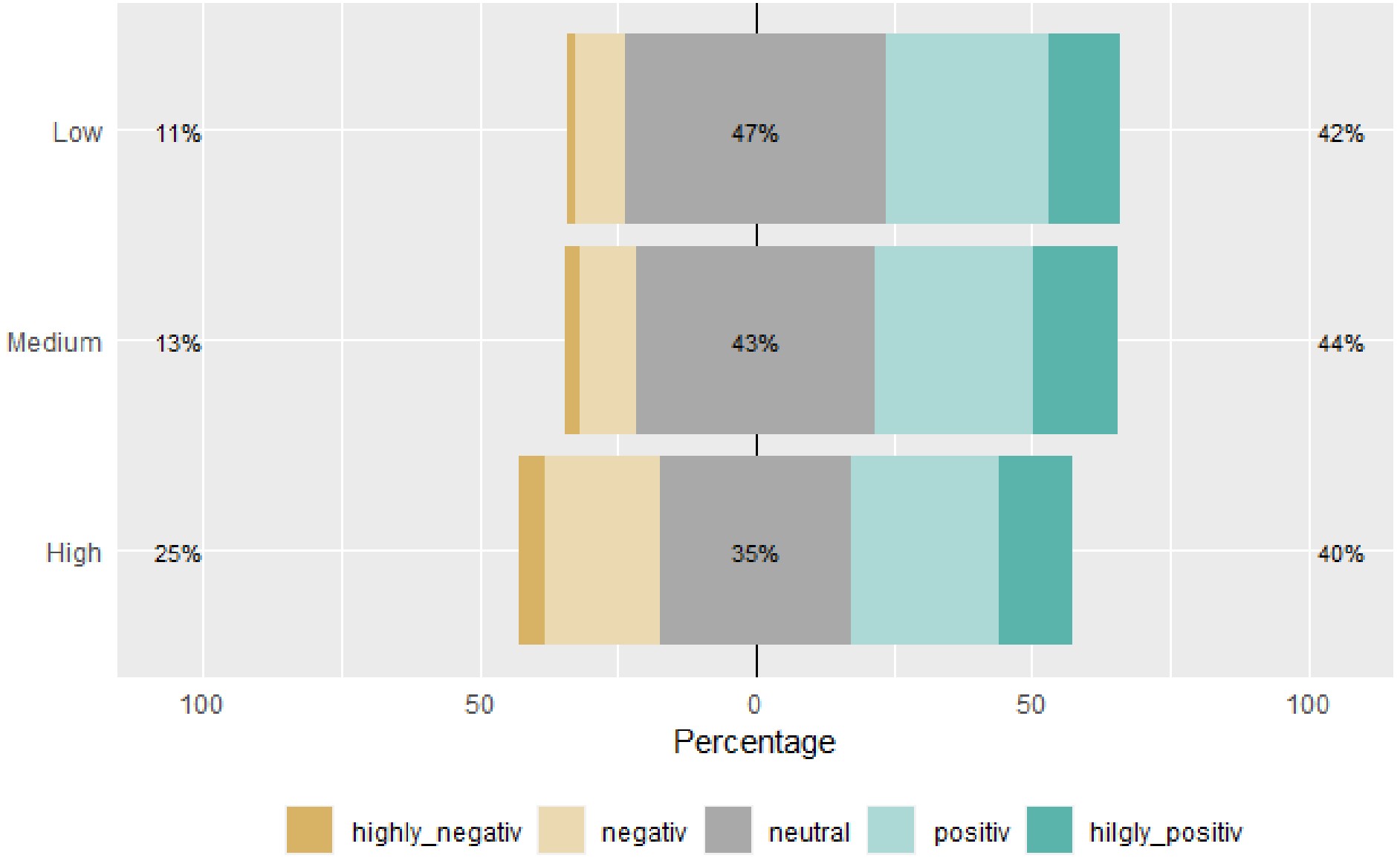
- Strata were defined using three groups of Spanish municipalities (population ≥ 5,000) according to their tourism intensity in August 2023.
- Tourism intensity was measured using the latest population census and experimental statistics on tourism flows derived from mobile-phone data—both produced by the **INE (Spanish Statistical Office)**.

RESULTS: TOTAL POPULATION

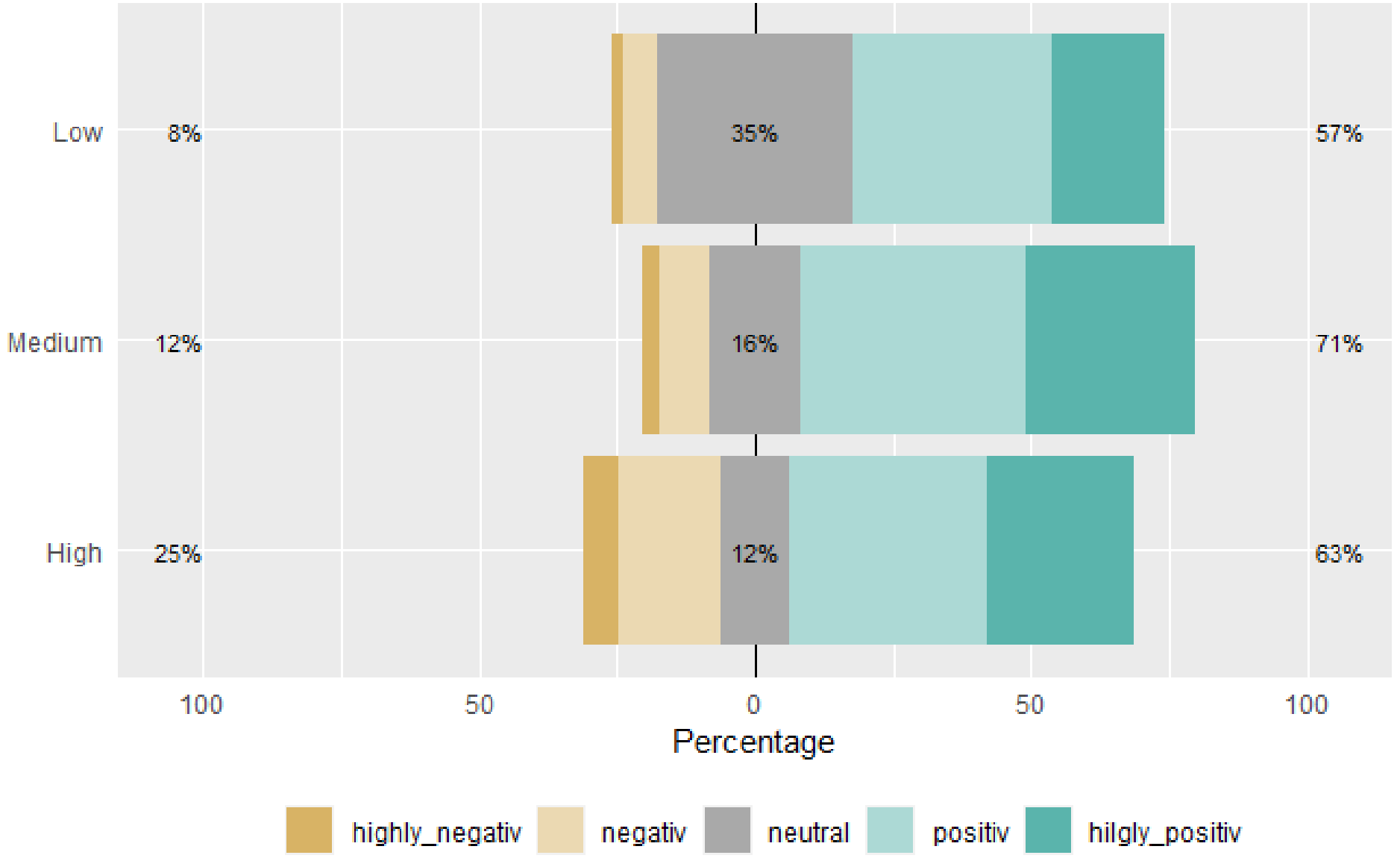




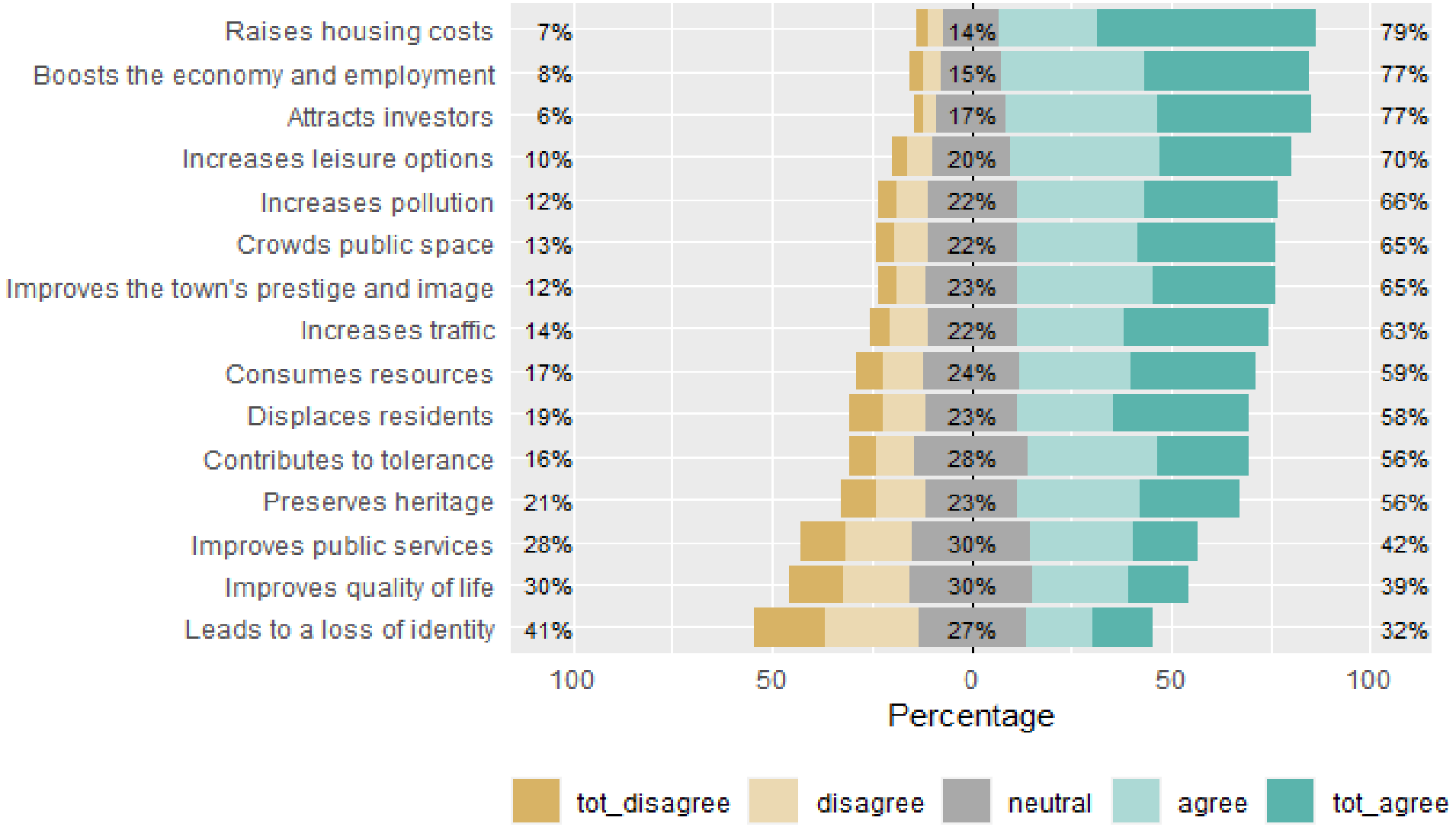
RESULTS: PERSONAL EFFECT – INTENSITY TIERS



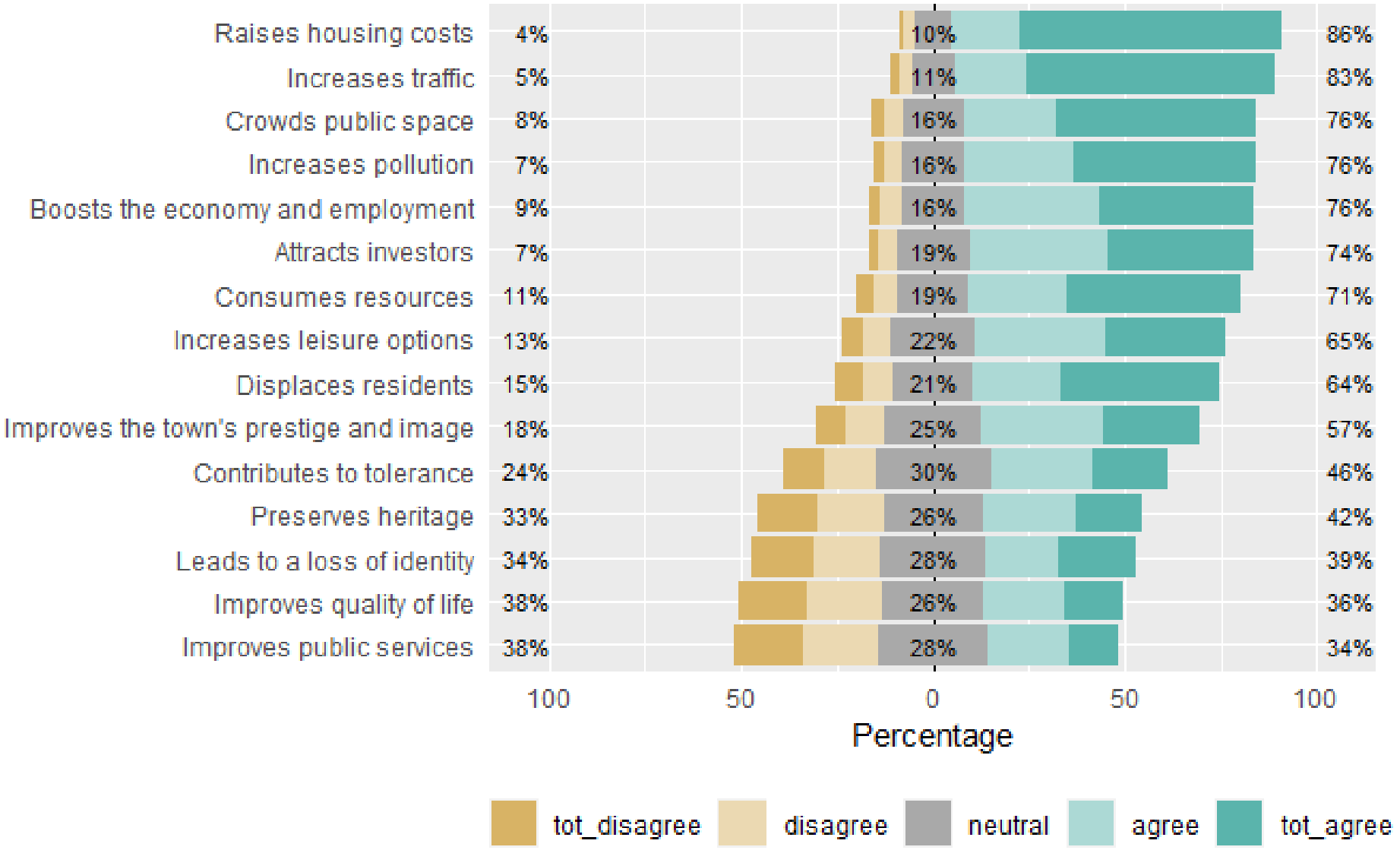
RESULTS: DESTINATION EFFECT – INTENSITY TIERS



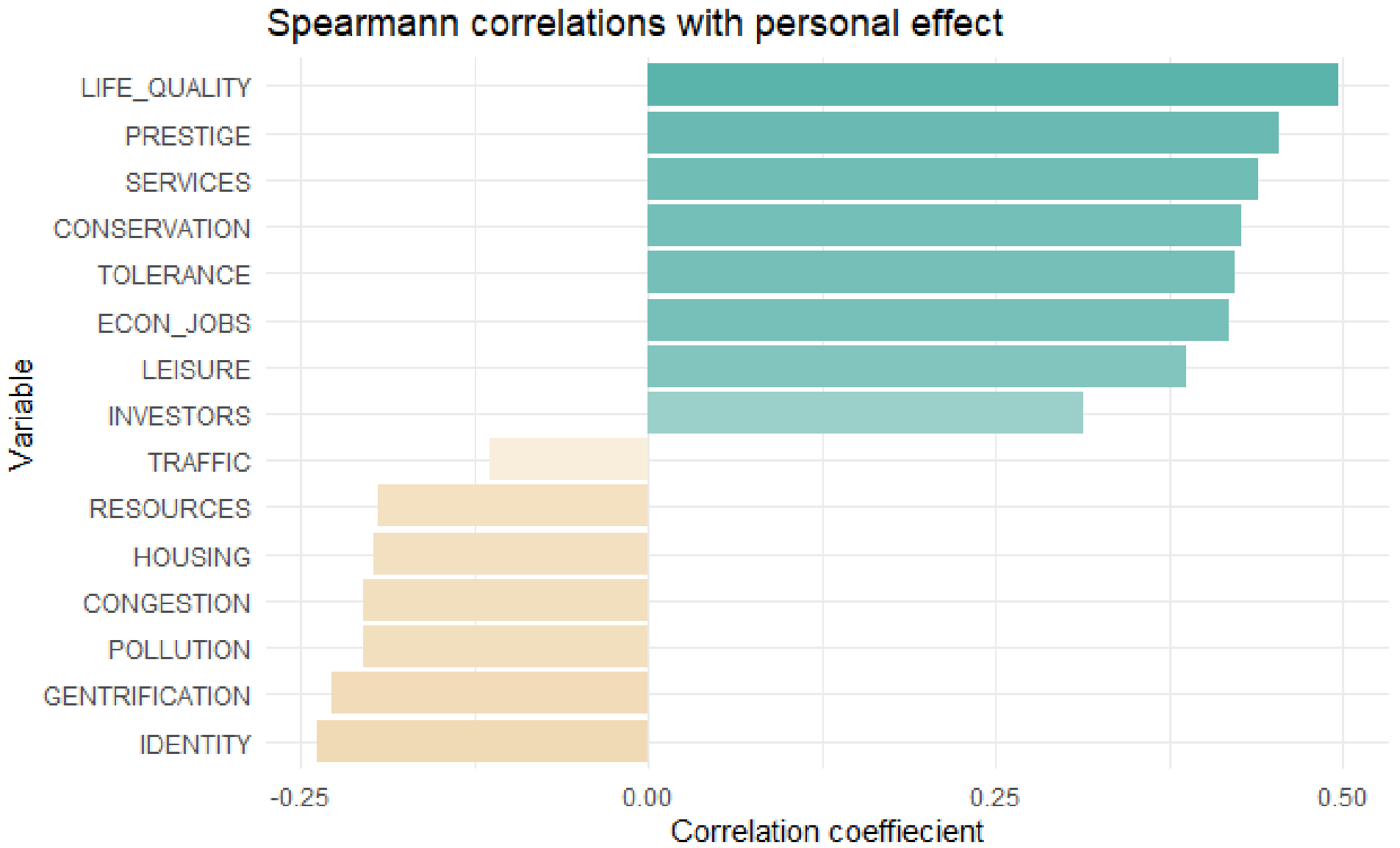
INFLUENCE FACTORS: TOTAL POPULATION



INFLUENCE FACTORS: TOP INTENSITY TIER



INFLUENCE FACTORS: CORRELATIONS



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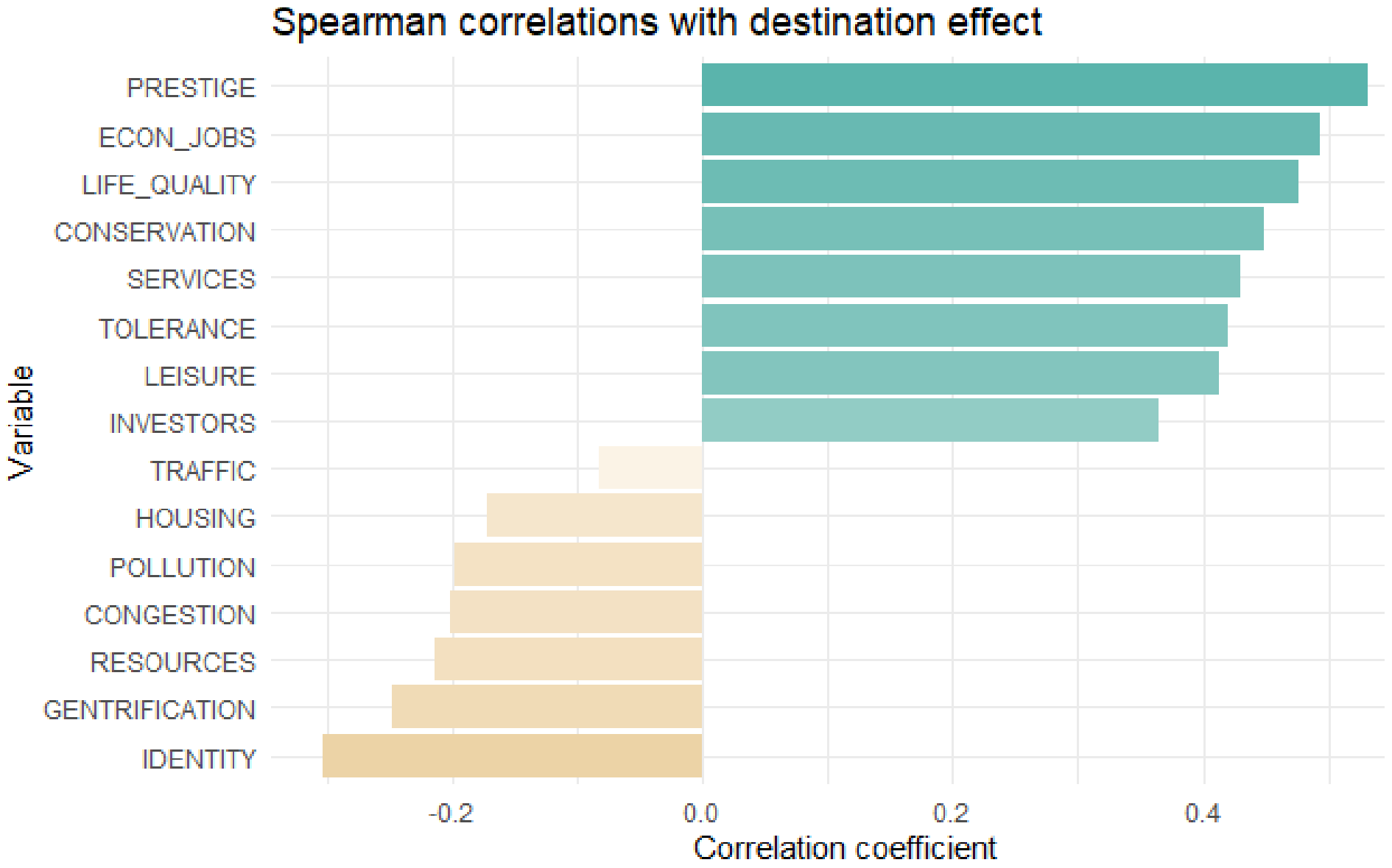

THANK YOU

TYKS. New advertising campaign TURESPAÑA
THINK YOU KNOW SPAIN? THINK AGAIN

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