Types & Examples of Tourist Impact Indicators

Basic types of indicators:

1. Environmental (Biophysical)
2. Socio-cultural aspects
3. Visitor Experience
4. Economic
5. Managerial (Infrastructure)

1. Examples of *environmental* indicators:
   - Soil erosion at a particular site
   - Site spreading (vegetation loss) in campgrounds or along trails
   - Sea floor litter at mooring sites
   - Stress on a particular wildlife species (nesting success, animal aggression against visitors, etc.)
   - Illegal fires or campfires
   - Landslides along a road
   - Coliform bacteria count in river X, beach X
   - Visibility from point X
   - Number of damaged trees in picnic area
   …etc.…

2. Examples of *visitor experience* indicators:
   - Number of encounters with other groups per day
   - Number of safety violations per month
   - Number of complaints about noisy visitors
   - Number of students using area for environmental education
   - Number of illegal hunters encountered in location X
   - Percent of visitors pleased with their visit to the area/site
   - Evidence of human waste
   - Number of return visitors
   - Visitor perception of naturalist guides
…etc….

3. Examples of economic indicators:
   • Number of ecotourism entrepreneurs in neighboring communities
   • Amount of entrance fees collected in a month
   • Average length of stay in the site/community
   • Overall contribution of ecotourism to site’s budget (percentage)
   • Level of tourism employment
   • Level of investment in local public services and facilities
   …etc….

4. Examples of socio-cultural (on communities) indicators:
   • Maintenance of traditional practices
   • Change in population
   • Reports of negative behavior by visitors toward residents
   • Change in crime rate
   • Number of visitors at local cultural events/sites
   • Perception of guides of sustainable tourism activity
   • General perception of residents of sustainable tourism activity
   …etc….

5. Examples of managerial (infrastructure) indicators:
   • Number and length of trails
   • Amount of time spent on infrastructure maintenance
   • Amount of graffiti found in campgrounds
   …etc….