

Tourism Acceptance Score (TAS)

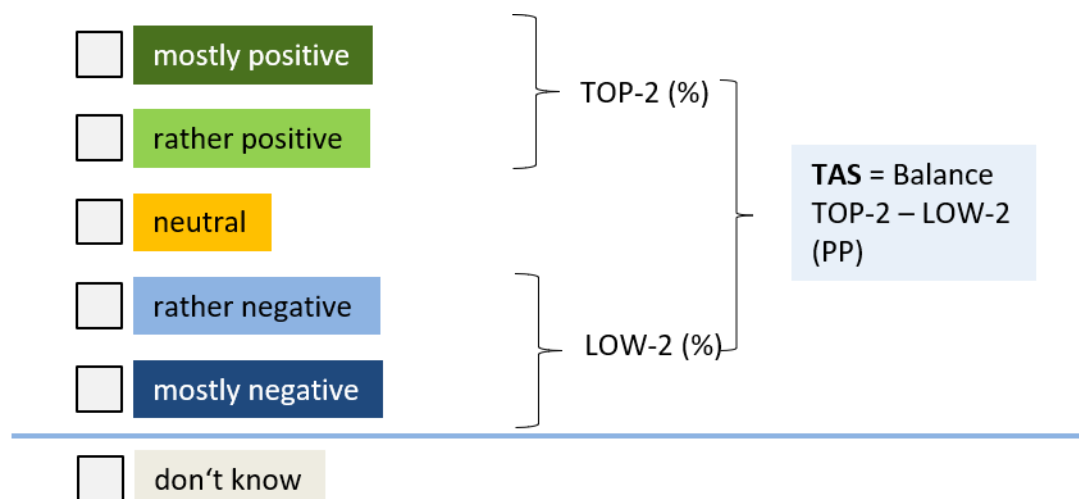
Short description

Residents' perceptions of and attitudes towards tourism have become increasingly important indicators of a tourism destination's success and competitiveness. A positive tourism development is based on, among others, the acceptance of the resident population and host community. The **tourism acceptance score (TAS)** is based on a **measurement scale** that was developed to assess the tourism acceptance among the resident population within a specific destination. In this regard, tourism acceptance is understood as the degree to which the resident population perceives tourism in the respective place of residence as positive or negative.¹ Central to the research instrument is the question how people perceive and evaluate the impacts of tourism in their place of residence. Thus, the instrument does not necessarily measure the actual impacts but the **perceived impacts** which can be compared to the perceived temperature.

Measurement

The TAS index is calculated based on the difference between those residents that took a favourable view and are positive towards tourism and those residents which hold a negative view towards tourism. The measurement is based on a **five-point scale** and the score is the result of the difference (balance) between the top-2 and low-2 scores (see Figure 1). Thus, the TAS index can take up values between -100 and +100.

Figure. 1: Measurement scale TAS



¹ Schmücker, D. & Eisenstein, B. (2021): Tourismusakzeptanz in der Wohnbevölkerung – Messmethoden und Ergebnisse. In: Berichte. Geographie und Landeskunde. (in press).

Two TAS-scores per destination

The study comprises the residents' assessment and perceptions of tourism impacts on two levels: (1) their place of residence and (2) for themselves personally. Thus, there are two TAS-scores per destination:

- **TAS-E** = perceived impacts of tourism on the place of residence (externally)
- **TAS-I** = perceived impacts of tourism on the respondents themselves personally (internally)

Interpretation of TAS scores

The research instrument provides a *status quo measurement* and thereby **empirically contributes** to the overtourism discussion. The lower the TAS-score, the higher the population share that perceives tourism impacts as being negative – vice versa. A score of -100 means that there are no positive perceptions, a score of +100 means that there are no negative assessments. The high degree of standardization enables *various opportunities for comparison* and therewith facilitates interpretation. *Temporal comparisons* as well as *spatial benchmarks* on different levels (e.g., regions, cities, states, nations) are possible and meaningful to enhance the knowledge on residents' perceptions of tourism

Explanatory & Additional questions

A total of six core questions was successfully implemented in past studies that assessed the tourism acceptance among the resident population on different destination levels. These questions bring value added and facilitate a more in-depth understanding of the driving force and influencing factors of residents' tourism acceptance.

- ✓ One question each to measure **TAS-E (external) and TAS-I (internal)**.
- ✓ One question to assess the **attitude to the quantity of tourists** in the place of residence by different types of tourists (day trippers vs. overnight guests, domestic vs. international, group vs. individual).
- ✓ One question each regarding to the **positive and negative impacts** of tourism with reference to the place of residence.
- ✓ One question regarding to the **touchpoints and type of contact** to tourists (work vs. private contacts).

The relatively short questionnaire facilitates an integration of the TAS-approach in already established population surveys without much effort.

Contact Tourism Acceptance Score



Prof. Dr. Bernd Eisenstein

Director DITF

Tel.: +49 (0) 481 / 85 55 545

eisenstein@ditf-fhw.de



Prof. Dr. Dirk Schmücker

Deputy director DITF

Tel.: + 49 (0) 481 / 85 55 546

schmuecker@ditf-fhw.de



Dr. Sabrina Seeler

Contact TAS

Tel.: + 49 (0)481 / 85 55 595

seeler@ditf-fhw.de