DI Tourismusforschung
Deutsches Institut
für Tourismusforschung

Germany
Magic Cities

FH Westküste
Wirtschaft und Technik

Quality of Life and Tourism in German Cities: A study by Magic Cities Germany

20th TourMis Workshop: Positive Social Impacts of Tourism

Prof. Dr. Julian Reif, Ina Duckstein (Dresden), Ralf Zednik (Munich)

Deutsches Institut
für Tourismusforschung

Picture: ChatGPT 5.0, Prompt: Reif

Social Impacts of Tourism

Why it is important to measure?

How can we measure it?

How can we communicate the results?

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How can we measure it?
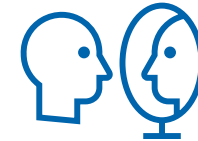
How can we communicate the results?

Tourism and quality of life extensively researched from the perspective of travellers

Positive effects on **well-being and life satisfaction**

Provides space for **mental rest and relaxation**

Enables **new perspectives / broadening of horizons & transformation**

Positive effects on **health**

Promotes **interaction and social relationships** in an intercultural context

Provides space for **personal development** and new experiences

Dolnicar et al. (2013); Filep & Higham (2014); Filep et al. (2022); Reisinger (2015); Smith & Diekmann (2017)

Tourism in one's own city from the perspective of locals?

Tourism promotes **pride in one's place of residence**

High use **of leisure tourism infrastructure**

Tourism as a burden & disruptive fact[or]

Empirical evidence is often lacking!

Tourism as an important **economic factor**

Local recreation with a significant contribution to **quality of life**

Especially in cities

Discussions about overtourism and anti-tourism movements

DI Tourismusforschung, 2019-2024

Social Impacts of Tourism

Why it is important to measure?

How can we measure it?

How can we communicate the results?

Study setup

Germany
Magic Cities

Hamburg
Bremen
Düsseldorf
Köln
Dresden
Frankfurt am Main
Nürnberg
Stuttgart
München

Objectives of our study

1. Measure **satisfaction** and **importance** with selected aspects of the **living situation**

2. **Perceived impact of tourism** on one's own place of residence

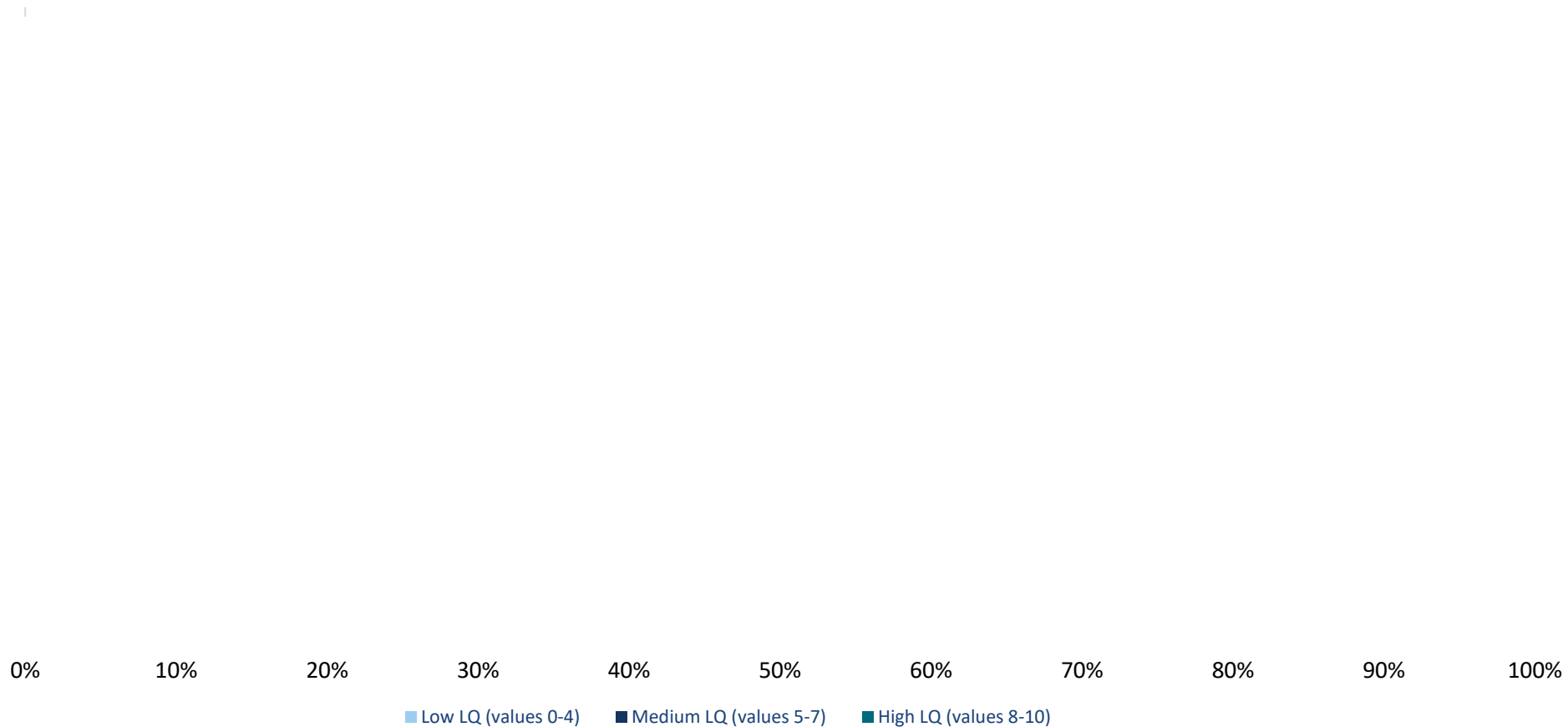3. Determining identification with and **pride in one's place of residence**

4. Identification of **possible drivers of the quality of life**

Methods

Survey method	Hybrid survey: approx. 20% CATI (dual frame) + approx. 80% CAWI (online)
Sample	9 Magic Cities (Bremen, Dresden, Düsseldorf, Frankfurt am Main, Hamburg, Cologne, Munich, Nuremberg, Stuttgart) (+ Bonn + Münster as part of the research project + reference data from Leipzig)
Sample size(s)	n= min. 405
Population	German-speaking, resident population in the respective city aged 16 and over
Quota	Gender, age, education, place of residence (total city)
Survey period	January – February 2024
Fieldwork by	Info GmbH, Berlin
Analysis	Descriptives and regressions

First, we would like to know how you rate your current overall quality of life (n=min. 400; p<0.05)

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

■ Low LQ (values 0-4)   ■ Medium LQ (values 5-7)   ■ High LQ (values 8-10)

When guests come to visit, it reminds me that I have a special place to share (n=min. 400; p<0.05)

0 = Disagree completely   1   2   3   4 = completely agree

Is tourism a driver of the quality of life
of urban residents?

Regression Model

A total of **76 possible** influencing factors

Possible influencing factors

Multiple regression analysis

Dependet Variable

Aspects of living situation

Effects of tourism, acceptance of tourism, economic connection to tourism

Sense of security

Coolness of the city (image components)

Attachment/identification

Socio-demographics and living situation

Strength of influence

Overall perceived quality of life

Bremen
17 predictors, R^2: 0.584

Dresden
7 predictors, R^2: 0.489

Düsseldorf
14 predictors, R^2: 0.442

Frankfurt
16 predictors, R^2: 0.522

Hamburg
10 predictors, R^2: 0.580

Cologne
22 predictors, R^2: 0.558

Munich
12 predictors, R^2: 0.708

Nuremberg
15 predictors, R^2: 0.561

Stuttgart
8 predictors, R^2: 0.535

	Predictor 1	
Bremen 17 predictors, R^2: 0.584	Overall satisfaction with economic situation (e.g. income, cost of living)	0,250
Dresden 7 predictors, R^2: 0.489	Overall satisfaction with economic situation (e.g. income, cost of living)	0,375
Düsseldorf 14 predictors, R^2: 0.442	Overall satisfaction with economic situation (e.g. income, cost of living)	0,321
Frankfurt 16 predictors, R^2: 0.522	Overall satisfaction with economic situation (e.g. income, cost of living)	0,422
Hamburg 10 predictors, R^2: 0.580	Overall satisfaction with economic situation (e.g. income, cost of living)	0,330
Cologne 22 predictors, R^2: 0.558	Overall satisfaction with economic situation (e.g. income, cost of living)	0,344
Munich 12 predictors, R^2: 0.708	Overall satisfaction with economic situation (e.g. income, cost of living)	0,442
Nuremberg 15 predictors, R^2: 0.561	Overall satisfaction with economic situation (e.g. income, cost of living)	0,318
Stuttgart 8 predictors, R^2: 0.535	Overall satisfaction with economic situation (e.g. income, cost of living)	0,411

	Predictor 1		Predictor 2	
Bremen 17 predictors, R²: 0.584	Overall satisfaction with economic situation (e.g. income, cost of living)	0,250	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,247
Dresden 7 predictors, R²: 0.489	Overall satisfaction with economic situation (e.g. income, cost of living)	0,375	Satisfaction with the range of restaurants and cafés	0,271
Düsseldorf 14 predictors, R²: 0.442	Overall satisfaction with economic situation (e.g. income, cost of living)	0,321	Identification with place of residence – factor score	0,221
Frankfurt 16 predictors, R²: 0.522	Overall satisfaction with economic situation (e.g. income, cost of living)	0,422	Tourism contributes to the well-being of the residents of [...].	0,192
Hamburg 10 predictors, R²: 0.580	Overall satisfaction with economic situation (e.g. income, cost of living)	0,330	Overall, I personally think that [...] is a cool city.	0,179
Cologne 22 predictors, R²: 0.558	Overall satisfaction with economic situation (e.g. income, cost of living)	0,344	Satisfaction with the living environment/urban living conditions in [...] overall (e.g. housing situation, neighbourhood)	0,225
Munich 12 predictors, R²: 0.708	Overall satisfaction with economic situation (e.g. income, cost of living)	0,442	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,221
Nuremberg 15 predictors, R²: 0.561	Overall satisfaction with economic situation (e.g. income, cost of living)	0,318	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,203
Stuttgart 8 predictors, R²: 0.535	Overall satisfaction with economic situation (e.g. income, cost of living)	0,411	Satisfaction with the living environment / urban living conditions in [...] overall (e.g. housing situation, neighbourhood)	0,286

	Predictor 1		Predictor 2		Predictor 3	
Bremen 17 predictors, R^2: 0.584	Overall satisfaction with economic situation (e.g. income, cost of living)	0,250	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,247	Overall, I personally think that [...] is a cool city.	0,213
Dresden 7 predictors, R^2: 0.489	Overall satisfaction with economic situation (e.g. income, cost of living)	0,375	Satisfaction with the range of restaurants and cafés	0,271	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,143
Düsseldorf 14 predictors, R^2: 0.442	Overall satisfaction with economic situation (e.g. income, cost of living)	0,321	Identification with place of residence – factor score	0,221	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,174
Frankfurt 16 predictors, R^2: 0.522	Overall satisfaction with economic situation (e.g. income, cost of living)	0,422	Tourism contributes to the well-being of the residents of [...].	0,192	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,182
Hamburg 10 predictors, R^2: 0.580	Overall satisfaction with economic situation (e.g. income, cost of living)	0,330	Overall, I personally think that [...] is a cool city.	0,179	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,164
Cologne 22 predictors, R^2: 0.558	Overall satisfaction with economic situation (e.g. income, cost of living)	0,344	Satisfaction with the living environment/urban living conditions in [...] overall (e.g. housing situation, neighbourhood)	0,225	Identification with place of residence – factor score	0,183
Munich 12 predictors, R^2: 0.708	Overall satisfaction with economic situation (e.g. income, cost of living)	0,442	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,221	Satisfaction with leisure and cultural facilities (e.g. museums, theatre, opera, galleries, concert halls, adventure parks, cinemas)	0,174
Nuremberg 15 predictors, R^2: 0.561	Overall satisfaction with economic situation (e.g. income, cost of living)	0,318	Satisfaction with social life in [...] overall (e.g. social relationships with family and friends, leisure and cultural activities)	0,203	Satisfaction with own state of health	0,176
Stuttgart 8 predictors, R^2: 0.535	Overall satisfaction with economic situation (e.g. income, cost of living)	0,411	Satisfaction with the living environment / urban living conditions in [...] overall (e.g. housing situation, neighbourhood)	0,286	[...] is lively.	0,186

Selected tourism-related aspects relevant to some cities

Positive contribution in 3 out of 9 cities

Positive contribution in 2 out of 9 cities

High satisfaction but no statistically significant influence!

Satisfaction with the **range of restaurants and cafés**
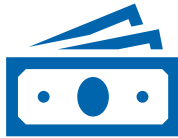
Satisfaction with **leisure and cultural facilities**

Satisfaction with **events and major events**

Influence of tourism-specific aspects low despite high satisfaction!

Effects of tourism with low, partly negative contribution

Negative contribution in 2 out of 9 cities	Negative contribution in 2 out of 9 cities	Positive contribution in 2 out of 9 cities

Tourism is an **important economic factor**

Tourism **contributes** to a **liveable residential environment**

Acceptance of tourism Place of residence (TAS-W)

Agreement with these aspects leads to a reduction in perceived quality of life!

Subliminal, deeply rooted negative associations, feelings such as gentrification, conflicts of use, overcrowding, rising prices, etc. that resonate

Conclusions

Aspects of the **general living situation are important drivers of quality of life** → tourism can only have a limited impact here

Tourism-specific aspects with high satisfaction **but low statistical significance for quality of life**

Tourism has **little statistically measurable or, in some cases, a negative impact on perceived quality of life**

Aspects with **high general satisfaction are not necessarily statistically significant drivers** of quality of life

In contrast, **selected ecological measures** receive lower satisfaction ratings but **are statistically significant**

Personal acceptance of tourism has no statistically significant contribution to quality of life → however, **a high quality of life influences the acceptance of tourism!**

So what?

A Paradigm shift

What can locals do for tourism? → **What can tourism do for locals?**

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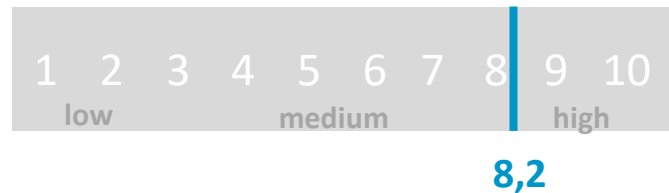
Munich – How we communicate the results

Appreciation of Tourism

Impact of tourism on Munich

54%	35%	11%
positive	neutral	negative

Identification with Munich

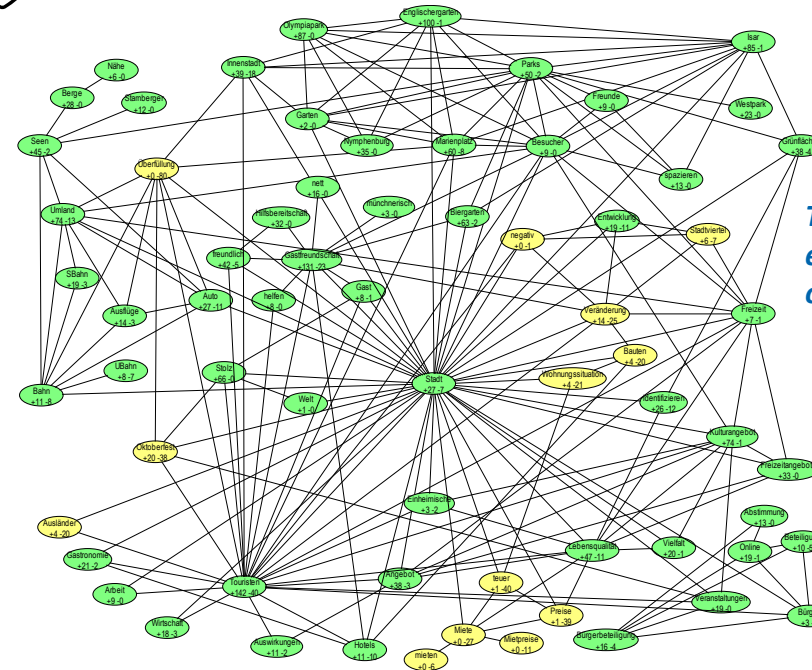| 1	2	3	4	5	6	7	8	9	10
low				medium				high	

8,2

60% **Great importance** of tourism as a central pillar of Munich's economy

Qualitative survey on the value of tourism

Identification of correlations and topics as well as the evaluation of conspicuous facts in tourism in Munich

Tourism leads to an enrichment of cultural offerings

Desire for more participation in the planning and realisation of tourism and leisure projects

Hospitality is part of Munich's identity for many Munich residents

Through tourism, Munich can offer more to its own citizens

Tourism is a key pillar of urban development

Munich – how we use the results strategically

Tourism & Quality of Life

59% high perceived quality of life

83% satisfied with leisure & cultural facilities

79% satisfied with the events

72% are proud to live in this region of Germany

TOP 3 factors that are decisive for a high quality of life in Munich

First place
Satisfaction with own economic situation

Second place
Satisfaction with social life

Third place
Satisfaction with leisure and cultural facilities

Source: DI Tourisusforschung - Quality of life and tourism in selected German cities - Munich individual report, 2024

Quality of life correlated with social life and gastronomy

Factors corresponding with quality of life Dresden

Correlate with Life Quality

80%
of residents are satisfied with the offer of restaurants & cafes
(#5 of German cities)

83%
of residents are satisfied with the offer of leisure and cultural facilities
(#3 of German cities)

72%
of residents are satisfied with the offer of Events and large-scale events
(#5 of German cities)

Correlate with Life Quality

77%
of residents are satisfied with the social life within the city
(#1 of German cities)

75%
of residents are satisfied with natural conditions within the city
(#3 of German cities)

73%
of residents are satisfied with living environment & urban conditions
(#5 of German cities)

Quelle: Touristicon, Quality of Life and Tourism in German Cities Dresden 2024

Communication of positive impact of tourism in Dresden

Importance of inhabitants perspective in stakeholder communication

Integration in local and national strategy documents

Communication with politicians

Communication with touristic partners & stakeholders

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RESEARCH LETTER

Check for updates

Exploring the relationship between tourism acceptance and perceived quality of life in big German cities: the moderating role of tourism intensity

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ABSTRACT
Leisure travelling is known to be a contributor to visitors' well-being and quality of life yet only little is known about the influence of tourism on the destination residents' quality of life. Given rising imbalances and perceived conflicts of use between visitors and residents particularly in an urban context, research interest in residents' perspectives have increased and new measures such as the tourism acceptance score have been developed to measure perceived tourism impacts over time. While tourism intensity has been proposed to be an indicator for low tourism acceptance and decreasing quality of life, little empirical evidence is existing. This study examines the relationship between tourism acceptance and perceived quality of life and the moderating role of tourism intensity. The data base used consisted of representative samples in 11 German cities. Results demonstrate a positive relationship between personal tourism acceptance and the residents' quality of live. This relationship is moderated by the tourism intensity and is generally stronger in cities with higher tourism intensity.

Statement of Novelty

To the best of our knowledge, this research letter represents the first study to investigate the moderating role of tourism intensity on the relationship between the personal tourism acceptance and perceived quality of life among residents in 11 major German cities. The findings reveal a significant positive correlation between personal tourism acceptance and residents' quality of life, with this relationship being notably stronger in cities characterised by higher levels of tourism intensity.

1. Introduction and literature review

The rapid expansion of global urban tourism, fostered by advancements in travel and the rise of digital platforms, has transformed cities into vibrant hubs of cultural exchange and economic activity (Nilsson, 2024). This development has introduced an era of new urban tourism where tourists seek authentic experiences that immerse them in the local culture and daily life of urban environments (Frisch et al., 2019). However, the influx of tourists also brings challenges, such as gentrification and overtourism (Gössling et al., 2020), which can strain local resources and adversely influence the quality of life for residents (Jover et al., 2023). While overtourism tendencies and resulting challenges, such as resistance and protests among residents, have been witnessed and discussed in an

Reif, J., Mitas, O., Seeler, S. & Köchling, A. (2025). Exploring the relationship between tourism acceptance and perceived quality of life in big German cities: The moderating role of tourism intensity. Current Issues in Tourism. https://doi.org/10.1080/13683500.2025.2468742

Thank you!
Any Questions?

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