

Research Project

Tourism Acceptance Score (TAS)



Overall aim of the study

- **Empirical contribution** to overtourism discussion.
- **Status quo measurement** of tourism acceptance of the German population (and beyond).
- **Development of a (comparative) scale**
 - that is relatively easy to measure, implement and comprehend;
 - that measures residents' acceptance of tourism on two dimensions: **place of residence (external, TAS-E)** and **personally (internal, TAS-I)**;
 - that enables comparison with other destinations on different scales (spatial benchmark);
 - that enables to monitor the development over time (temporal benchmark).
- Improving analysis and interpretation **through experiences gained through extensive datasets (big data)**.
- Identification of **relevant influencing factors and patterns**.



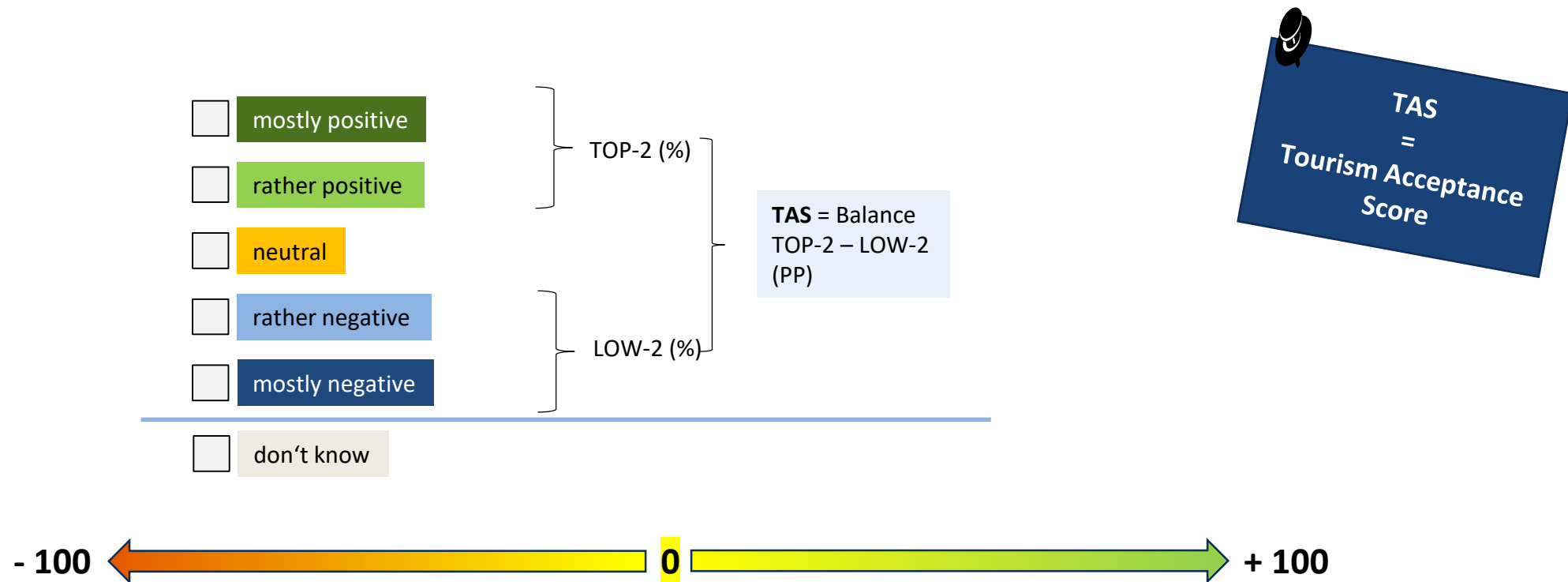
Tourism Acceptance Score (TAS): Content

- **Research project** at DITF – German Institute for Tourism Research (West Coast University of Applied Sciences) (+ academic cooperation partners and practice partners).
- **Tourism acceptance** of the resident population in the specific place of residence (e.g., Germany as a whole, Berlin, Ruhrgebiet).
- Satisfaction with the **development of tourism** in place of residence & **attitudes towards** differently types of tourists.
- Tourism impacts on the **place of residence (external, TAS-E)** and on the **respondents themselves (internal, TAS-I)** in general and positive & negative impacts more specifically.
- Evaluation of **measures and aims**.
- **Background:** Demography, place of residence, reasons choice of residence, residence loyalty, personal connection to and involvement in tourism, COVID-19 influence etc.

Tourism Acceptance Score (TAS): Methods & Study overview (as of March 2021)

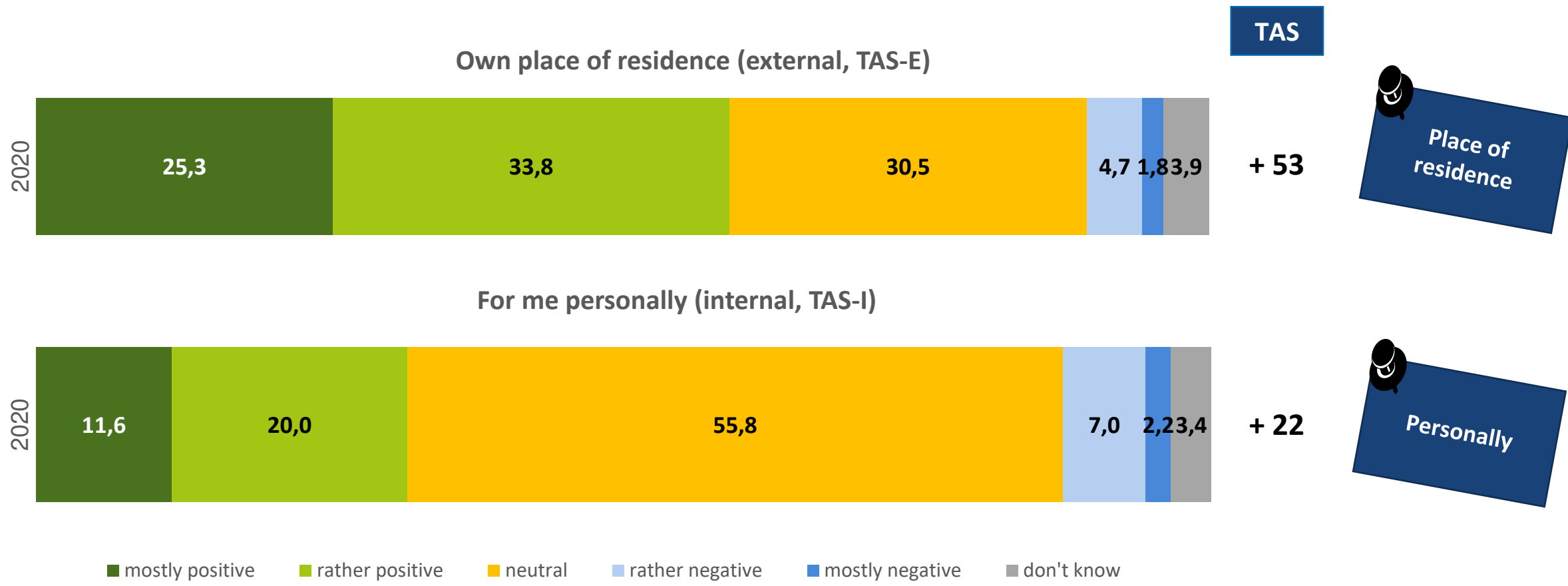
	Pilot studies	Study integration & regional approach
Target population	German-speaking resident population aged 14/16 to 75 years in Germany	German-speaking resident population in the respective region / city older than 16 years
Data collection periods	July 2019 / June-July 2020 (prior to main travel season)	Dec.-Jan. 2020/2021 / Apr. 2021
Sample size	3,000 each	min. 400 each
Data collection instrument:	Online survey as part of commercial Internet Access Panel (Ipsos Online Panel)	Hybrid method (CATI (dual frame) + CAWI)
Fieldwork	Ipsos	Info GmbH
Sampled destinations	Germany	11 cities (Berlin, Bremen, Dresden, Dusseldorf, Hamburg, Leipzig, Cologne, Frankfurt a.M., Munich, Nuremberg, Stuttgart), 3 regions (Ruhrgebiet, Fränkisches Seenland, Tölzer Land), 16 German federal states

Measurement scale & development of TAS index



Source: FHW (2021)

Assessment of impacts on place of residence & personally – 2020



Source: FHW (2021)

Assessment of impacts on place of residence – 2019 & 2020

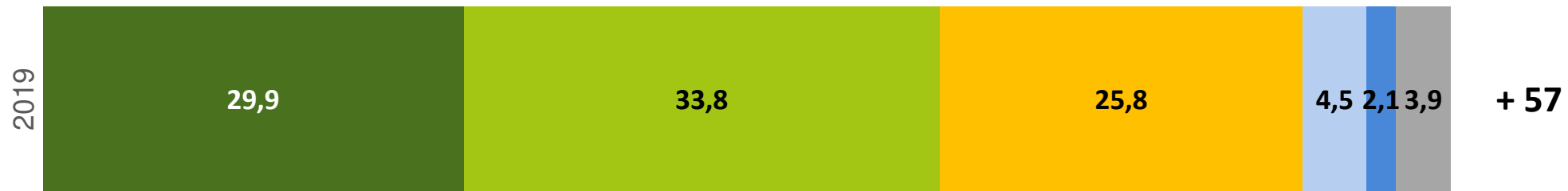
**SAMPLE
COMPARISON TAS-E
2020 – 2019
(as monitoring tool)**

TAS

Own place of residence (external, TAS-E)



Own place of residence (external, TAS-E)



**TEMPORAL
COMPARISON**

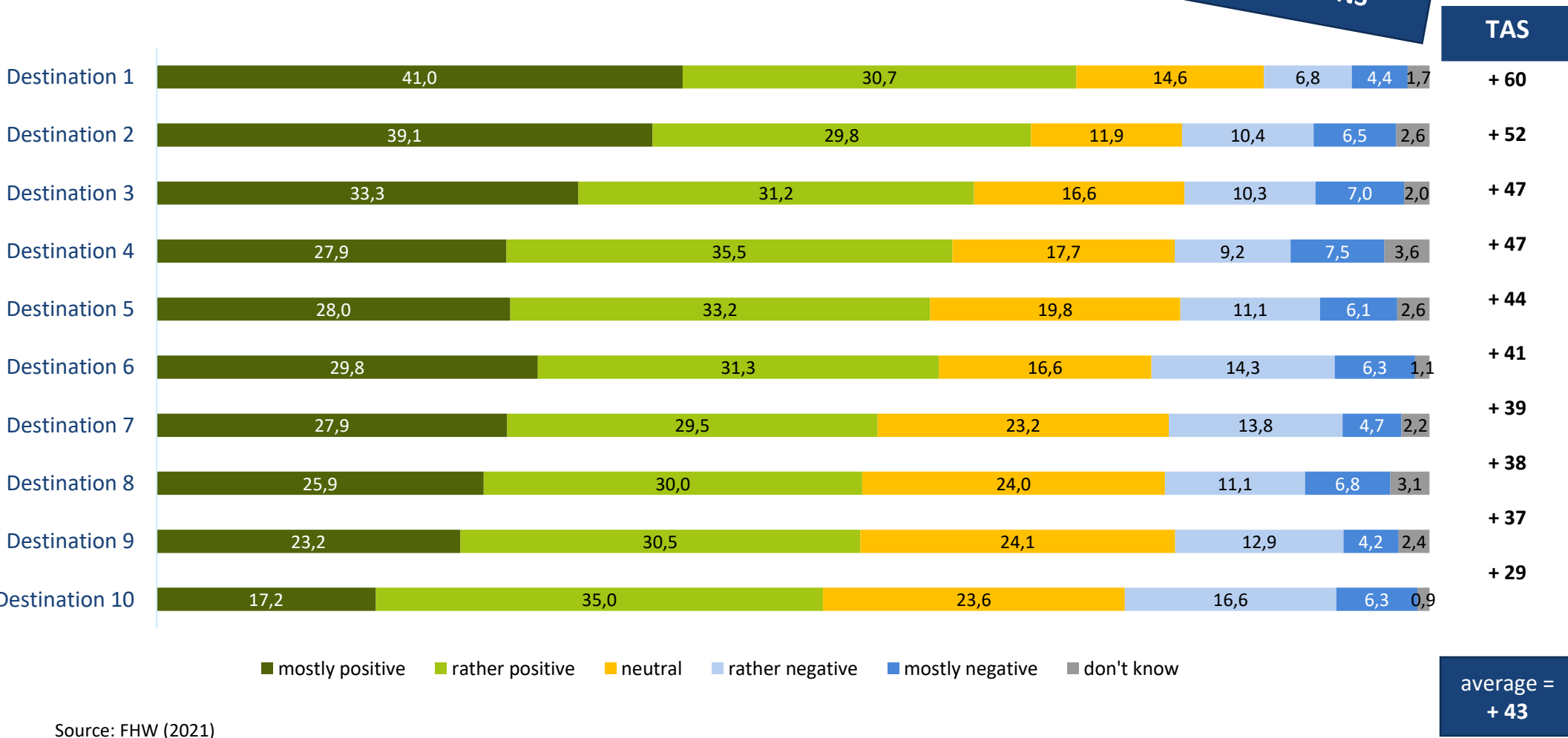
■ mostly positive
 ■ rather positive
 ■ neutral
 ■ rather negative
 ■ mostly negative
 ■ don't know

Source: FHW (2021)

Assessment of impacts on place of residence – 2020

**SAMPLE
COMPARISON TAS-E
DIFFERENT
DESTINATIONS**

**SPATIAL
COMPARISON**



Source: FHW (2021)

Explanatory & additional questions (core questionnaire)

Quantity of tourists by type

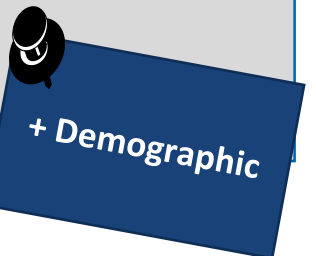
- **By type of tourists:**
 - Domestic
 - International
 - Daytripper
 - Overnight guest
 - Group tourist
 - Individual tourist
- **Three-point scale:**
 - Too few – right level – too many
 - Don't know option

Positive & negative impacts

- **Positive impacts (e.g.):**
 - Contributes to local economy
 - Contributes to job market
 - Contributes to maintain culture
- **Negative impacts (e.g.)**
 - 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

Touchpoints & personal involvement

- **Touchpoints & contacts to tourists**
- **Four-point scale:**
 - Yes, all year round – Yes, seasonal – seldomly – not at all
- **(Direct) relationship to or involvement in tourism**
- Yes-No option



For further information
please visit our website
or contact an of the
following DITF members

Prof. Bernd Eisenstein (eisenstein@ditf-fhw.de)

Prof. Dirk Schmücker (schmuecker@ditf-fhw.de)

Dr. Sabrina Seeler (seeler@ditf-fhw.de)

<https://www.ditf-fhw.de/>

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DITF – German Institute for Tourism Research, March 2021
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