

**Sustainability, Empowerment, and Resident Attitudes toward Tourism: Developing and Testing the Resident Empowerment through Tourism Scale (RETS)**

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## **ABSTRACT**

Research on resident attitudes towards tourism and sustainability are two of the most ubiquitous and important topics within tourism research. This study sought to contribute to these fields of research in four specific ways. First, this study suggested Weber's theory of formal and substantive rationality as a theory capable of explaining the complexity inherent in resident attitudes toward tourism because of its incorporation of the economic and non-economic factors influencing rationality. The inclusion of Weber as a theoretical framework is also presented as a theory useful for bringing Social Exchange Theory (SET) back to its original focus on 'all' the costs and benefits associated within the host/guest relationship.

The second and third contributions of the study stem from taking the previously conceptual constructs of psychological, social, and political empowerment and developing them into reliable and valid measurement scales. After validation, the three sub-scales were tested in a Confirmatory Factor Analysis (CFA), which demonstrated them to be construct valid based upon tests of convergent, discriminant, and nomological validity. These scales were subsequently included as antecedents to residents' perceptions of tourism's impacts, as well as their overall support for tourism in a Structural Equation Model (SEM) analysis. The SEM analysis found all three dimensions of empowerment to have significant relationships with perceptions of tourism's positive and negative impacts with the construct of psychological empowerment being the only empowerment dimension to have a direct and significant relationship with "support for tourism".

Lastly, the study expanded these areas of research through conducting the study across three counties with varying emphasis placed on sustainable tourism. Floyd, Botetourt, and Franklin County, Virginia were selected for sampling based upon their homogeneity in regards to tourism product, per capita tourism expenditures and economic condition and their heterogeneity in regards to emphasis on sustainable tourism. Nine hundred surveys were distributed across the three counties with 703 ultimately used in the analysis. The results partially confirmed the hypothesis that resident attitudes toward tourism differ by a county's emphasis on sustainable tourism. Future research needs to further investigate sustainable tourism's influence on residents' attitudes toward tourism.

## **DEDICATION**

I would like to dedicate this work to my Lord and Savior, Jesus Christ, who has provided me with this wonderful opportunity to study at Virginia Tech. The ability to turn to Him and trust that He has a plan for all of this hard work has encouraged me to persevere through the challenging times of graduate school. “For from Him, and through Him, and to Him, are all things! To Him be the glory! Forever and ever! Amen!” (Romans 11:36)

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# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND AND OVERVIEW

Over the last 30 years, the idea of ‘sustainable tourism’ has become a central focus of tourism destination management (McGehee, Boley, Hallo, McGee, Norman, Oh, and Goetcheus, 2013). Sustainable tourism’s popularity rises out of tourism’s historic failures in effectively bringing long lasting benefits to destinations (Honey, 2008). Its central aim has been to develop tourism in a manner that maximizes benefits to the triple bottom line (economic, environmental, and socio-cultural sustainability) while not degrading the resource base on which it depends (Dwyer, 2005).

Within this movement toward sustainable tourism, there is an overwhelming consensus that resident involvement is essential for tourism to be considered sustainable (Choi and Sirakaya, 2005; Cole, 2006; Di Castri, 2004; Nunkoo, Smith, and Ramkissoon, 2012; Scheyvens, 1999, 2002; Sofield, 2003). Cole (2006, p. 640) writes that the “community participation paradigm has become a mantra of sustainable tourism,” and Choi and Sirakaya (2006, p.1286) refer to resident involvement as the “philosophical basis for sustainable community tourism.” Even though accounting for resident attitudes toward tourism is at the core of sustainable tourism, Boley and Perdue (2012) acknowledge that the discussion of tourism’s impacts on residents precedes the initial discussions of sustainable tourism by an entire decade. The importance of resident involvement to sustainable tourism and tourism’s overall success has resulted in resident attitudes toward tourism becoming one of the most ubiquitous topics within tourism research (Nunkoo et al., 2012).

While there have literally been hundreds of studies on resident attitudes toward tourism over the last 20 years, gaps in the literature remain. One of the most significant is the movement of social exchange theory (SET) away from its original conceptualization to an orientation more aligned with economic exchange theory and thus treating residents' perceptions of tourism to be predominantly based upon the financial benefits received through tourism (McGehee and Andereck, 2004; Woosnam, Norman, and Ying, 2009). Previous research has consistently and successfully used social exchange theory to explain residents' perceptions of tourism (Ap, 1992; Perdue, Long, and Allen, 1990). However, this recent use of social exchange theory has overly focused on the economic exchanges and resultantly disregarded the non-economic influences on resident attitudes such as residents' emotional solidarity with tourists (Woosnam et al., 2009), trust (Nunkoo and Ramkissoon, 2012), and perceived power (Scheyvens, 1999; Látková and Vogt, 2012). Even though the previous research has consistently found a strong correlation between personal economic benefit and support for tourism, there remains a need for more research capable of bringing both the economic and non-economic factors together under one model. Látková and Vogt (2012, p. 64) suggest that a possible solution would be the "application of social exchange theory in conjunction with another theory" since the combination "might provide a better insight into residents' attitudes toward tourism."

One perspective that has the potential to bring social exchange theory back to its original foundation and bridge the economic and non-economic factors that influence resident attitudes is Weber's theory of rationality. Weber's theory conceptualizes human rationality as being influenced by a balance in the tension between one's formal (economic) motivations and their substantive (non-economic) motivations (Kalberg, 1980; Jagd, 2002). Weber theory's portrayal of rationality provides a good framework to explore the complexity of resident attitudes toward

tourism since resident attitudes have been shown to be influenced by a diverse range of factors varying from personal economic dependence on tourism (Perdue, Long, and Allen, 1990) to power (Látková and Vogt, 2012), emotional solidarity (Woosnam et al., 2009), trust (Nunkoo and Ramkissoon, 2011), and community attachment (McCool and Martin, 1994).

In an effort to expand upon the previous literature on resident attitudes toward tourism and to fill the exposed gaps, this study embraces Weber's theory of rationality as the theoretical justification to explore both the economic and non-economic factors influencing resident attitudes toward tourism. In regards to the need for more research on the non-economic variables influencing resident support for tourism, this study highlights empowerment's potential role in shaping resident attitudes. The notion of resident empowerment is a highly regarded concept within the sustainable tourism literature (Scheyvens, 1999; Sofield, 2003), but has yet to be operationalized and used as an antecedent to resident support for tourism. Empowerment is linked closely to the basic tenets of sustainable tourism. Sofield (2003, p.2) refers to empowerment as the "lesser traveled" path of tourism development and believes that without empowerment, sustainable tourism is difficult to attain. Empowerment is defined by Rappaport (1987, p. 122) as the ability for "communities to gain mastery over their affairs." It is widely considered to be multidimensional and includes four components: political, social, and psychological (Scheyvens, 1999, Friedman, 1992).

Empowerment is conceptualized as a higher level of community participation, where residents are not merely included in the planning process, but rather are in control of it (Arnstein, 1969; Choguill, 1996 Cole, 2006). Cole (2006, p. 631) goes on to describe empowerment as the "top end of the participation ladder where members of a community are active agents of change and they have the ability to find solutions to their problems, make decisions, implement actions

and evaluate their solutions.” Cole’s (2006) interpretation of empowerment parallels Arnstein’s (1969) who places empowerment as the top rung of his citizen participation ladder and writes that “participation without redistribution of power is an empty and frustrating process for the powerless.”

Despite community participation and empowerment being a “mantra” of sustainable tourism (Cole, 2006), no studies have empirically examined empowerment’s influence on resident attitudes toward tourism. Empowerment has been heavily conceptualized yet underdeveloped. In lieu of this gap, this study seeks to develop a multi-dimensional scale measuring residents’ perceived psychological, social and political empowerment through tourism. The newly developed scale’s appropriateness as an antecedent to resident attitudes toward tourism will be subsequently tested. This application of the Resident Empowerment through Tourism Scale (RETS) not only addresses the lack of measuring empowerment, but also provides non-economic constructs that can be coupled with ‘perceived personal economic benefits’ to bring social exchange theory back to its original foundation which was based upon ‘all’ of the exchanges inherent in the host and guest interaction.

An additional gap within the resident attitude literature is the limited research on resident attitudes toward tourism across communities (Látková and Vogt, 2012). The prevailing sampling method used within resident attitude studies has been to focus on single communities. The previous research examining the differences in attitudes between communities has segmented them primarily based upon their level of tourism development (Madrigal, 1992; Long, Perdue, and Allen, 1990; Andereck and Vogt, 2000; Látková and Vogt, 2012) and their economic well-being (Látková and Vogt, 2012). Room still remains for more research on factors that influence a community’s disposition toward tourism. This is especially true for communities with tourism

development that differs in its level of sustainability. An emphasis on sustainable tourism is believed to lessen the negative impacts of tourism felt by residents and result in an increased quality of life. Additionally, resident attitudes toward tourism is considered to be one of the most important indicators of sustainable tourism (Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011). Based upon the strong connection between sustainable tourism and resident attitudes toward tourism, many have assumed that a community's emphasis on sustainable tourism will significantly affect its residents' attitudes toward tourism. However, research has never segmented communities by degree of emphasis on sustainable tourism to see if there are in fact significant differences in attitudes. This study seeks to pursue this by applying the indicators of sustainable tourism developed within the literature (Choi and Sirakaya, 2006; Fernandez and Rivero, 2009; Manning, 2004; Mearns, 2011) to evaluate the emphasis placed on sustainability within a community's tourism plan. After assessing the importance of sustainability within the community's tourism plan, a survey will be conducted to test the notion that resident attitudes toward tourism differ across communities with varying emphasis placed on sustainable tourism.



## 1.2 RESEARCH QUESTIONS

In recognition of the gaps mention above, the following research questions have been developed to guide this research effort:

*RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?*

*RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?*

*RQ3: How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?*

## 1.3 RESEARCH HYPOTHESES

Based upon the identified gaps within the resident attitude literature and the developed research questions, the following hypotheses are proposed. Each hypothesis flows out of one of the three research questions.

*RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?*

- H1: There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism
- H2: There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism
- H3: There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism
- H4: There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism
- H5: There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism

***RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?***

- H6: The Resident Empowerment through Tourism Scale (RETS) is a reliable and valid measure of the multiple dimensions of empowerment.
- H7: Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H8: Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H9: Perceived psychological empowerment has a positive and significant relationship with overall support for tourism.
- H10: Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H11: Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H12: Perceived social empowerment has a positive and significant relationship with overall support for tourism.
- H13: Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H14: Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H15: Perceived political empowerment has a positive and significant relationship with overall support for tourism.

***RQ 3: How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?***

- H16: There is a significant difference in resident attitudes toward tourism across communities with low, medium, and high levels of emphasis on sustainable tourism development.
- H17: There is a significant difference in how communities with low, medium, and high levels of emphasis on sustainable tourism perceive the future of their community.

## 1.4 RESEARCH FRAMEWORKS

Below are the two models depicting the hypotheses that will be tested within this study. The first model combines the variables used in the past research on social exchange theory and resident attitudes toward tourism with the newly developed RETS (Figure 1). The second model demonstrates the potential for significant differences in resident attitudes toward tourism based upon the emphasis a community places on sustainable tourism (Figure 2). Included within this diagram is the hypothesis that communities with varying levels of priority placed on sustainable tourism development will perceive their respective futures differently.

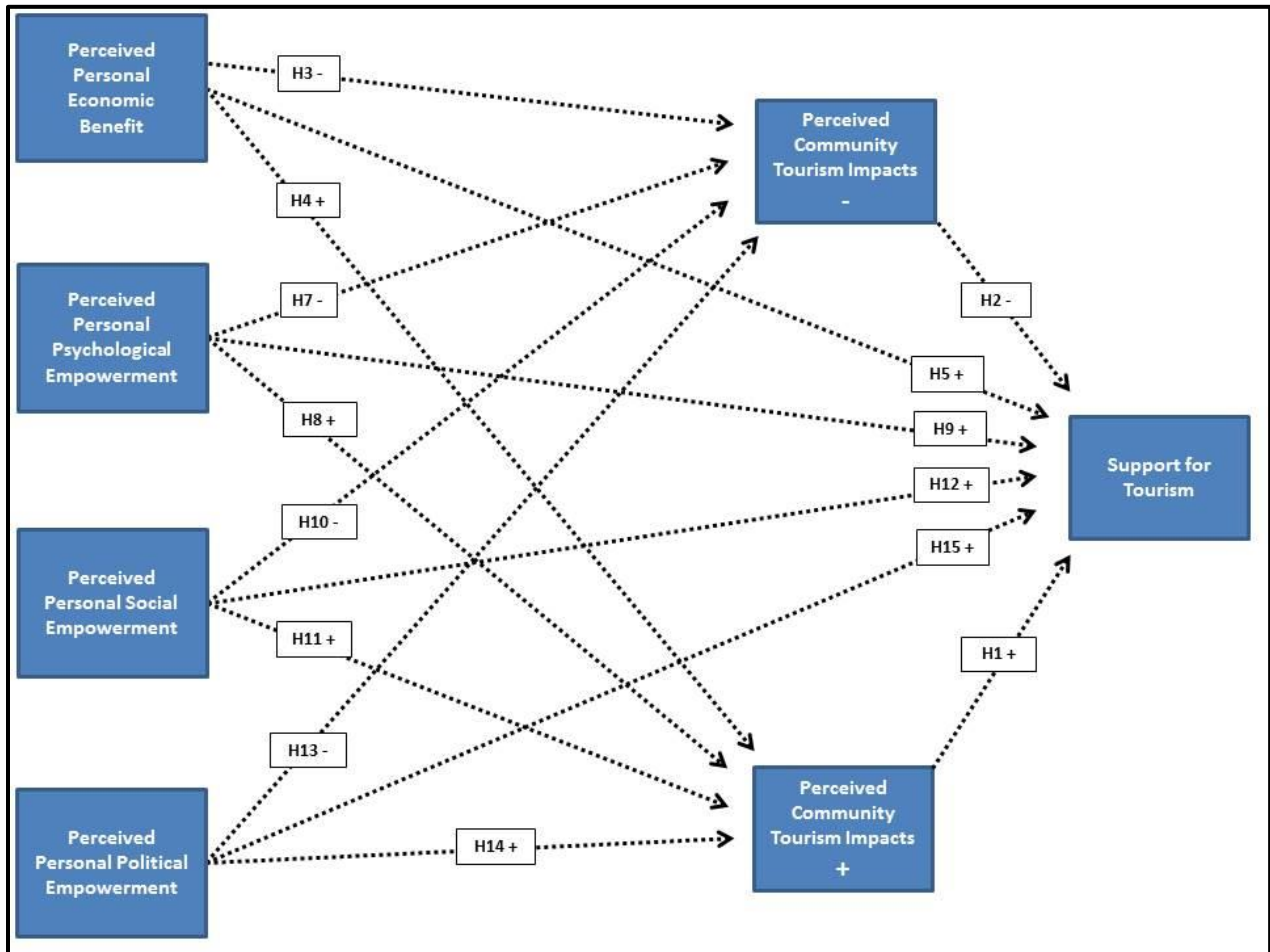
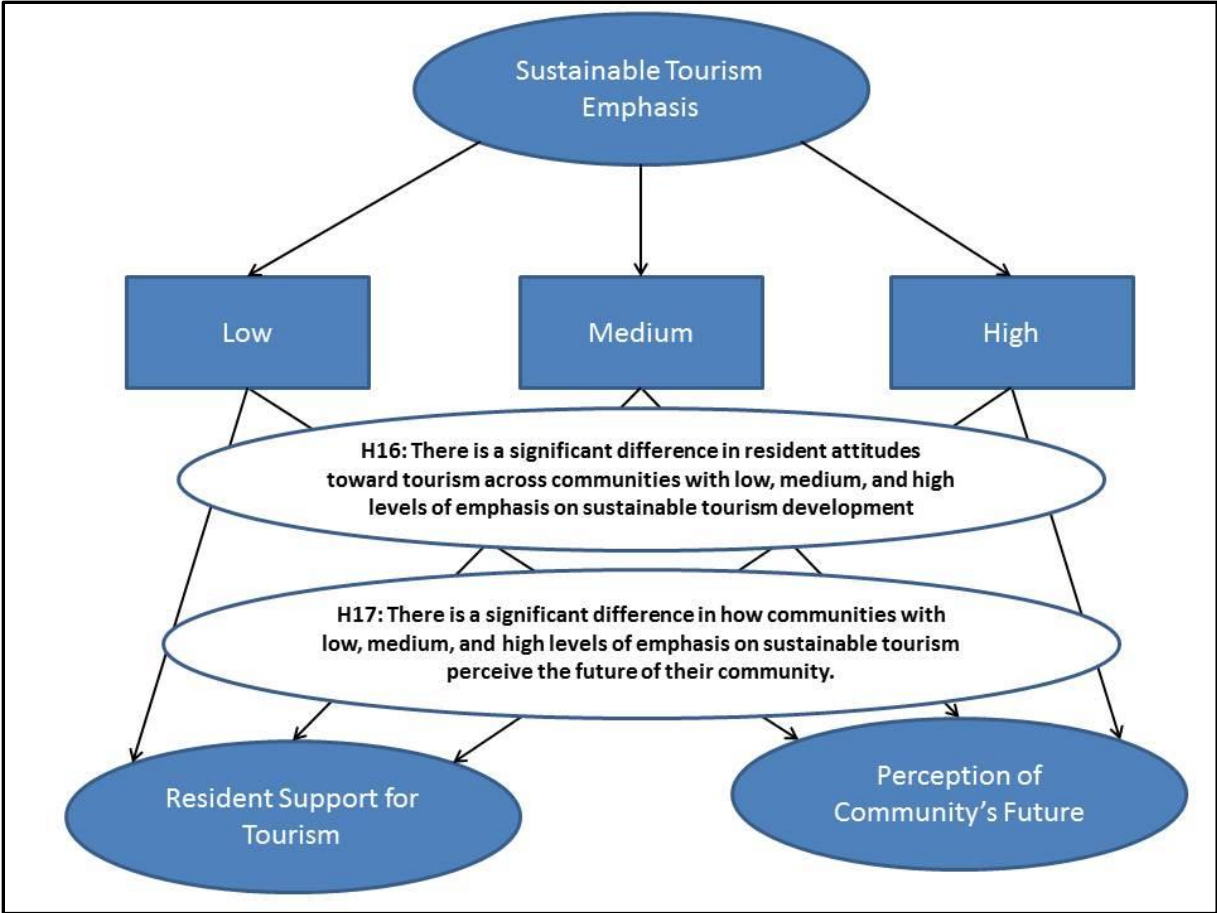


Figure 1: Proposed Research Framework Testing Hypotheses 1-15



**Figure 2: Model Depicting the Effect of a Community’s Emphasis on Sustainable Tourism**

**1.5 SIGNIFICANCE OF STUDY**

This study is of significance because of its expansion of the resident attitude literature as well as its theoretical and practical implications. Theoretically, the literature suggests that research on resident attitudes toward tourism needs a framework capable of bringing the economic and non-economic influences of resident attitudes together (Látková and Vogt, 2012). The application of Weber’s formal and substantive rationality provides a theoretical framework that matches the complexity of resident attitudes toward tourism. Weber’s theory of formal and substantive rationality also aligns well with social exchange theory and has the potential to help bring social exchange theory back to its original conceptualization where all the exchanges (economic and non-economic) are weighed when evaluating one’s attitudes towards tourism. A

second theoretical implication emerges from the examination of resident attitudes across communities with varying levels of emphasis on sustainable tourism. Much of the previous research has solely examined resident attitudes within single communities, and the few studies to compare resident attitudes across communities have focused upon level of tourism development or economic condition. This research expands the previous research on resident attitudes toward tourism by not only looking at differences in attitudes between communities, but by also categorizing communities based upon the level of emphasis they place on sustainable tourism. Lastly, this study contributes to the theoretical foundation of the resident attitude literature through the operationalization of the construct of empowerment. While described as vital to sustainable tourism, the construct of empowerment has yet to be developed into a reliable and valid scale. The development and subsequent testing of the Resident Empowerment through Tourism Scale (RETS) will provide tourism researchers with a way to measure the perceived psychological, social, and political empowerment of residents. The inclusion of the RETS as an antecedent to residents' perception of the benefits and costs of tourism is posited to explain additional variance within resident support for tourism that has not previously been measured.

The practical implications of this study are also important. Lankford and Howard (1994, p. 133) describe resident attitudes toward tourism as being a “complex and dynamic phenomenon in which a variety of factors exert a differential influence on local residents.” Through a more complete understanding of the economic and non-economic factors affecting resident attitudes, tourism planners can work more efficiently to involve residents and assure that tourism is developed for and by residents. Additionally, it has been shown that residents are key factors in the success of tourism within a destination (Belisle and Hoy, 1980). Further research on empowerment will shed light on how residents perceive themselves to be empowered or

disempowered by tourism development. Perceptions of empowerment will then be tested to see what influence they have on perceptions of tourism's impacts within their community and one's ultimate support or disdain for tourism development. Understanding how residents perceive themselves to be empowered or disempowered has the potential to make tourism more successful because of its implications for increasing resident support for tourism. Relatedly, more involved and supportive residents will increase the quality of the tourism experience. This is especially important for niche market segments such as ecotourists (Ceballos-Lascurain, 1996) and geotourists (Boley, Nickerson and Bosak, 2011; Boley and Nickerson, 2013) who are motivated by authentic tourism experiences that have a high level of host-guest interaction. A final practical application centers upon the examination of whether resident attitudes toward tourism differ across communities with varying emphasis on sustainable tourism development. If a relationship between sustainability and resident attitudes is confirmed, then there will be additional support for those involved with planning and developing tourism to approach tourism from a sustainable mindset.

## **1.6 SITE SELECTION**

The sample population used for the site selection process included all residents of counties and cities within the Commonwealth of Virginia that had official tourism development plans on record. The total number of counties/cities with official tourism plans was fourteen. These fourteen strategic tourism plans were then analyzed and rated based upon their emphasis on sustainability. After the tourism plans were examined, the counties of Floyd, Botetourt, and Franklin counties were selected for multiple reasons. First, the three counties had strong variance in their levels of emphasis on sustainable tourism development within their tourism plans (low, medium, and high). This allowed for testing the hypothesis that there are significant differences in resident support for tourism between counties with varying levels of emphasis on sustainable tourism. Secondly, these counties were all located within the Blue Ridge Highlands Area of the Commonwealth of Virginia. This controlled for the variance in tourism products offered. Lastly, the three counties were chosen based upon the similarities they shared in level of income from tourism (\$1,400-\$1600 per capita tourism expenditures), as well as similar population demographics. A detailed discussion of the site selection is included within Chapter 3.

## 1.7 DEFINITIONS OF KEY TERMS

***Empowerment:*** Empowerment in a general sense is commonly acknowledged as “a process, a mechanism by which people, organizations, and communities gain mastery over their affairs” (Rappaport, 1987). Within the tourism literature this ‘mastery’ of one’s affairs has been broken down into the follow three dimensions.

***Psychological Empowerment:*** Psychological empowerment, within a tourism context, refers to the self-esteem and pride of community members being enhanced from the “outside recognition of the uniqueness and value of their culture, their natural resources and their traditional knowledge” (Scheyvens, 1999, p. 247). This understanding of psychological empowerment embodies the general empowerment literature’s emphasis on self-esteem, competence, and general control over one’s affairs. If tourism is developed in a way that makes residents embarrassed or makes them think less of the uniqueness of their community, then they will have a lower self-esteem and feel a sense of psychological disempowerment because they do not have the power to control the image portrayed of them and their county to tourists.

***Social Empowerment:*** Social empowerment, within a tourism context, ensues when the one perceives tourism as increasing his or her connection to the community. Scheyvens (1999) describes social empowerment in terms of an enhanced community equilibrium and residents feeling more connected and beginning to work together (Scheyvens, 1999, p. 247). This understanding of social empowerment highlights the parent literature’s focus on having access to social organizations that help maintain the local quality of life and “individuals working together in an organized fashion to improve their collective lives” Zimmerman (1995).



***Political Empowerment:*** Political empowerment is the dimension of empowerment which most closely resembles the overarching notion of residents “gaining mastery of their affairs.” Within a tourism context, political empowerment results from all community members being fairly represented and having an outlet to share their concerns about tourism development (Scheyvens, 1999, p. 247). It embodies Friedmann’s (1992) description of political empowerment that focuses on having access to the process of decision making. Another important aspect of political empowerment is the ability of residents to raise questions regarding tourism development (Scheyvens, 1999, p. 247).

***Sustainable Tourism:*** While sustainable tourism has hundreds of definitions, one of the most common is from Butler (1993). He defines sustainable tourism as: “tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes” (Butler 1993: 29).

***Sustainable Tourism Indicators:*** According to Roberts and Tribe (2008, p. 577), “indicators are variables which summaries or simplify relevant information; make visible or perceptible phenomenon of interest; are amenable to management; and quantify, assess, monitor, measure and communicate relevant information.” In regards to sustainable tourism, sustainable tourism indicators serve as a “barometer of tourism sustainability” by providing measures that

aid the tourism industry in seeing how well it is performing in the area of sustainability (Ko, 2005).

***Social Exchange Theory (SET):*** According to Ap (1992), SET “is a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation.” He believes it is beneficial to tourism because it “offers a useful theoretical framework, which can account for both the positive and negative impacts of tourism as perceived by the host community. SET is a logically and intuitively appealing one that may be used to explain why residents develop positive or negative perceptions of tourism impacts” (Ap, 1992, p. 685).

***Weber’s Theory of Formal and Substantive Rationality:*** Weber’s theory of rationality describes the reasoning/motivation for engaging in any type of economic activity as function of either formal or substantive motivations (McGehee, 2007, Kalberg, 1980). Formal rationality focuses on the purely economic motivations to engage in economic activity while substantive rationality emphasizes those non-economic factors affecting ones motivations such as values and morals (Kalberg, 1980).

## **1.8 OUTLINE OF DISSERTATION**

The study proceeds by reviewing the relevant literature pertaining to sustainable tourism development, resident attitudes toward tourism and empowerment to highlight existing research gaps and provide theoretical support for the inclusion of empowerment as an antecedent to residents' attitudes toward sustainable tourism. Following the literature review, there will be a detailed description of the methodology used to conduct the study in chapter 3 and a discussion of the data analysis and results in chapter 4. The paper concludes with theoretical and practical implications as well as limitations to consider in chapter 5.

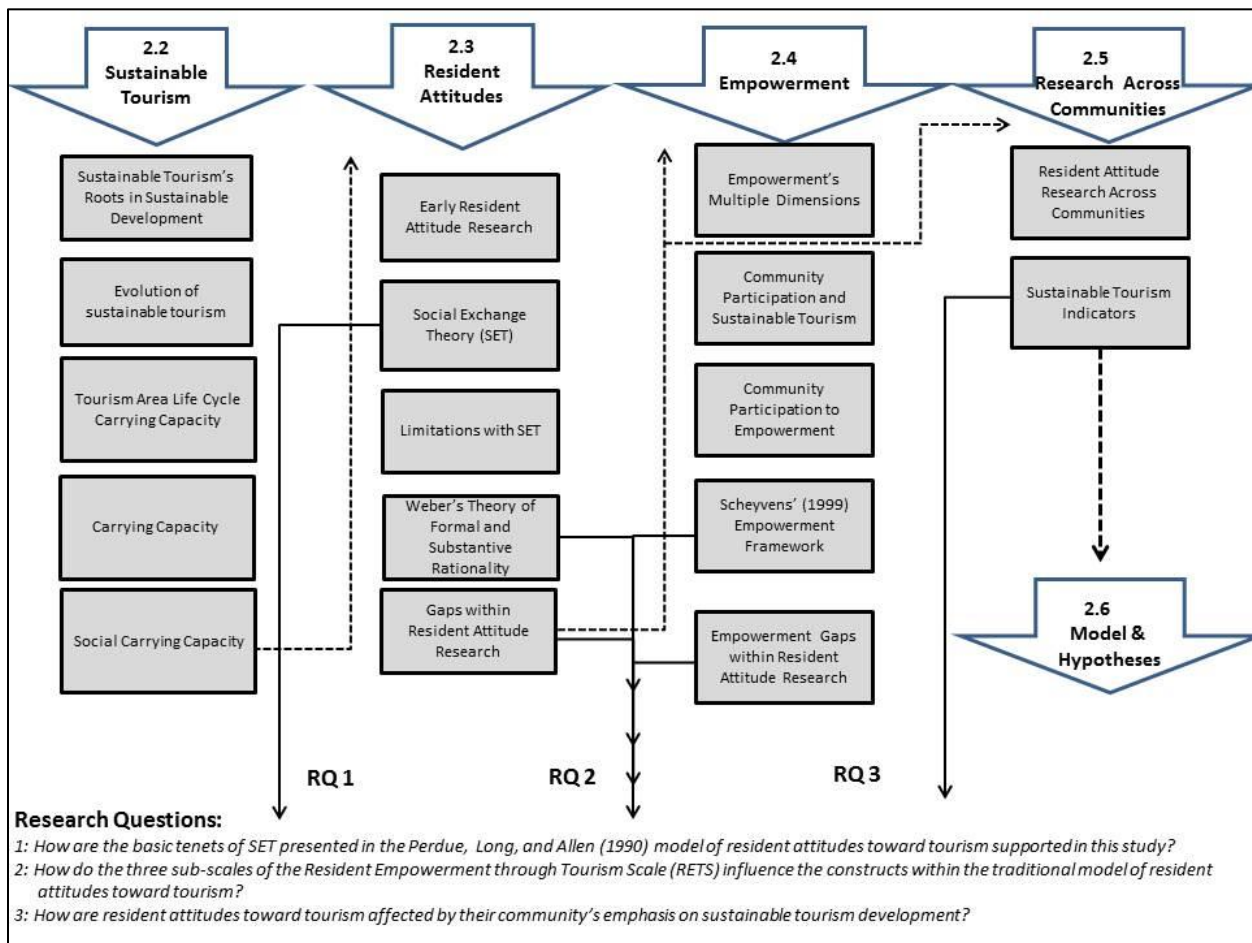
## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This literature review consists of five separate sections with the overall purpose of demonstrating the linkages between the sustainable tourism literature, resident attitude literature and empowerment literature, as well as exposing existing research gaps. The first section focuses on the evolution of sustainable tourism. Its aim is to trace the development of the concept of sustainability within tourism research and demonstrate the importance of including tourism's impacts on residents within sustainable tourism research. Section two builds on the first section through a review of the literature surrounding 'resident attitudes toward tourism.' Its purpose is to review the relevant research surrounding resident attitudes toward tourism and subsequently highlight the need for additional theoretical perspectives to bring social exchange theory back to its original conceptualization. This section suggests the appropriateness of using Weber's theory of formal and substantive rationality to explain resident attitudes toward tourism since it is capable of explain both the economic and non-economic factors that influence residents' attitudes. Stemming from the need to look at the economic and non-economic factors influencing residents' attitudes toward tourism, the third section introduces the multidimensional construct of empowerment and its appropriateness to explaining resident attitudes toward tourism. The fourth section highlights the limited research conducted on resident attitudes across communities. This section suggests the potential for segmenting communities based upon their emphasis on sustainable tourism to see if a community's emphasis on sustainable tourism affects its residents' attitudes toward tourism. Lastly, the literature review will concluded with a fifth section that presents a model of resident attitudes toward tourism that builds off Perdue, Long,

and Allen's (1990) original model by incorporating empowerment of residents at the psychological, social, and political levels as antecedents to resident support for tourism development. The presented model tweaks the traditional social exchange variable of 'personal benefit from tourism' through the development of a multi-item construct measuring 'perceived economic benefit from tourism,' as well as introduces the substantive variables of political, psychological, and social empowerment. It is hoped that the literature review highlights the pertinent findings to each area and subsequently illuminates the research gaps that will be examined within this study. Figure 3 provides a visual representation of the literature review and the research questions that have been developed out of the identified gaps



**Figure 3: Overview of Literature Review and Subsequent Research Questions**

## 2.2 SUSTAINABLE TOURISM

‘Sustainable tourism,’ over the last decade, has become the central focus of tourism destination management as seen with the publication of books such as *The Competitive Destination: A Sustainable Tourism Perspective* (Ritchie and Crouch, 2003) and the rise in prominence of the *Journal of Sustainable Tourism*. The growing acceptance of sustainable tourism partly stems from the alleged failures of mass tourism to effectively benefit a destination’s triple bottom line (environment, economy, and society) (Honey, 2008). Resultantly, sustainable tourism has emerged as post-Fordist approach to tourism development that embraces the uniqueness of place and tries to distance itself from the Fordist model of tourism development which has traditionally focused on standardization of tourism services and a lack of product differentiation (Perez and Sampol, 2000). It has become what McCool, Moisey, and Nickerson (2001) call a ‘guiding fiction’ for the tourism industry in the sense that it is somewhat of an ambiguous term pushing the tourism industry toward maximizing its benefits to destinations while minimizing its negative impacts.

Sustainable tourism’s popularity can also be attributed to its many promised benefits to stakeholders within tourism destinations. McCool and Lime’s (2001, p. 385) state that the primary objective of sustainable tourism development is “enhancing the welfare of those affected by it, through increased economic opportunity, preservation of the local community’s cultural and natural heritage, and an enhanced quality of life.” These perceived benefits to the destination’s economy, cultural and natural heritage, and quality of life are referred to collectively as the triple bottom line by Dwyer (2005). The following review of the literature will proceed by tracing the evolution of the concept ‘sustainable tourism’ out of sustainable development, and then connect it to the literature surrounding resident attitudes toward tourism.

### **2.2.1 Sustainable Tourism's Roots in Sustainable Development**

The focus on sustainable tourism as a socioeconomic development strategy and environmental conservation tool can be traced back to the larger sustainable development discussion sparked by the publication of the Brundtland Report also referred to as '*Our Common Future*' (Butler, 1999; Hunter, 1997; Saarinen, 2006). The Brundtland Report defines sustainable development as "development that meets the needs of the present without compromising the needs of the future" (WCED-World Commission on Environment and Development, 1987). Dryzek (2005, p. 157) suggests that sustainable development's global popularity as an environmental discourse is largely based upon it being a pro-development discourse with a 'rhetoric of reassurance' where economic growth, environmental conservation, and social justice can all exist in harmony forever. Hardy, Beeton, and Pearson (2002) attribute the success of sustainable development and its cousin sustainable tourism to the timing of environmental, economic, and sociocultural problems that converged in the 1960's and 1970's to raise awareness of the danger with continuing along the dominant paradigm of development without thinking about the negative impacts on society (intragenerational equity) and on future generations (intergenerational equity). Part of the growing awareness of environmental and social problems were key publications such as Hardin's (1968) 'Tragedy of the Commons' and Rachel Carson's (1962) *Silent Spring* (Hardy et al., 2002). In addition to pressing environmental problems that gave rise to the need for sustainable development, Dryzek (2005) portrays the success of sustainable development as a function of its political nature which acknowledges environmental limits, but also allows these environmental limits to be stretched under the right policies so that economic growth can continue indefinitely.

It should also be noted that sustainable development and sustainable tourism are largely anthropocentric worldviews of sustainability that filter environmental issues through a lens that

focuses on the benefits to humans over those of nature (Hunter, 1997). This differs from some of the environmental discourses of sustainability that have an eco-centric worldview where natural functions are placed before humans needs. An anthropocentric sustainable development worldview fits in with the tourism literature's predominant approach to sustainability because the tourism literature has traditionally focused on the satisfaction of tourists traveling to destinations and the impacts that tourism has on the community's economy, culture, and environment. As Berkes (2004) discusses in his essay on community-based conservation, there are significant flaws with separating humans from the discussion of biological ecosystems and that the growing trend is to view humans as an integral part of the ecosystem rather than separated from it. Acknowledging the anthropocentric lens of sustainable tourism development is necessary because the ultimate goal of tourism is to maximize benefits to a destination's triple bottom line while minimizing tourism negative impacts; not to necessarily protect environmental resources for intrinsic reasons (Dwyer, 2005; Kreag, 2001; McCool and Lime, 2001). This situates the discussion of sustainable tourism within the 'weak' category of sustainability since the focus is largely on socioeconomic development with environmental conservation rather than solely preservation of critical natural environments (Pearce and Atkinson, 1993).

### **2.2.2 Evolution of Sustainable Tourism**

The concept of sustainable tourism has significantly evolved since it was first proposed as an alternative to mass tourism (Clarke 1997). Clarke's (1997) framework of approaches to sustainable tourism captures the evolving nature of sustainable tourism through four evolutionary approaches to sustainable tourism. The initial view was one of polar opposites between sustainable tourism and mass tourism due to the discrepancy in the scale between the two types of tourism. The small scale versus large scale debate is still evident in Clarke's (1997) second



approach labeled as ‘continuum’, but instead of a position of polar opposites, sustainable tourism and mass tourism are viewed along a continuum from small scale to large scale where sustainable tourism has the potential to succumb to the pitfalls of mass tourism if it is not carefully managed. Lastly, Clarke’s (1997) third and fourth approaches to sustainable tourism, ‘movement’ and ‘convergence,’ respectively remove scale from the discussion and change the discourse toward sustainable tourism as the goal of tourism regardless of scale. This paradigm shift towards the view of sustainable tourism being the goal of *all* tourism has increased the prominence of sustainable tourism due to the focus on making tourism as sustainable as possible regardless of size. With the increased acceptance of sustainability, has come more ambiguity concerning what can be considered sustainable tourism since anyone is allowed to claim that their business or destination is sustainable (Butler, 1999). This has lead Scheyvens (1999) and Lew (1996) to label those who try to leverage the value of sustainability and use it as a marketing ploy as ‘eco-pirates’.

Published in the same year as Clarke’s (1997) *Framework of Approaches to Sustainable Tourism* was Hunter’s (1997) article on sustainable tourism as an adaptive paradigm. Hunter (1997) provides four different approaches to sustainability based on Turner, Pearce, and Bateman’s (1994) classification of sustainability along a continuum from ‘very weak’ (anthropocentric and utilitarian) to ‘very strong’ (eco-centric with minimal resource use). The first is labeled ‘sustainable development through a tourism imperative’ because it is skewed toward fostering and developing tourism regardless of its impacts. The second approach is labeled ‘sustainable development through product-led tourism,’ and equates to weak sustainability because it uses extrinsic reasons to promote sustainability such as recognizing that the protection of the environment is key to the region’s tourism success. The third approach is

labeled 'sustainable development through environment-led tourism.' While similar to the previous 'product-focus' approach, it is more in line with 'strong sustainability' because it takes the product focus a step further by creating a strong link between the environment and tourism where adverse effects to the environment are classified as detrimental to the tourism industry's success. This approach can be seen in Ritchie and Crouch's (2003) recognition of natural and cultural resource as the foundation of a destination appeal and subsequently there is a need to have a 'sustainable' destination to be competitive in the long term. Lastly, Hunter (1997) provides the 'sustainable tourism through neotenus tourism' approach. This follows Turner and others (1994) classification of very strong sustainability because it takes a precautionary approach discouraging tourism in ecologically sensitive areas. The 'precautionary approach' in essence, errs on the safe side when there is any question about an action that could result in environmental damage (Hey, 1991). Under this approach, the community's goals and objectives for tourism are not as important as the health of the ecosystem. Scheyvens (1999) heavily critiques solely embracing this 'environmental perspective' and suggest that sustainable tourism in the form of ecotourism should be community-based and focused on "social, environmental and economic goals." Using these four approaches, Hunter (1997) in summary suggests that tourism needs to be viewed as an adaptive paradigm that can be applied in a variety of circumstances. According to this adaptive conceptualization of sustainable tourism, the focus on sustainability will range from 'weak' sustainability to 'strong sustainability' depending upon the stakeholders' objectives and the resource sensitivity within the destination. Developing out of this realization that there are real limits to tourism growth before degradation of social, economic, and environmental resources occurs are the concepts of the tourism area life cycle (Butler, 1980) and a tourism carrying capacity (Getz, 1983; McCool and Lime, 2001)).

### **2.2.3 Tourism Area Life Cycle**

Butler's (1980) seminal article on the tourism area life cycle (TALC) adopted the product life cycle to explain why destinations tend to rise and fall over time. His model complements the previous work of Plog (1974), Cohen (1972), and Christaller (1964) who conceptualized tourism destinations as attracting varying types of visitors depending on the destination's level of development. Butler's (1980) TALC suggests that destinations evolve from a stage of initial exploration with a small number of tourists and little-to-no tourism development on to an involvement stage where the destination begins to provide tourism services and promote tourism. These stages are subsequently followed by the stages of development, consolidation and ultimately stagnation. The development stage is marked by its 'heavy advertising' and development of natural, cultural and man-made attractions. The consolidation stage sets in when the rate of tourists visiting begins to drop due to crowding and the pressures placed on the destination's resources. The increased pressures of tourism subsequently results in stagnation because the destination's 'carrying capacity' has been reached or exceeded causing the destination to either enter decline or search for a different strategy to attract tourists (Butler, 1980).

### **2.2.4 Carrying Capacity**

At the core of the TALC is the notion of a carrying capacity for destinations and that there are certain limits to growth before unacceptable degradation occurs. These limits to growth recognize that destinations do not have an unlimited capacity to absorb the negative impacts associate with tourism (Getz, 1983). Resultantly, tourism has embraced the concept of a 'carrying capacity' to determine the maximum amount of visitors a destination can handle before unacceptable degradation of its resources occurs. In terms of a tourism carrying capacity,

McIntyre (1993, p. 23) defines it as “the maximum use of any site without causing negative effects on the resources, reducing visitor satisfaction, or exerting adverse impact upon society, economy or culture of the area.”

The origin of the term ‘carrying capacity’ can be traced back to the literature on range and wildlife management where the maximum number of organisms per an acre of land was calculated to ensure populations did not exceed grazing resources (Carey, 1993 cited in McCool and Lime, 2001). According to Getz (1983) the notion of a tourism carrying capacity has come about from the increasing discussion of tourism’s negative impact on destinations and the realization that destinations tend to rise and fall in popularity due to the stress tourism places on destination resources. This is the very phenomenon occurring within Butler’s (1980) work on the tourism area lifecycle and Plog’s (1974) classification of tourists into allocentrics and psychocentrics who prefer traveling to destinations at different points in their development. While Butler’s (1980) TALC is largely based upon the destination’s physical carrying capacity, there has also been attention toward the destination’s social carrying capacity.

### **2.2.5 Social Carrying Capacity**

D’Amore (1983, p. 144 cited in Madrigal, 1993) defines social carrying capacity as “that point in the growth of tourism where local residents perceive on balance an unacceptable level of social disbenefits from tourism development” (1983: 144). Wagar’s (1964) work in recreation identified that besides a natural carrying capacity, there is also a social carrying capacity where recreational areas have a certain capacity for people and if this is reached or exceeded, the quality of the experience is degraded. Not only does this ‘social carrying capacity’ help explain satisfaction with the recreation or tourism experience, but it has also been used to describe residents’ tolerance for tourism. The social carrying capacity can also be seen in Doxey’s (1975)

irritation index which depicts residents' attitudes as progressing from an initial state of euphoria, on to apathy, annoyance and eventually antagonism as the presence of tourism becomes more apparent within the community. The importance of tourism not exceeding this social carrying capacity has resulted in research on resident attitudes toward tourism as being one of the most prominent areas of tourism research. Choi and Sirakaya (2006) state that residents are crucial stakeholders in tourism development and that their inclusion in tourism planning is at the philosophical foundation of sustainable tourism. Based upon the notion that a community's positive disposition to tourism is vital to tourism success (Choi and Sirakaya, 2006; Gunn, 1979; Norton, 2005, Scheyvens, 1999), this literature review proceeds with a detailed look at the research surrounding resident attitudes toward tourism.

## **2.3 RESIDENT ATTITUDES TOWARD TOURISM**

Research on resident attitudes toward tourism development has been foundational to the tourism literature and precedes initial discussions of sustainable tourism by an entire decade (Boley and Perdue, 2012). The importance of resident attitudes toward tourism is evidenced in McGehee and Andereck's (2004, p. 132) recognition of it being one of "the most systematic and well-studied areas of tourism." Its significance is further exemplified by Nunkoo et al. (2012, p. 2) recent content analysis which found that research on resident attitudes has "proliferated over recent decades" to include 140 articles in the top journals of *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management*.

Research on resident attitudes toward tourism also holds an important place within the sustainable tourism literature (Choi and Sirakaya, 2005). Gunn (1997, p. 8) believes that "virtually all of the negative impacts (*of tourism*) can be avoided when communities take the responsibility for guiding tourism growth in the directions best suited to the local situation." Yu, Chancellor, and Cole (2011, p. 57) acknowledge that "stakeholder participation and cooperation is a crucial factor of successful sustainable tourism development." Additionally, the World Tourism Organization (WTO) states that "tourism development cannot be sustained unless it is developed through local initiatives, consistent with local values and operated in harmony with the local environment, community, and cultures (Gursoy, Chi, and Dyer, 2010, p. 382). In an effort to better understand tourism's impacts on the communities where it takes place, resident attitude research has proliferated to become one of the most ubiquitous topics within tourism.

### **2.3.1 Section Overview**

This review of resident attitude research will begin by tracing the evolution of resident attitude research from its largely atheoretical inception in the 1970's to its grounding in social

exchange theory in the late 1980's and 1990's. After discussing the importance of social exchange theory to resident attitude research, the review will continue by highlighting the recent proliferation of articles that have attempted to move 'beyond' the fundamental social exchange theory model of Perdue et al. (1990) through the introduction of multiple variables and theories that expand upon the previous explanation of resident attitudes toward tourism. The review will close by focusing on how some tourism researchers have deviated from social exchange theory's original foundation by using it to explain residents' attitudes toward tourism as solely a function of money. The review suggest the appropriateness of using Weber's theory of formal and substantive rationality as a theoretical framework to explain resident attitudes toward tourism because of its holistic nature that allows for the inclusion of the traditional social exchange theory variable of 'personal economic benefit' from tourism while also including substantive variables such as the constructs of empowerment, trust, and solidarity as important antecedents in explaining resident attitudes toward tourism. Additionally, the lack of resident attitude research conducted across multiple communities is discussed as a shortcoming of previous resident attitude research.

### **2.3.2 History of Resident Attitude Research**

The initial focus on resident attitudes toward tourism was not entirely due to tourism being overly sympathetic to the well-being of residents, but largely because of the acknowledgement that tourism must be viewed favorably by residents for it to be considered successful (Ap 1992; Belisle and Hoy, 1980). Belisle and Hoy (1980) recognize that residents have the ultimate power to halt tourism and that their support is essential to making tourist feel welcomed and providing a quality experience. Murphy (1985, p. 153) writes "if residents resent or fear tourism, their resistance and hostility can destroy the local industry's potential" (cited in

Choi and Murray, 2010). Additionally, Nunkoo et al. (2012, p. 2) write that without the support of residents “it is difficult to develop tourism in a sustainable and socially compatible manner.”

A specific example of frustrated residents actually halting a potential tourism development is the failed attempt of Walt Disney to develop the ‘Disney America’ theme park in Prince William County, VA (Hawkins and Cunningham, 1996). This failure of Walt Disney’s ‘Disney America’ is a great example of why all stakeholders should be included during the planning process rather than only select groups who may be more prone to favor tourism development (Hawkins and Cunningham, 1996 cited in Knollenberg, 2011).

The early academic research on residents attitudes can be traced back to the 1970’s and Doxey’s work on visitor-resident interactions (Doxey, 1975). Out of this research came the awareness that resident attitudes toward tourism are not static and can evolve from an initial stage of euphoria, on to apathy, annoyance, and even antagonism (Doxey, 1975 cited in Belisle and Hoy, 1980). Subsequently, resident attitude research gained popularity in the 1970’s and early 1980’s with many exploratory studies examining resident perceptions of tourism’s impact on their community and the different factors leading to resident satisfaction or dissatisfaction with tourism in the community.

Examining how residents perceive tourism’s impacts is at the core of understanding resident attitudes toward tourism, and has been used as a consistent predictor of residents’ support for tourism. Consequently, resident attitudes toward tourism’s impacts have been broken down into three broad types of impacts (economic, sociocultural, and environmental) following the conceptualization of a destination triple bottom line (Andereck, Valentine, Knopf, and Vogt, 2005). One of the most important impacts of tourism is the positive and negative influence tourism has on a community’s economy. While tourism has historically been shown to positively



impact the economy through the creation of additional jobs, raising tax revenue, and providing economic diversification, tourism has also been shown to negatively impact communities through inflation, additional tax burdens, local government debt, low paying jobs, and the seasonality of tourism which results in seasonal employment issues (Andereck et al., 2005; Kreag, 2001). The importance of tourism's impact on the economy has resulted in the personal economic benefits from tourism to become one of the most consistent predictors of residents' support for tourism (Andereck et al. 2005; Woosnam et al., 2009).

In addition to tourism's economic impacts, tourism has been shown to have positive and negative sociocultural impacts influencing residents overall perceptions of tourism (MacCannell, 1973; Cohen, 1988). These range from positive sociocultural impacts such as an improved quality of life, cultural exchange, preservation of cultural traditions, and improved understanding to the negative sociocultural impacts of increased crime and prostitution, commodification of cultural traditions and crafts, family disruption, and increased drinking, alcoholism, and gambling (Andereck et al. 2005; see Kreag, 2001 for a more detailed list).

Tourism's positive and negative environmental impacts also play a significant role in shaping resident attitudes toward tourism. Tourists demand for quality natural resources has resulted in tourists traveling to some of the most pristine and biodiverse environments in the world (Gössling 1999). While this demand for quality natural environments has been shown to help protect some important natural areas, tourism also has been criticized for bringing large numbers of visitors to some of the most fragile ecosystems on the planet (Gössling 1999; Issacs, 2000; Kreag, 2001; Krüger, 2005). Additionally, tourism has been negatively associated with an increase in water, air, and noise pollution, crowding, and loss of open space (Andereck et al. 2005; Kreag, 2001). Residents' perception of the cumulative economic, sociocultural and

environmental impacts mentioned above have been used by many researchers as antecedents in the explanation of residents' overall support of tourism development (McGehee and Andereck, 2004; Perdue et al. 1990).

### **2.3.3 Early Resident Attitude Research**

The early research on resident attitudes toward tourism was largely based on examining how the perceptions of these positive and negative impacts varied across communities and residents. Through the examination of tourism's impacts on communities and residents, the early research found that attitudes varied across socio-demographic differences (Pizam 1978; Belisle and Hoy, 1980; Liu and Var, 1986; Milman and Pizam, 1988), level of economic dependency on tourism (Milman and Pizam 1988; Pizam, 1978), different stakeholder groups such as entrepreneurs, public officials and other residents (Thomason, Compton, and Kamp, 1979; Murphy, 1983), and the distance from the individual's home and the center of tourism (Belisle and Hoy, 1980; Sheldon and Var, 1984).

Woosnam et al. (2009, p. 245) summarize the early research findings on resident attitudes toward tourism into three principles:

“1) the more a community is economically dependent on tourism, the more likely it will be in support of tourism development, 2) those who gain the most financially in a community have the highest support for tourism development, and 3) despite potential negative impacts of tourism, communities overall tend to favor tourism development.”

Long, Perdue and Allen (1990) contribute to the summary by stating that there have not consistently been any significant differences between resident attitudes on socio-demographic variables and that distance from the center of tourism has been shown to be one key factor in determining whether residents' attitudes are in favor or against tourism development. Nunkoo and other's (2012) content analysis also demonstrated that these initial studies were largely

descriptive and atheoretical. The inability of these early studies to explain resident attitudes through demographic differences set the stage for the use of theories such as Butler's (1980) Tourism Area Life Cycle (TALFC), attribution theory (Perace, 1989), dependency theory (Preister, 1989), and social exchange theory (SET) (Ap 1992; Perdue et al., 1990) to help aid in the explanation of why residents tend to support or oppose tourism development. Out of the many different theoretical perspectives used to explain resident attitudes toward tourism, social exchange theory (SET) has been by far the most embraced theory to explain resident attitudes toward tourism. Social exchange theory's history and limitations within resident attitude research are discussed below.

#### **2.3.4 Introduction of Social Exchange Theory (SET)**

In an attempt to add theoretical depth to the largely exploratory resident attitudes research of the 1970's and 1980's, a trilogy of studies from Perdue, Long and Allen suggested social exchange theory (SET) as a potential explanation of why residents support or resist tourism development (Perdue, Long, & Allen, 1987; Perdue et al., 1990; Long et al., 1990). Their use of SET was largely based upon the work of Bryant and Napier (1981) in the field of recreation and leisure. Bryant and Napier (1981) applied SET to explain why outdoor recreationists were not satisfied with current outdoor recreation facilities and were supportive of new recreation facilities. The exchange theory logic used was that since outdoor recreationists benefit from increased recreational facilities, they would evaluate development options more favorably than those who do not participate in outdoor recreation (Bryant and Napier, 1981).

While Perdue, Long, and Allen (1990) were the first to introduce SET to tourism, it was Ap's (1992) conceptual article on SET that fully explained the appropriateness of using SET to explain resident attitudes toward tourism. Ap (1992) recommended the incorporation of SET as

the main theoretical foundation because of its ability to explain both the positive and negative perceptions residents have toward tourism, as well as providing testable hypotheses.

Emerson (1976) traces social exchange theory back to the fields of sociology and social psychology and the early work of Homans, Thibaut, Kelley and Blau (Blau, 1964; Homans, 1958; Thibaut and Kelley, 1959). While these authors and their respective disciplines approach SET differently, Emerson (1976, p. 336) summarizes the essence of SET using Blau's (1964) description of social exchange theory. Blau (1964) describes SET as "limited to actions that are contingent on rewarding reactions from others." Emerson (1976, p. 336) adds that SET "is a two-sided, mutually contingent, and mutually rewarding process involving 'transactions' or simply 'exchange.'" According to Emerson (1976), SET differs itself from economic exchange theory by moving on from the neoclassical understanding of rationality to include the variability inherent in relational exchanges that occur over time; hence, its appropriateness to explain resident attitudes toward tourism. While Emerson (1976) clearly states the differences between economic exchange theory and social exchange theory, there has been some confusion within the resident attitude literature over the differences between the two theories. This has resulted in the two theories to be treated as synonymous which have caused many to overly focus on the importance of the economic exchange between tourists and residents (Woosnam et al., 2009; McGehee and Andereck, 2004). This divergence from the original conceptualization of social exchange theory is what has led to many of the present criticisms of SET's use within resident attitude research.

In a tourism context, social exchange theory postulates that residents evaluate tourism based upon the costs and benefits incurred (McGehee and Andereck, 2004). Ap (1992, p. 668) describes social exchange theory as a "theory concerned with understanding the exchange of

resources between individuals and groups in an interaction situation.” Social exchange theory suggests that those who benefit from tourism will view tourism more favorable than those who do not benefit. Its foundations are in the ‘assumptions of man’ which posits that humans are selfish and act largely out of self-interest (Davis, Schoorman and Donaldson, 1997; Jensen & Meckling, 1976), but as mentioned above, includes not just the ‘assumptions of rationality,’ but also the complexity of relational exchanges that have formed over time (Emerson, 1976). In the context of resident attitudes toward tourism, the perceived benefits of the exchanges from tourism will guide the residents’ overall attitude toward tourism (Ap, 1992).

Social exchange theory has consequently become the chief theory used to explain resident attitudes toward tourism and is “implicitly or explicitly” behind a majority of the studies of resident attitudes toward tourism (Andereck et al. 2005). Nunkoo et al. (2012, p. 6) attribute the popularity and subsequent mass acceptance of SET to “the fact that the theory recognizes the heterogeneous nature of a host community, where different groups of individuals may hold different attitudes to tourism depending on their perceptions of the industry’s benefits and costs.” Additionally, Ap (1992, p. 685) argues that SET is beneficial because it

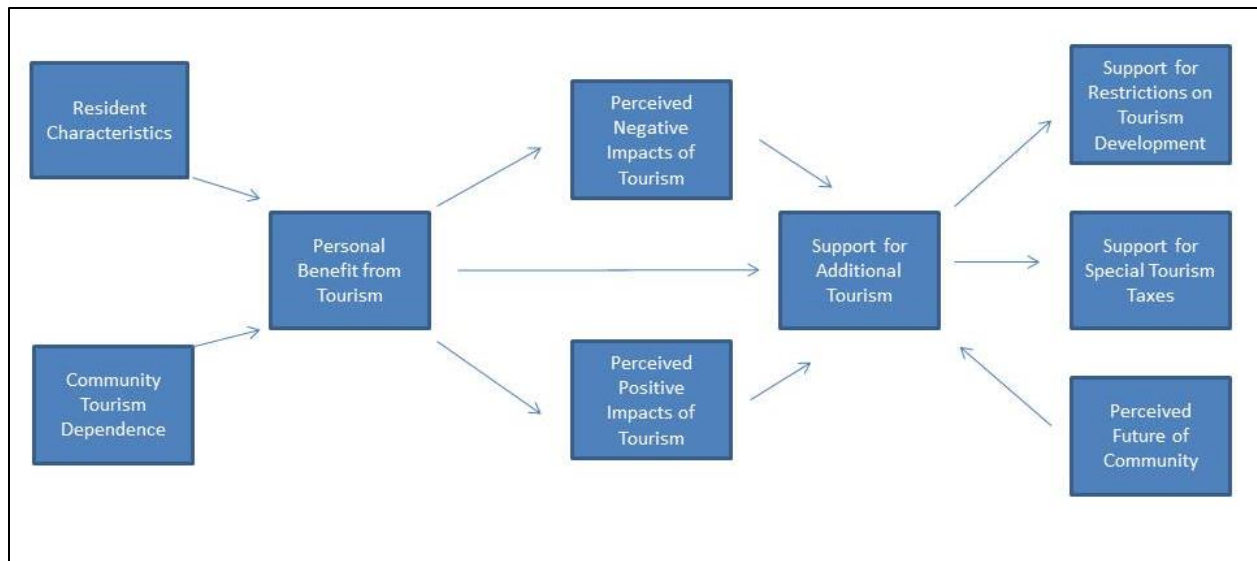
“offers a useful theoretical framework, which can account for both the positive and negative impacts of tourism as perceived by the host community. SET is a logically and intuitively appealing one that may be used to explain why residents develop positive or negative perceptions of tourism impacts.”

These many benefits associated with SET have resulted in an abundance of studies incorporating SET as their main theoretical support for explaining resident attitudes toward tourism (Perdue et al. 1990; Ap, 1992; Madrigal, 1993; Kang, Long, and Perdue, 1996; Jurowski, Uysal and Williams, 1997; Snaith and Haley, 1999; Perdue, Long, and Kang, 1999; Andereck and Vogt, 2000; Gursoy, Jurowski and Uysal, 2002; McGehee and Andereck, 2004; Gursoy et al. 2010; Nunkoo & Ramkisson, 2011a, 2011a & 2011b; see Nunkoo et al., 2012 for more studies).

### **2.3.5 Testing of Social Exchange Theory to Explain Resident Attitudes toward Tourism**

The first to empirically test the principles of social exchange theory were Perdue et al. (1990) in their study of residents' attitudes toward tourism development in 16 rural Colorado towns. Perdue and others (1990) model operationalized social exchange theory within resident attitude research by depicting residents' 'support for additional tourism development' as a factor of 'perceived positive impacts of tourism,' 'perceived negative impacts of tourism,' and 'personal benefit from tourism development' (Figure 4). Perdue and others' (1990) main finding was that personal benefits from tourism were significantly related to the perceived positive and negative impacts of tourism. These perceived positive and negative impacts were also found to be significantly related to the residents' support for future tourism development (Perdue et al. 1990). Perdue and others' (1990) findings and model paved the way for social exchange theory to become the dominant theory behind research on residents' perceptions of tourism impacts (Figure 4). Following the initial studies by the team of Perdue, Long, and Allen (1987, 1990), a slew of studies followed with each having their theoretical basis in social exchange theory (Ap, 1992; Madrigal, 1993; Kang, Long, and Perdue, 1996; Jurowski, Uysal and Williams, 1997; Snaith and Haley, 1999; Perdue, Kang, and Long, 1999; Andereck and Vogt, 2000; Gursoy, Jurowski and Uysal, 2002; McGehee and Andereck, 2004; Gursoy et al. 2010; Nunkoo & Ramkisson, 2011).

While these studies varied by the samples, antecedents, and statistics used to predict residents' perceived benefits from tourism, they have all shared the same theoretical foundation of social exchange theory, which posits that support for tourism is based upon residents' perception of the costs and benefits received from tourism. Additionally, these studies demonstrated that those who financial benefit from tourism are significantly more likely to view it favorably than those who do not.



**Figure 4: Perdue, Long and Allen's (1990) Model of Resident Tourism Perceptions and Attitudes**

### 2.3.6 Limitations of Social Exchange Theory

Despite the large body of empirical resident attitude research supporting the basic tenets of social exchange theory, there is a growing voice within the resident attitude literature that social exchange theory does not fully capture the true complexity of residents' attitudes toward tourism development (Nunkoo and Ramkissoon, 2009; Pearce, Moscardo, & Ross, 1996; Woosnam et al., 2009). For example, Woosnam et al. (2009) mention SET solely treats the relationship between residents and tourists as economic and does not include other factors affecting the relationship. Additionally, McGehee and Andereck (2004) critique the theory as being too simplistic with two incorrect assumptions. The first being that it assumes individuals always make decisions with gaining or winning in mind as a top priority, and the second being that residents may think they are making the most prudent choice at the time, but will later come to realize that certain choices were not beneficial (McGehee and Andereck, 2004, p. 139). Nunkoo and Ramkissoon (2009) citing Fredline and Faulkner (2000), critique SET as assuming residents are rational actor's while they are in reality 'cognitive misers' who only have a limited picture of tourism's impacts on them. McGehee and Andereck (2004, p. 139) also critique SET

for not answering the “how” and “why” questions pertaining to resident attitudes toward tourism. Stemming from these limitations, McGehee and Andereck suggest “the need for added qualitative work to gain more in-depth and rich information,” and Nunkoo and Ramkissoon (2009, p. 339) recommend the “development new theoretical concepts... that are able to capture the complex attitudes and behaviors of residents toward tourism.”

### **2.3.7 Recent Studies Attempting to Expand Resident Attitude Research**

These limitations mentioned above have set the stage for the most recent surge in resident attitude articles which have tried to move beyond the basics of social exchange theory through the development of additional theoretically important antecedents (Vargas-Sanchez, Porrás-Bueno, & Plaza-Mejía, 2011; Nunkoo and Ramkissoon, 2011; Yu et al. 2011; Hung, Sirakaya-Turk & Ingram, 2011; Ward and Berno, 2011) and/or focusing on using qualitative research to help explain the complexities of resident attitude research (Nunkoo and Ramkissoon, 2009; Woosnam et al., 2009).

An important progression of studies which falls into both of the categories mentioned above is the work by Woosnam and others (Woosnam et al., 2009, Woosnam and Norman, 2010, Woosnam, 2011, Woosnam, 2012). Using Durkheim’s conceptualization of emotional solidarity, Woosnam et al. (2009-2012) have argued that resident attitude research needs to focus more on the shared feelings in relationships between tourists and residents rather than solely treat the relationship as a financial transaction. Woosnam and others’ research began with a qualitative study exploring the shared commonalties that residents and tourists share in an attempt to see if “emotional solidarity” could be useful in the understanding of why residents are or are not in favor of tourism development (Woosnam et al., 2009). Following their initial study, Woosnam and Norman (2010) developed a scale to measure the construct of emotional solidarity (2010).



The newly created Emotional Solidarity Scale (ESS) was subsequently tested for its predictive ability in explaining resident attitudes toward tourism by Woosnam (2011, 2012) in two studies. Woosnam's (2012) findings show that the three dimensions of the emotional solidarity scale (ESS) have significant influences on resident support for tourism development. The work of Woosnam and others on emotional solidarity exemplifies the influence of variables outside the SET logic and the subsequent need for more research on substantive (non-economic) constructs that may sway residents' support for tourism.

Additionally, there has been a recent rise in empirical studies that have expanded the traditional model of social exchange theory through the uses of new antecedents to aid in the explanation of resident attitudes toward tourism (Draper, Woosnam and Norman, 2011; Yu et al., 2011; Látková & Vogt, 2012; Nunkoo and Ramkissoon, 2011, 2012; Ward and Berno, 2011; Vargas-Sánchez, et al., 2011). For example, Vargas-Sánchez and others (2011) work toward a universal model of resident attitudes by including the variables of 'behavior of tourists', 'density of tourist', and 'level of development perceived by the resident'. They found that the behavior of tourists and the level of tourism development both significantly impact resident attitudes toward tourism while density did not have a significant impact. In another study, Ward and Berno (2011) suggest the 'Contact Hypothesis' and 'Integrated Threat Theory' as two new constructs that could help move the resident attitude research 'beyond social exchange theory.' Their results show that more satisfying intercultural contact and lower perceptions of threat were both significant predictors of resident attitudes toward tourism. Closely related to this, there has been growing attention given to the importance of residents' perceived power in predicting resident attitudes toward tourism (Látková & Vogt, 2012; Nunkoo and Ramkissoon, 2011, 2012).

### **2.3.8 Remaining Gaps within Resident Attitude Research**

While the above studies have contributed to the resident attitude literature through the inclusion of new variables, theories and methodologies, there remains a gap within the literature over how to address both the economic and non-economic factors that influence resident attitudes toward tourism. Recent studies have either abandoned SET to look at non-economic factors influencing the residents' perceptions of tourism such as Woosnam's use of emotional solidarity or have attempted to add variables to the largely accepted SET framework such as Nunkoo and Ramkissoon's (2012) use of power and trust. This leaves a significant gap within the literature. The resident attitude literature needs a theoretical framework capable of explaining the many non-economic factors influencing resident attitudes toward tourism while still embracing the strong empirical evidence demonstrating that those who benefit financially from tourism are more likely to be in favor of it than those who do not. The theory would additionally require acknowledging the complexity associated with how residents perceive tourism within their community. Resident perceptions of tourism is a complex phenomenon and resultantly demands a theory capable of bringing both the economic and non-economic factors together into one model rather than separating them into different studies. Látková and Vogt (2012, p. 64) suggest that a possible solution would be the "application of social exchange theory in conjunction with another theory" since the combination "might provide a better insight into residents' attitudes toward tourism."

### **2.3.9 Weber's Theory of Formal and Substantive Rationality**

One such theory that holds promise in realigning SET and bridging the divide between either focusing solely on the economic factors influencing resident attitudes toward tourism or exclusively examining the non-economic constructs is Weber's theory of formal and substantive

rationality (Andereck et al., 2005). The theory's appropriateness to resident attitude research is derived from its explanation of human rationality that includes both market (formal) and non-market variables (substantive) such as values, beliefs, morals, and philosophy in the explanation of why humans engage in economic transactions (Andereck et al. 2005; Kalberg, 1980).

Weber's theory of formal and substantive rationality addresses Woosnam et al. (2009) and McGehee and Andereck's (2004) critique of social exchange theory as only treating the relationship between residents and tourists as based upon money, as well as acknowledges the strong influence of economic (formal) motivations that have dominated the previous literature's findings.

Weber's theory of formal and substantive rationality allows room for both the economic benefits that residents desire/need as well as those non-economic (substantive) factors that influence residents as well. While Weber's theory of formal and substantive rationality has been used within tourism research to explain the motivations for developing craft co-operatives (McGehee and Meares, 1998) and agri-tourism enterprises (McGehee and Kim, 2004; McGehee, 2007), it has yet to be operationalized within the resident attitude literature. Andereck et al. (2005, p. 1073) acknowledge SET as 'an incomplete structure' and see potential value in using Weber's theory of formal and substantive rationality to explain resident attitudes toward tourism because of its inclusion of both the market based elements impacting residents' perceptions of tourism while still allowing "for less quantifiable elements of making decisions such as values and beliefs." It is especially applicable to residents of tourism destinations since residents reap both the financial benefits of tourism, as well as the sociocultural and environmental impacts of having their communities full of visitors.

### *History of Weber's Theory of Formal and Substantive Rationality*

The theory of formal and substantive rationality was developed by the historical sociologist Max Weber, who is considered to be one of the founding fathers of sociology (Kalberg, 1980; Jagd, 2002). Weber's theory aims to explain the rationality behind engaging in different forms of economic activity. Weber portrays rationality as something inherent to being human, which is in stark contrast to Enlightenment thinking which believed that previous eras were incapable of rational action (Kalberg, 1980, p. 1148). Instead of treating human rationality as being only driven by economic gain, "Weber argued that rationality for economic activity may be formal or substantive (McGehee, 2007, p. 113)." Weber saw this difference in rationalization first hand through examining the differences between the rationalization processes of "Chinese, Indian and ancient Near East civilizations and the rationalization processes that characterize European-American civilization" (Kalberg, 1980, p. 1149). Rather than limiting rationality to Western societies and their focus on capitalism, and subsequently labeling non-Western civilizations as irrational, Weber acknowledged that rationality is inherent in all and is comprised of means-end rational action (formal rationality) as well as value-rational action (substantive rationality) (Kalberg, 1980).

#### *Formal Rationality*

The formal rationality that Weber speaks of is largely motivated by the provision of economic needs (McGehee and Meares, 1998, p. 7). Formal rationality is "unaffected by errors or emotional factors, and ... directed to a single end, the maximization of economic advantage (Roth and Wittich, 1978; cited in Holton and Turner, 1989, p. 46). Additionally, Kalberg (1980, p. 1158) refers to it as being 'without regard to persons,' and focused solely on calculating the "most precise and efficient means for the resolution of problems." To further the point, Kalberg

(1980, p. 1159) writes that formal rationality is concerned with maximizing economic gain through the ‘laws of the market,’ “regardless of either their effect on individual persons or the degree to which they may violate ethical substantive rationalities.” Formal rationality coincides with the prevalent use of social exchange theory to explain why residents who benefit financially from tourism usually view tourism impacts more favorably and have more support for tourism development. While all are motivated by some sense of formal rationality, Weber writes that ‘in reality,’ purely formal motivations are unusual because of the tensions that arise from substantive motivations (Roth & Wittich, 1978; cited in Holton and Turner, 1989, p. 46). This provides the basis for including a focus on substantive rationality

### *Substantive Rationality*

According to McGehee (2007, p. 113), substantive rationality in terms of agritourism...

“describes choices motivated by more than the provision of economic needs. For instance, choice may be motivated by a particular philosophical bent or sense of morality or simply as a vision for societal change. Substantive rationality may be characterized as a need to cultivate the values of the farm family (and often the larger community as well) as opposed to only individual economic gain, and exemplified in the interest of agritourism providers to educate the public about agriculture.”

Roth & Wittich (1978, cited in Jagd, 2002) describe substantive rationality as full of ambiguities because of the many different personal values that shape this type of rationality. Nwala (1974, p. 22) distinguishes Weber’s formal rationality from substantive rationality by describing formal rationality as obsessed with efficiency, and substantive rationality as adherence to a conceptual or ideological system. Kalberg (1980, p. 1155) describes substantive rationality as being guided by a ‘values-postulate’. This implies that human action can be guided by the necessity for internal consistency and that one’s actions are consistent with the values that he or she holds (Kalber, 1980). In summary, Weber’s theory of formal and substantive rationality depicts

rational action as occurring along a continuum that balances human motivation between the pressures of economic gain with the desire to live out the values one holds.

### **2.3.10 Weber's Theory of Formal and Substantive Rationality and Social Exchange Theory**

The acknowledgment of the tensions between one's formal and substantive motivations is what differentiates Weber's theory of formal and substantive rationality from tourism's historic use of SET. While the original conceptualization of SET accounts for the variability inherent in relational exchanges (Emerson, 1976), Woosnam et al. (2009) critique tourism's adherence to using social exchange theory to depict the relationship between residents and tourism as one solely based upon money. Weber's theory of formal and substantive rationality is holistic enough to include both the economic rationale leading to support tourism as well as the many non-economic reasons to support or disdain tourism such as increased pride, community cohesion, traffic, low paying jobs etc. For example, Kalberg (1980, p. 1164) brings to the reader's attention that while formal rationality may guide the businessman's actions at work, it does not guide his personal relationships, leisure hours or hobbies. This is precisely why Weber's theory of formal and substantive rationality is applicable to explaining resident attitudes toward tourism. Residents may be employed in the tourism industry, but still live within the destination and have their daily lives affected by tourism. While potentially influenced by the economic rewards offered from tourism, residents are not immune from tourism's sociocultural and environmental impacts. Additionally, only a certain percentage of residents economically benefit from tourism development within a community, so there must be additional explanations for why some residents still support tourism development despite the lack of economic benefits provided to them. Resultantly, Weber's theory of formal and substantive rationality is suggested as useful for explaining resident attitudes toward tourism because of its ability to explain the

multitude of factors that influence one's attitudes toward tourism rather than treating residents' attitudes as exclusively dependent upon money.

### **2.3.11 Summary**

In summary, a significant gap within the resident attitude literature has been identified. This gap highlights the resident attitude literature's need for a theoretical framework capable of bringing social exchange theory back to its original foundation that included both the economic and non-economic variables influencing residents' disposition toward tourism development. In recognition of this gap within the resident attitude literature, the next section focuses on the construct of empowerment and its potential influences on resident attitudes toward tourism. Empowerment is presented as a foundational construct of sustainable tourism that has yet to be fully developed, but with significant potential as a non-economic factor influencing resident attitudes toward tourism. Empowerment is positioned in the following section as having significant implications for advancing the resident attitude literature away from solely focusing on the economic factors influencing resident attitudes toward tourism.

## 2.4 EMPOWERMENT

While yet to be fully developed within the resident attitude literature, empowerment is at the philosophical core of sustainable tourism (Cole, 2006; Sofield, 2003). Furthermore, Hess (1984, p. 227) refers to empowerment as “the cornerstone of American political philosophy” by relating empowerment to Thomas Jefferson’s *Declaration of Independence*. Research on empowerment can be traced back to multiple disciplines and their respective struggles to overcome social injustices. Empowerment has specifically evolved out of the education, psychology, and planning/development literature. Within the discipline of education, empowerment is largely traced back to work by Freire (1973) and his attempts to liberate poor communities in Brazil through education (Hur, 2006). The discipline of psychology transitioned to a focus on empowerment following Rappaport’s (1981) compelling speech to the American Psychological Association (APA) which argued that empowerment of patients to tackle their problems was a more appropriate approach to mental health healing than prescribing top-down preventive solutions. Friedmann (1992) places empowerment at the forefront of his movement toward an alternative type of development which is centered “on the people and their environment rather than production and profits.’ Within tourism, Cole (2006) positions empowerment as a prerequisite for sustainable tourism development.

Growing out of this early work, the concept of empowerment has become a ‘compelling’ and much researched topic (Cattaneo and Chapman, 2010). Specifically, Perkins and Zimmerman (1995, p. 571) write that “empowerment has become a vital construct for understanding the development of individuals, organization and communities.” The value of empowerment is seen in its ‘proliferation of usage’ and becoming part of the ‘popular vernacular’ according to Sofield (2003, p. 79). Furthermore, Cattaneo and Chapman’s (2010)



recent study found that there have been over 6,000 studies on empowerment within the psychology literature alone.

While empowerment has been heavily researched, Hur (2006) notes that there is a lack of an overarching framework to guide those interested in empowerment. Furthermore, Cattaneo and Chapman (2010) mention that empowerment is not well-defined despite being a key concept to community psychology. The trouble defining empowerment is evidenced in the following quote: “empowerment is a little bit like obscenity; you have trouble defining it but you know it when you see it” (Rappaport, 1985, p.17). Additionally, Rappaport (1984, p. 3) refers to empowerment as “easy to define in its absences: powerlessness, real or imagined; learned helplessness; alienation; loss of a sense of control over one’s own life. It is more difficult to define positively only because it takes on a different form in different people and contexts.” Despite the mentioned difficulties in defining it, one of the most commonly agreed upon definitions of empowerment is Rappaport’s (1987, p. 122) definition which focuses on the ability of “people, organizations, and communities to gain mastery over their affairs.” Another common definition is from the Cornell Group (1989), which defines empowerment as “an intentional ongoing process centered in the local community involving mutual respect, critical reflection, caring and group participation, through which people lacking an equal share of valued resources gain greater access to and control over those resources.” Subsequently, Sadan (2004, 144) defines empowerment as “a process of transition from a state of powerlessness to a state of relative control over one’s life, destiny and environment.” A common theme among these definitions is individuals gaining ‘mastery’ or ‘control’ over their environments.

### **2.4.1 Empowerment's Multiple Dimensions**

Although, empowerment in its broadest sense refers to gaining control (power), the concept is considered multidimensional by many (Cole, 2006; Friedmann, 1992; Hur, 2006; Rappaport, 1984; Scheyvens, 1999 & 2002). Rappaport (1984, p. 4) suggests that empowerment includes control at the political, economic, interpersonal, psychological, or spiritual level. Friedmann's (1992) work on empowerment as an alternative development paradigm posits that in order for individuals to pursue a successfully life and livelihood, they need to have social, political, and psychological power.

According to Friedmann (1992), social power, in the form of skills, knowledge and community relationships, is the most important form of empowerment and provides the building blocks for political and psychological empowerment. The notion of social power as the basis for other forms of power is similar to Flora (1998) and McGehee et al. (2010) work on social capital which places social capital at the center of all other forms of community capital. Within a tourism context, social empowerment occurs when tourism helps increase a community's cohesion (Scheyvens, 1999).

Another important dimension of empowerment is political empowerment. Miller (1994, p. 393) states that political empowerment "requires inclusion in democratic decision making process" and the opportunity to gain a voice in local government. Friedmann (1992) describes political empowerment as much more than just one's ability to vote, but as a function of "power of voice and collective action" (Friedmann, 1992 p. 33). Within a tourism context, Scheyvens (1999, p. 247) portrays political empowerment as providing all community groups with a forum to raise concerns and questions about tourism development. She also adds that the community political structure needs to represent all community stakeholders fairly.

Additionally, psychological empowerment is seen a significant dimension of empowerment that merits ‘critical inquiry’ (Spreitzer, 1995). Psychological empowerment is tied to an individual’s self-esteem and one’s “sense of potency” (Friedmann, 1992). Within the psychology literature, one’s level of psychological empowerment has been show to predict participation (Cattaneo and Chapman, 2010). In regards to tourism, Di Castri (2004, p. 52) describes psychological empowerment as tourism’s ability to renew residents’ sense of pride in the “universal value of their culture and environment.” Scheyvens (1999) attributes this enhanced self-esteem to an individual’s awareness that others outside of their community recognize the uniqueness and value of their culture and natural resources.

The multidimensional conceptualization of empowerment suggests that including each of the three dimensions are important when discussing empowerment’s affect within individuals and communities (Friedmann, 1992; Rappaport, 1984; Scheyvens, 1999).

#### **2.4.2 Community Participation and Sustainable Tourism**

Sustainable tourism’s focus on community participation has many similarities with the above conceptualizations of empowerment. For example, Friedmann’s (1992, p. 31) discussion of empowerment is focused on alternative forms of development that are “centered on people and their environment rather than production and profits.” Similarly, sustainable tourism’s core focus has been on resident quality of life in the form of bringing maximum benefits to a destination’s triple bottom-line (economic, environmental, and socio-cultural sustainability) and not just focusing on ‘production and profit’ as mentioned above (Dwyer, 2005; McCool and Lime, 2001). This explains sustainable tourism’s strong emphasis on community participation and Choi and Sirakaya’a (2005) reference to resident control as the ‘philosophical basis’ of sustainable tourism. Yu et al. (2011) even refer to community participation as a “crucial” factor

for successful sustainable tourism development. Furthermore, Choi and Murray (2010, p. 589) write that “If the government fails to empower residents, the success of tourism development and sustainability cannot be guaranteed.” While these quotes serve as examples of the importance of involving residents in the tourism development process, there is recognition by some, that participation alone is not sufficient and that residents need to be empowered in order for tourism to be considered sustainable (Cole, 2006).

### **2.4.3 Community Participation to Empowerment**

While an increased focus on community participation is deemed “essential” for sustainable tourism development by Cole (2006), Cole (2006) also recognizes that ‘community participation’ is not the final goal and ultimately fails if residents are not empowered. In support of this point is Arnstein (1969, p. 216) who writes that “participation without redistribution of power is an empty and frustrating process for the powerless.” Arnstein (1969) sees participation as occurring along a ladder, which ranges from nonparticipation at the bottom, to degrees of tokenism such as informing and consulting in the middle, and ultimately citizen control (empowerment) at the top. Similarly, Choguill’ (1996) describes eight levels of participation with citizen having greatest amount of control when they are empowered. According to Cole (2006, p. 631), empowerment represents “the top end of the participation ladder where members of a community are active agents of change and they have the ability to find solutions to their problems, make decisions, implement actions and evaluate their solutions.” Therefore, empowerment is recognized as a higher level of community participation where residents are not only included in the planning process, but have control over the planning process.

Empowerment’s spot at the top rung of Arnstein’s (1969) citizen participation ladder could explain why Sofield (2003, p.2) refers to empowerment as the “lesser traveled” path of

tourism development. While the rhetoric of empowerment is attractive, is difficult to achieve. Cole (2006, p. 631) describes empowerment as “the capacity of individuals or groups to determine their own affairs.” Additionally Sofield (2003, p. 7) believes that without empowerment, “sustainable tourism development by communities is difficult to attain.” Despite, the community participation being a “mantra” of sustainable tourism (Cole, 2006), only a handful of tourism studies go beyond the focus on community participation to specifically concentrate on empowerment. The few studies specifically addressing empowerment are the works of Cole (2006), Di Castri (2004), Sofield (2003) and Scheyvens (1999, 2003). Cole’s (2006) conceptual work discusses the importance of information and empowerment as being central to achieving sustainable tourism. Di Castri’s (2004) article highlights the steps needed to empower residents in small island tourism, and Sofield’s (2003) book summarizes the link between empowerment and sustainable tourism development. One of the seminal articles on empowerment is Scheyvens’ (1999) development of a multi-dimensional empowerment framework for community-based ecotourism.

#### **2.4.4 Scheyvens’ (1999) Empowerment Framework**

In response to sustainable tourism’s need to go beyond community participation to empower residents, Scheyvens’ (1999) proposed an multi-dimensional empowerment framework to further encourage residents to take control over tourism within their communities. Scheyvens’ (1999) describes empowerment as a function of empowering tourism destination residents economically, socially, psychologically, and politically.

In the context of sustainable tourism, *economic empowerment* results when tourism “brings lasting economic gains to a local community,” “cash earned is shared between many households in the community,” and the revenue brought into the community from tourism is

shown through infrastructure improvements (Scheyvens, 1999, p. 247). *Psychological empowerment* occurs when the community's self-esteem is enhanced from sustainable tourism, recognizing the uniqueness and value of the community culture, natural resources, and traditional knowledge (Scheyvens, 1999, p. 247). *Social empowerment*, in a sustainable tourism context, ensues when the community's equilibrium is maintained, community cohesion is improved, and community members work together (Scheyvens, 1999, p. 247). An additional aspect of social empowerment is the use of public tourism revenue for community development projects such as schools and roads. Lastly, tourism can bring *political empowerment* only when the interests of all community members are represented and community members have a forum where they can raise questions regarding tourism development (Scheyvens, 1999, p. 247). Scheyvens (1999) argues that community-based tourism ventures should only be considered successful when the community perceives itself as being empowered economically, socially, psychologically, and politically.

#### **2.4.5 Empowerment Gap within Resident Attitudes toward Tourism**

Despite empowerment being at the philosophical heart of sustainable tourism development, there is surprisingly little research conducted on empowerment's influence on resident attitudes toward tourism. This is supported by Choi and Murray (2010, p. 588) who acknowledge that "hundreds of studies have proposed the importance of community participation, but few have quantified the relationship between attitudes toward community participation in tourism with key resident study variables." The lack of a connection between empowerment and residents' support for tourism is particularly surprising since empowerment is considered the 'top rung' of the community participation ladder (Cole, 2006). The few studies that have been conducted on empowerment within tourism all approach it theoretically and fail to

operationalize their conceptualizations of empowerment in empirical research (Cole, 2006; Di Castri, 2004; Sofield, 2003; Scheyvens 1999, 2002).

While there has been little operationalization of the construct of empowerment within the tourism literature, there has been a growing attention to the general importance of power in tourism development (Beritelli and Lasser, 2011; Hall, 2003; Reed, 1997; Ryan, 2002; Tosun, 2006). Of specific interest to this study is awareness of power's influence in shaping resident attitudes toward tourism (Látková & Vogt, 2012; Nunkoo and Ramkissoon, 2011, 2012). The increased attention on power largely stems from Madrigal's (1993) seminal finding that perceived 'balance of power' was a strong predictor of residents' perceptions of tourism (Látková & Vogt, 2012). The importance of including the influence of resident power when examining resident attitudes toward tourism is also proposed by Kayat (2002) who suggest that it is more useful to include a combination of power and social exchange theory rather than examining social exchange theory alone. Nunkoo and Ramkissoon (2012) also remind readers that power is one of the central components of social exchange theory that other studies of resident attitudes have neglected. This exemplifies the usefulness of incorporating Weber's theory of formal and substantive rationality as a theoretical framework for explaining resident attitudes. Weber's theory provides explanation of how the traditional social exchange theory variable of 'personal benefit' and those more abstract and non-economic constructs such as empowerment work together to influence residents attitudes toward tourism.

Although there appears to be strong theoretical and empirical support for the inclusion of power as an antecedent to resident support for tourism development, the results from the studies that have included it as an antecedent have been inconsistent. For example, Látková & Vogt (2012) did not find power to be a significant predictor of residents' perceptions of 'personal

benefits from tourism development' while Nunkoo and Ramkisson (2012) found power to be a significant antecedent to 'perceived costs of tourism' (-.24), 'perceived benefits of tourism' (.27), and 'trust in government actors' (.31). Madrigal (1993), in an earlier study, found perceived balance of power to be the best predictor of resident attitudes toward tourism development. He specifically found that the two balance of power variables explained 12% of additional variance after the social exchange variable of 'economic reliance' was accounted for. Additionally, Kayat's (2002) qualitative study on power's effect on resident attitudes toward tourism found it to have an indirect effect on residents' evaluation of impacts.

Part of the discrepancy in these findings may be attributed Nunkoo and Ramkisson (2012), Látková & Vogt (2012), Madrigal (1993), and Kayat's (2002) one-dimensional conceptualization of power. For example, Nunkoo and Ramkisson (2012) and Látková & Vogt (2012) measure the construct by only using a one-dimensional two-item scale while the previous literature surrounding empowerment treats the concept as multidimensional (Scheyvens, 1999, Solfield 2003, Friedmann, 1992). Kayat (2002, p. 179) broadly defines power as "residents' ability to take advantage of the opportunities offered by tourism development." These general conceptualizations of power and the operationalization of the construct into only one or two item measures do not accurately portray the multi-dimensional nature of empowerment described by Friedmann (1992), Rappaport (1984), and Scheyvens (1999). Madrigal (1993, p. 349) speaks to this by acknowledging the lack of scale development is a limitation and subsequently recommends "future research should include more developed scales to examine these dimensions." The limitation of measuring power as one-dimensional construct coupled with its theoretical and empirical support as a significant antecedent to resident attitudes toward tourism provides strong justification for more research focusing on empowerment's influence on resident



attitudes toward tourism. In recognition of these gaps, this research seeks to build off of Schevyens (1999) empowerment framework by operationalizing three dimensions of empowerment (psychological, social, and political empowerment) into scales and subsequently testing their predictive ability to explain resident attitudes toward tourism. The developed Resident Empowerment through Tourism Scale (RETS) will subsequently be used as an antecedent to resident support for tourism in addition to the traditional social exchange theory variable of one's personal economic benefit from tourism.

## **2.5 RESIDENT ATTITUDE RESEARCH ACROSS COMMUNITIES**

In addition to the previously mentioned theoretical gaps within the resident attitude literature and the need to examine empowerment's influence on resident attitudes, there is growing recognition of the necessity for more resident attitude research across communities rather than looking solely at attitudes within individual communities (Látková and Vogt, 2012). McGehee and Andereck (2004) echo this call in the acknowledgement that despite the multitude of studies on resident attitudes toward tourism, only a few examine the differences across several communities. Some of the exceptions include Long, Perdue, and Allen (1990), Madrigal (1993), Andereck and Vogt (2000), and Látková and Vogt (2012) who have largely used economic dependence upon tourism and level of tourism development as variables to segment communities.

In an investigation of resident attitudes between communities, Long et al. (1990) found that there was a tourism carrying capacity at work where communities with less than 30% of their revenue coming from tourism generally had favorable attitudes toward tourism and those above this threshold had lower attitudes. Madrigal's (1993) study came to a similar conclusion. Madrigal (1993) found the lesser developed community having more favorable attitudes toward tourism than the more developed community. Látková and Vogt's (2012) research found some contradicting findings. They segmented communities by both level of tourism development and overall economic development. While all communities were supportive of tourism development, they found that the community with a high level of tourism development and high economic development was more likely to believe that their future is bright and that tourism is a vital contributor to the county's economy (Látková and Vogt, 2012).

While the above studies have helped to expand the resident attitude literature through demonstrating the heterogeneity in communities' support for tourism development, there still

remains room for examining the differences between communities on other variables (Látková and Vogt, 2012; McGehee and Andereck, 2004). One variable with significant implications that has yet to be explored is the sustainability of a community's tourism development. Sustainable tourism development is a paramount issue within the tourism literature due to its implications for the long-term competitiveness of tourism destinations as well as its implications for resident quality of life and protection of natural and cultural resources (Boley and Perdue, 2012). The a priori assumption is that sustainability is positively correlated with resident support for tourism, but this has yet to be explored within the resident attitude literature. With this gap in mind, the section below reviews the indicators of sustainable tourism literature with the purpose of laying the groundwork for segmenting communities based upon their tourism development's sustainability.

### **2.5.1 Indicators of Sustainable Tourism**

Related to sustainable tourism's rising importance within the tourism literature has been the development of indicators of sustainable tourism for measurement (Choi and Sirakaya, 2006; Fernandez and Rivero, 2009; McCool, Moisey, and Nickerson, 2001; Manning, 1999; 2004). The development of sustainable tourism indicators is believed to be important because "if sustainable development is one of the tourism industry's major contemporary objectives, then the industry needs to be able to measure its performance and impacts in this area" (Ko, 2005, p. 432). The purpose of developing indicators is to help simplify complicated information and serve as proxy measures for difficult to measure variables (Roberts and Tribe, 2008).

Although the literature points to the importance of developing measures of sustainable tourism, "there is still no agreement on a universal list of indicators enabling the comparison of sustainability levels in different tourism destinations" (Fernandez and Rivero, 2009).

Additionally, Miller (2001, p. 351) writes “the common theme to all indicators, whoever is using them, is that they can be criticized.” This lack of unity can be partly attributed to the many difficulties associated with developing indicators such as the inherent biases behind their selection (Roberts and Tribe, 2008), the ambiguity of the concept of sustainability (McCool et al., 2001), and the struggle to bring together large amounts of data to measure a multidimensional concept like sustainability (Fernandez and Rivero, 2009). In defense of their development, Miller (2001, p. 361) writes “Although it seems paradoxical to develop indicators for sustainable tourism when no satisfactory definition of the concept exists, the process ... does help in determining the important tenets of the concept.”

Studies on the development of indicators for sustainable tourism have ranged from site specific indicators (Fernandez and Rivero, 2009; McCool, Moisey, and Nickerson, 2001) to universal indicators (Choi and Sirakaya, 2006; Manning, 2004). Despite each study labeling its measures differently, there are many overarching similarities. For example, commonalities include focusing on resident’s general support for tourism, tourism’s economic impacts in the form of economic leakages and percentage of residents employed in tourism, visitor satisfaction with tourism development, and the maintenance of natural and cultural assets (Choi and Sirakaya, 2006; Fernandez and Rivero, 2009, Manning, 2004; Mearns, 2011). The most common indicators of sustainable tourism across the triple bottom line categories of economic, socio-cultural, and environmental sustainability are highlighted below in Table 1.

Although the development of these indicators of sustainable tourism has helped destinations assess and steer themselves toward more sustainable tourism, the measures do not easily lend themselves to comparison across multiple destinations. For example, Fernandez and

Rivero’s (2009) indicators for the Spanish tourism industry cannot be applied within the United States due to a difference in available secondary data. Rutherford (1988, p. 159 cited in Miller,

**Table 1: Triple bottom line indicators of sustainable tourism from the literature**

Indicators	Literature
<i>Economic Sustainability</i>	
Economic Leakage/Local Business Development	Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011
Seasonality	Manning, 2004; Mearns, 2011
Economic Impact (Jobs and Revenue)	Choi and Sirakaya, 2006; Fernandez and Rivero, 2009 Manning, 2004; Mearns, 2011
Tourist Satisfaction/Focus on Repeat Visitors	Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011
<i>Socio-Cultural Sustainability</i>	
Resident Involvement	Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011
Community Benefits/Quality of Life	Mearns, 2011
Cultural Heritage Conservation	Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011
Land Zoning Policy	Choi and Sirakaya, 2006; Manning, 2004;
Partnerships and Collaboration	Mearns, 2011
<i>Environmental Sustainability</i>	
Environmental quality	Choi and Sirakaya, 2006; Fernandez and Rivero, 2009;
Tourism’s Resource Use (Water and Energy)	Fernandez and Rivero, 2009; Manning, 2004; Mearns, 2011
Green/Eco Certification	Fernandez and Rivero, 2009; Manning, 2004
Scale/Carrying Capacity	Fernandez and Rivero, 2009; Manning, 2004; Mearns, 2011

2001) states “the best indicators conceptually may not be available in practice, either because basic data are not selected or because the methodology to turn available data into indicators of the desired type is unavailable.” Also, many of the indicators, such as the indicator of ‘resident attitudes toward tourism,’ require primary data collection and are not available as secondary data at the community level. These difficulties make it a challenge to assess the sustainability of multiple destinations at one time without collecting data or developing location specific indicators. In lieu of there being no single perfect indicator of sustainable tourism, Roberts and Tribe (2008, p. 580) suggest that that researchers will have to develop their own ideal set of indicators and that the development of these indicators needs to be transparent to limit criticism.

Even though the development of sustainable indicators has been heavily discussed within the literature (Fernandez and Rivero, 2009; McCool, Moisey, and Nickerson, 2001; Choi and Sirakaya, 2006; Manning, 2004) there has been limited research that utilizes these measures to

categorize communities based upon their level of emphasis placed on sustainable tourism development. This is most likely due to the many difficulties mentioned above. Additionally, these sustainable tourism indicators have yet to be applied within the resident attitude literature to see how sustainability influences communities' attitudes toward tourism. This is surprising since residents support for tourism is one of the key indicators of tourism's sustainability (Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011). In recognition of this gap, this study seeks to apply the sustainable tourism indicators developed within the literature to identify communities that vary in their respective emphasis on sustainability. After these communities are identified, a subsequent resident attitude survey will be conducted within each community with two main purposes. First, to see if there are significant differences in the communities' support of tourism based upon their emphasis on sustainability. Second, to provide a subjective measure of sustainability from the residents' point of view that can be compared with the objective measure taken from each county's tourism plan. A detailed discussion of the methodology used to identify communities with varying emphasis on sustainable tourism is located within the methodology section.

## 2.6 PROPOSED MODEL AND SUPPORTING HYPOTHESES

Up to this point, the chapter has reviewed the relevant literature surrounding sustainable tourism, resident attitudes toward tourism, and empowerment. Three research questions have emerged from this review.

The first research question stems from the prevailing use of social exchange theory to explain resident attitudes toward tourism. Over the last twenty years, nearly all resident attitude studies have explicit or implicitly had their theoretical grounding in social exchange theory (Andereck et al. 2005; McGehee and Andereck, 2004). This study does not negate the previous research's use of SET, but proposes that the past use of social exchange theory (SET) has deviated from its original conceptualization through treating the relationship between hosts and guests as solely economic (Andereck et al., 2005; McGehee and Andereck, 2004; Woosnam et al., 2009). Rather than replacing SET as the primary theoretical framework and focusing purely on non-economic factors influencing resident attitudes toward tourism, this article builds upon SET by presenting Weber's theory of formal and substantive rationality as a theory capable of explaining both the formal (economic) and the substantive (non-economic) factors influencing residents' perceptions of tourism. The universality of Weber's theory allows for many non-economic variables such as empowerment, solidarity, and trust that impact resident attitudes toward tourism in addition to one's personal economic benefit from tourism. Although a core contribution of this study is its suggestion to broaden the repertoire beyond SET as the sole theoretical rationale for explaining resident attitudes, SET does provide a theoretical springboard from which this study will launch. Subsequently, it is necessary to test the basic principles of SET in the context of this study:

***RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?***

Empowerment and its potential influence on resident attitudes toward tourism form the foundation for this study's goal to broaden resident attitude research. Despite the concepts of resident power, involvement, and community participation being cornerstones of the sustainable tourism literature, the literature review revealed surprisingly little research that operationalizes empowerment or tests its effect on resident attitudes toward tourism. While some within the resident attitude literature have used 'power' as an antecedent to explain resident perceptions of tourism's impacts (Látková & Vogt, 2012; Madrigal, 1993; Nunkoo and Ramkissoon, 2012), these studies have only measured power as a one-dimensional construct and have largely used underdeveloped scales that appear to be weak based on tests of reliability and validity. Relatedly, the construct of empowerment has been heavily conceptualized while under empiricized within the sustainable tourism literature. In an attempt to address these gaps, this study embraces Scheyvens' (1999) multi-dimensional conceptualization of empowerment and uses her empowerment framework to develop the Resident Empowerment through Tourism Scale (RETS). The RETS is proposed as a multi-dimensional scale capable of measuring residents' perception of psychological, social, and political empowerment. The RETS is subsequently tested as an antecedent to residents' perceptions of tourism's benefits and costs, as well as their overall support for tourism. Relatedly, the second research question was developed.

***RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?***



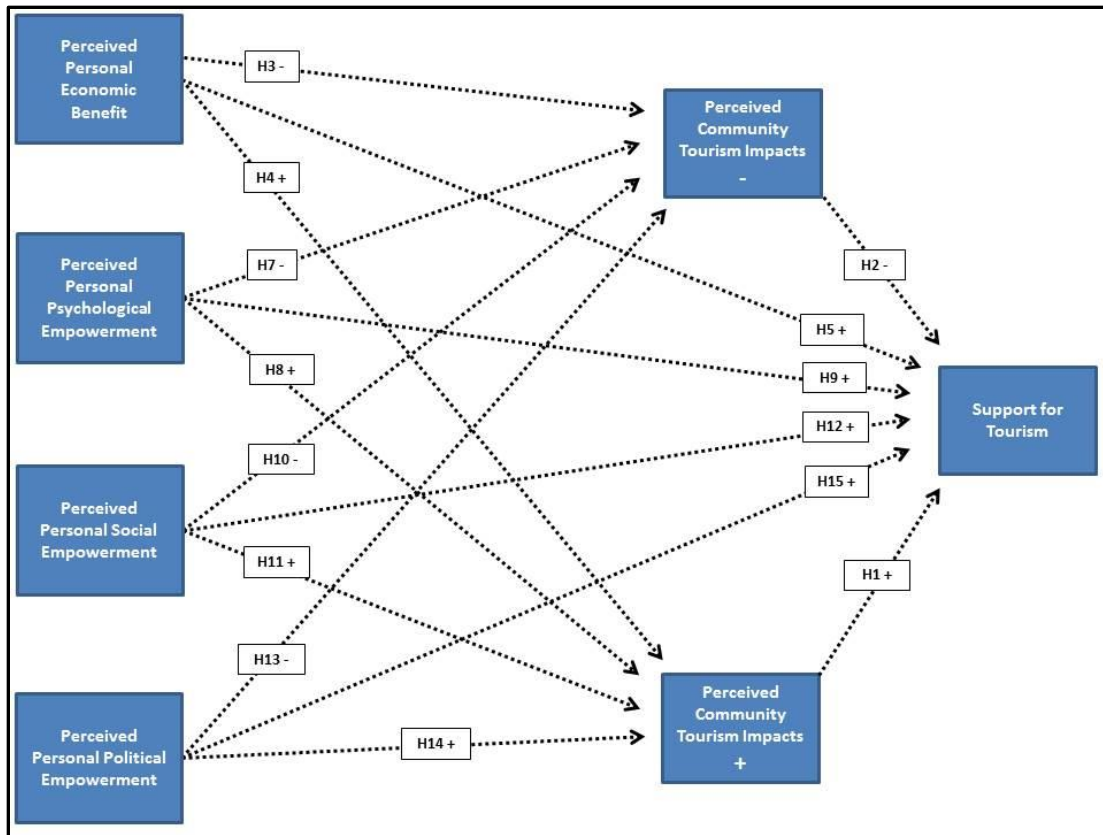
Another gap identified within the literature review was the lack of research examining resident attitudes across communities. Of the few studies that have examined differences between communities, they have predominately used the community's economic dependence on tourism and/or economic well-being as the criteria of interest (Andereck and Vogt, 2000; Látková and Vogt, 2012; Long, Perdue, and Allen, 1990; Madrigal, 1993). Examining differences in resident attitudes by communities with varying levels of sustainable tourism has yet to be addressed. It is believed that this is of utmost importance because of the perception that sustainable tourism development results in a better resident quality of life than non-sustainable tourism development, and as a result will subsequently influence resident support for tourism. If this is found to be true, there will be strong empirical support for communities to engage in sustainable tourism development. In addition to resident attitudes being influenced by their community's respective level of priority placed on sustainability, there is the likelihood that a community's perception of the future will be impacted by how much it stresses sustainable tourism development. Based upon the far-reaching effects of a community's emphasis on sustainable tourism development, a third research question was developed to address this gap within the literature.

***RQ3: How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?***

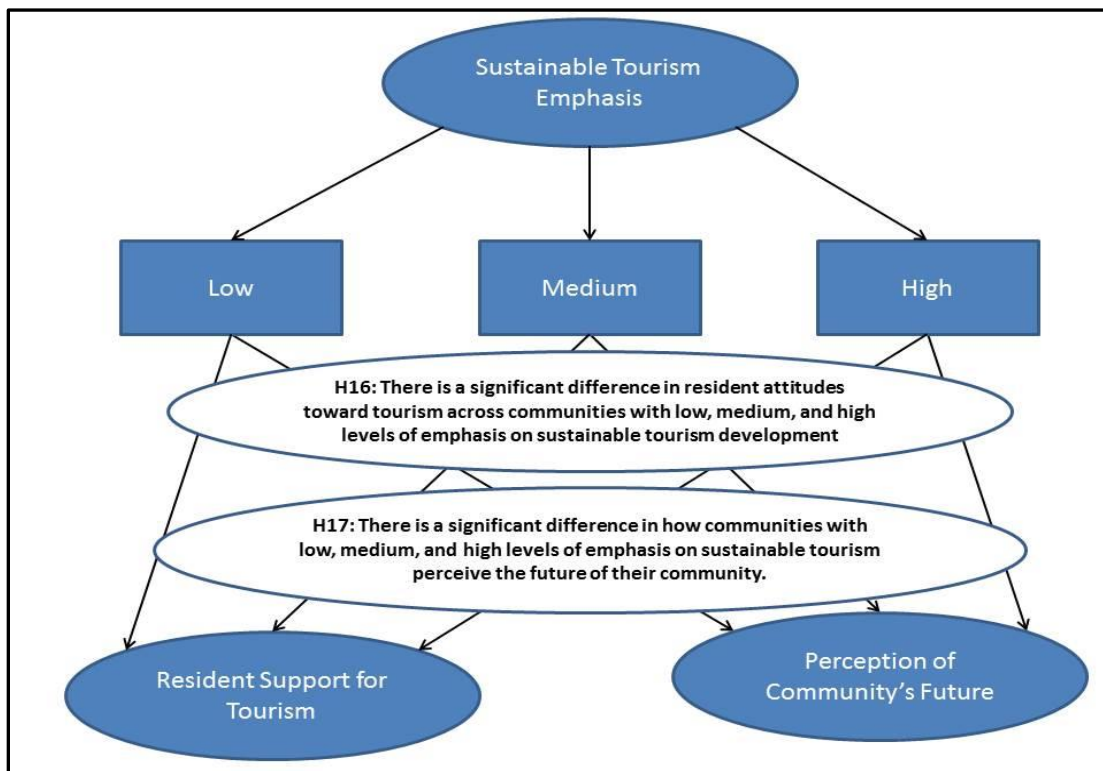
### **2.6.1 Purpose**

The overarching purpose of this study is to advance the resident attitude literature by exploring the proposed research questions and testing the related hypotheses. This study specifically progresses the resident attitude literature in the following three ways. First, the study

contributes through the inclusion of Weber's theory of rationality as an answer to the limitations of social exchange theory (SET). Second, it furthers the literature through the development of the construct of empowerment as a potential non-economic variable impacting resident attitudes toward tourism. The addition of empowerment builds upon the previous resident attitude research by taking the variable of power which has been shown to significantly influence resident support for tourism (Madrigal, 1993; Nunkoo and Ramkisson, 2012), and developing scales to measure its three proposed dimensions within tourism. Furthermore, the inclusion of empowerment moves SET away from its recent narrow view of depicting the relationship between tourists and residents as one based on the exchange of money (Woosnam et al. 2009) to a fuller view originally envisioned by the work of Emerson (1976) and Blau (1964) through the blending of SET with Weber's theory of formal and substantive rationality. Thirdly, the study adds to the literature through addressing Látková and Vogt's (2012) and McGehee and Andereck's (2004) critique of the resident attitude literature for its lack of research on resident attitudes across communities. Research question three specifically attempts to address this critique through examining how resident attitudes differ across communities with varying levels of emphasis placed on sustainable tourism development. Figures 5 and 6 provide a visual depiction of the how these gaps and subsequent research questions will be operationalized within the study. The theoretical rationale for the development of the models and subsequent hypotheses follows.



**Figure 5: Model of Empowerment's Influence on Resident Perceptions of Tourism.**



**Figure 6: Model Depicting the Effect of a Community's Emphasis on Sustainable Tourism**

## 2.6.2 Research Hypotheses Broken Down by Research Question

Below are the proposed research questions and related hypotheses that will guide the study. This section will begin by stating the proposed research question and then continue by providing literature supporting the developed hypotheses that stem from the particular research question. In total, 17 hypotheses across three research questions will be presented.

### **RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?**

#### *Social Exchange Theory and Perception of Tourism's Impacts*

One of the key findings from the previous resident attitude research has been that residents' support for tourism development depends upon on how they perceive the positive and negative impacts of tourism (Choi and Murray, 2010; Gursoy et al. 2010; Jurowski et al., 1997; Nunkoo and Ramkissoon, 2012; Perdue et al., 1990). The importance of the perceived benefits and costs of tourism is at the foundation of social exchange theory's predominance within resident attitude research (Ap 1992). In a tourism context, social exchange theory posits that residents are rational actors and that they "will seek to maximize their gains" (Cohen, 1967; Emerson, 1976). This suggests that perception of tourism's positive impacts of tourism should be positively related to 'support for tourism development,' and that perception of negative impacts should be negatively related to support for tourism development.

Resident attitude research has found this rationality to hold true across many studies (Nunkoo and Ramkissoon; 2010, 2011a, 2011b; Nunkoo and Gursoy, 2012; Látková and Vogt, 2012; Perdue et al. 1990; Madrigal, 1993; Gursoy et al., 2010; Ward and Berno, 2011; McGehee and Andereck, 2004). Perdue and others (1990) initial research found strong support for 'perceived positive impacts of tourism' and 'perceived negative impacts of tourism,' to be a

significant predictors of 'support for additional tourism (0.636; -0.266 respectively).

Additionally, Ko and Stewart (2002) found there to be a significant and positive relationship between positive perceived tourism impacts and attitudes in support of additional tourism development (0.277), as well as a significant and negative relationship between perceived negative impacts and support for additional tourism development (-0.244). Based upon the strong support from these past findings and the logic behind social exchange theory, it is posited that residents' perception of tourism's positive and negative impacts will have significant relationship with resident support for tourism development (Figure 5).

H1: There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism

H2: There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism

### ***“Personal Benefit from Tourism” to “Personal Economic Benefit from Tourism”***

Following the rationale of social exchange theory is that those who personally benefit from tourism will tend to perceive tourism benefits as outweighing its costs and ultimately favoring tourism over those who do not personally benefit (Ap, 1992). Perdue and others (1990) found personal benefits from tourism to significantly predict residents' perception of tourism's benefits (0.313), costs (-0.157), and overall support for tourism (0.347). Complementing Perdue and others (1990) study is McGehee and Andereck (2004) who found 'personal benefit from tourism' to significantly predict 'tourism's negative impacts' (-0.372), 'tourism's positive impacts; (0.569), and 'support for additional tourism' (0.245). Additionally, Ko and Stewart (2002) found a direct link between one's personal benefit from tourism and their overall support for tourism. While there are many studies incorporating the construct of 'personal benefit from tourism,' there have been some that blend it with the personal economic benefits from tourism.

For example, Madrigal (1993, p. 337) writes “perhaps the most persistent finding over the years has been the positive relationship between perceptions of tourism and economic reliance on the tourism industry.” The quote by Madrigal (1993) demonstrates the need to clarify whether ‘personal benefits’ refers to all benefits received from tourism or just the economic benefits received. This study sought to clarify the issue through changing the previous measure of “personal benefit from tourism” to “personal economic benefit from tourism. The strong connection between one personally benefiting economically from tourism and his or her support for tourism is supported by what Weber calls formal rationality. Formal rationality is concerned with the maximization of personal economic gain (Kalberg, 1980). Based on past research’s findings and the combined logic of SET and Weber’s theory of formal and substantive rationality, ‘personal economic benefit from tourism’ is believed to be a significant predictor of resident attitudes toward tourism (Figure 5).

- H3: There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism
- H4: There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism
- H5: There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism

***RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?***

#### ***Reliability and Validity of the Resident Empowerment through Tourism Scale (RETS)***

Before the RETS can be tested within the proposed model, reliability and validity need to be confirmed. Reliability is of importance because it examines how well the items within the scales consistently measure their intended construct (Hair et al., 2010). A general rule of

reliability is that the scales should exhibit Cronbach alpha reliability levels above 0.7 with 0.6 as the absolute lower limits of acceptable reliability (Hair et al., 2010). In addition to the requirements of reliability, the scales with the RETS need to be valid measures of their latent constructs. Validity is concerned with the “extent to which a measure or set of measures correctly represents the concept of study” (Hair et al. 2010, p. 94). While reliability is concerned with consistency, validity is concerned with accuracy. Validity is can be broken down into content/face validity and construct validity which is further segmented into convergent, nomological and discriminant validity. These various dimensions of validity will be tested through a confirmatory factor analysis (CFA) with the requirements of validity further explained within the methodology and results section. Prior to including the RETS into the proposed model, the following hypothesis will need to be tested.

H6: The Resident Empowerment through Tourism Scale (RETS) is a reliable and valid measure of the multiple dimensions of empowerment.

### ***Empowerment’s Influence on Resident Attitudes toward Tourism***

While the predominant antecedents to resident support for tourism have been residents’ personal benefit from tourism and their perceptions of tourism’s impacts, there is a growing recognition of other variables that influence residents’ perceptions of tourism (Draper, Woosnam and Norman, 2011; Yu et al., 2011; Látková & Vogt, 2012; Nunkoo and Ramkissoon, 2011, 2012; Ward and Berno, 2011; Vargas-Sánchez, Porrás-Beuno, & Plaza- Mejía, 2011). Lankford and Howard (1994, p. 133) write that “it is evident that the attitude orientation of residents toward tourism development is a complex and dynamic phenomenon in which a variety of factors exert a differential influence on local residents.” One of these factors exerting an influence on local residents is their perceived level of power. Residents’ power to control the

direction of tourism development is fundamental to achieving sustainable tourism and has been theoretically linked to residents' perceptions of tourism by many (Choi & Murray, 2010; Cooke, 1982; Kayat, 2002; Látková & Vogt, 2012; Madrigal, 1993; Nunkoo & Ramkissoon, 2012). The general assumption is that the more residents believe that they have the ability to influence decisions related to tourism development, the more favorably they will view tourism (Cooke, 1982; Madrigal, 1993). While power has been conceptually linked to resident attitudes toward tourism, the few studies examining this relationship have shown mixed results. For example, Látková & Vogt (2012) did not find power to be a significant predictor of resident attitudes toward tourism, but Nunkoo and Ramkissoon (2012) found power directly related to residents' perceptions of tourism's benefits (0.27) and costs (-0.24). Additionally, Madrigal (1993) found power to have a significant relationship with residents' positive and negative perceptions of tourism development. One of the potential explanations for the mixed findings is the lack of development of a reliable and valid scale to effectively measure power. Another potential explanation could be found in the utilization of power as one dimensional (Nunkoo and Ramkissoon, 2012). The previous conceptualizations and findings relating power to resident attitudes toward tourism provide justification for further research into empowerment's potential influence on resident attitudes toward tourism. This study attempts to fill these gaps through the creation of the Resident Empowerment through Tourism Scale (RETS), which uses Scheyvens (1999) empowerment framework to develop a scale capable of measuring not only political empowerment, but also psychological and social empowerment.

### *Psychological Empowerment*

Psychological empowerment occurs when the self-esteem of residents is increased through forms of tourism development that acknowledge the 'uniqueness and value' of a culture



and the beauty of its natural resources (Scheyvens, 1999, p. 247). Di Castri (2003) sees empowerment as a key factor within tourism because of its ability to help communities reevaluate the worth of their culture and environment. This reevaluation of the community's culture and beauty leads to an increase in self-esteem and pride since residents are aware of the value that tourists place on their community's unique attributes (Besculides et al. 2002; Esman, 1984; Medina, 2003; Scheyvens, 1999). This is evidenced in Besculides et al. (2002) finding that "greater pride in my community" was one of the highest ranking benefits of tourism within the community of San Luis, Colorado. Additionally, Medina (2003) describes tourism to Mayan ruins in Belize resulting in residents developing an increased respect for their Mayan heritage and craft makers researching Mayan history to make crafts more authentic to their heritage.

While psychological empowerment has yet to be operationalized and tested to predict residents' attitudes toward tourism, the results of similar constructs lead one to believe that psychological empowerment will have an influence on residents' perception of tourism. For example, Woosnam and others (2009) investigation of emotional solidarity's influence on resident perceptions of tourism found that appreciation for history and natural beauty was one of the most important shared beliefs between tourists and residents. The premise of their work on emotional solidarity is that these 'shared beliefs' have a significant role in residents' perceptions of tourism. Based upon the psychological benefits residents receive from tourism that increases pride and self-esteem, it is posited that psychological empowerment will have a direct impact on residents' perceptions of tourism's benefits and costs, as well as their overall support of tourism (Figure 5).

H7: Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism.

H8: Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism.

H9: Perceived psychological empowerment has a positive and significant relationship with overall support for tourism.

### *Social Empowerment*

Social empowerment, within the context of tourism, occurs when tourism brings a community together and increases its cohesion (Scheyvens, 1999). Di Castri (2004, p. 53) sees social empowerment as having an important role in helping establish community partnerships and bringing people together to work on common interests and concerns. Relatedly, Jamal and Getz (1995, p. 200) see community collaboration as a necessity to successfully manage the turbulence of planning tourism at the local level.

While social empowerment has yet to be introduced to the resident attitude literature, other disciplines have written on its many positive implications for communities. For example, the psychology literature has recognized its many benefits to a community's well-being. Perkins and Zimmerman (1995, p. 571) link this type of empowerment to the improving of "quality of life in a community and to the connections among community organizations." Additionally, Zimmerman (1995, p. 582) ties empowerment to "individuals working together in an organized fashion to improve their collective lives and linkages among community organizations and agencies that help maintain that quality of life." Furthermore, social empowerment's emphasis on cohesion and collaboration are believed to be essential requirements for firm performance (Ensley, Pearson and Amason, 2002) and local economic development (Kay, 2006, McGehee et al. 2010).

Social empowerment also shares many similarities with other previously researched concepts within tourism such as community collaboration (Jamal and Getz, 1995), social capital

(McGehee et al. 2010) and community identity (Ryan and Cooper, 2002). The general premise behind these community-based concepts is that communities who have more cohesion and collaboration will be better off than those that do not work well together. Since it is believe that increased cohesion and collaboration leads to more sustainable and satisfied communities, it is believe that the level of perceived social empowerment will have a significant impact upon how residents interpret tourism's impacts, as well as their overall support for tourism. Based upon the belief that increased community trust and cohesion leads to a more favorable disposition toward tourism, it is posited that social empowerment's benefits of bringing the community together and increasing community cohesion will have a direct impact on residents' perceptions of tourism's benefits and costs, as well as their overall support of tourism. The following hypotheses have been developed based upon this reasoning (Figure 5).

- H10: Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H11: Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H12: Perceived social empowerment has a positive and significant relationship with overall support for tourism

### *Political Empowerment*

Of the three dimensions of empowerment presented, political empowerment is the one most closely related to the previous research on power and resident attitudes toward tourism. Scheyvens (1999) describes political empowerment as occurring when forums are available for residents to raise questions relating to tourism development. Political empowerment gives residents a strong voice in the tourism planning process. It closely follows Rappaport's (1987) definition of empowerment which speaks to individuals gaining mastery and control over their affairs. Political empowerment builds off of the community participation paradigm by allowing

residents to have an active voice in the tourism planning process. Political empowerment is the highest rung of both Arnstein's (1969) and Choguill's (1996) ladders of participation. It is believed that the benefits associated with empowering residents will be even more significant in predicting resident attitudes toward tourism since empowerment is a higher level of community participation.

The limited research on power's influence on resident attitudes has been mixed. Látková & Vogt (2012) did not find power to be a significant predictor of resident attitudes toward tourism, but Nunkoo and Ramkisson (2012) found power to directly impact residents' perceptions of tourism's benefits (0.27) and costs (-0.24). Additionally, Madrigal (1993) found power to have a significant relationship with residents' positive and negative perceptions of tourism development. In a related study, Choi and Murray (2010) found a significant relationship between the level of community participation and resident's perceptions of the impacts of tourism. These results suggest that if residents feel left out or disenfranchised from the tourism development process, they will have more negative perceptions of tourism's role in their community.

If power and community participation have been conceptually argued as important antecedents to support for tourism and resultantly shown to have an effect on residents' attitudes toward tourism, it would be logical to conclude that political empowerment (a higher form of participation) would also have a significant influence on residents' perceptions of tourism's benefits and cost, as well as their overall support for additional tourism development. Therefore, it is posited that political empowerment's benefits of increasing residents' control of tourism will have a direct impact on residents' perceptions of tourism's benefits and costs, as well as their overall support of tourism (Figure 5).

- H13: Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H14: Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H15: Perceived political empowerment has a positive and significant relationship with overall support for tourism.

**RQ 3: How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?**

*Communities with Varying Levels of Sustainable Tourism Emphasis*

The general assumption within the sustainable tourism literature is that by focusing on maximizing tourism's positive impacts (economic, environmental, and socio-cultural) and minimizing its negative impacts, that resident will be more supportive of tourism development because of the quality of life improvements it brings to them (Butler, 1999; Dwyer, 2005).

While this is logical to assume, it has yet to be tested within the resident attitude literature. Many of the above hypotheses within the social exchange theory framework pertain to how residents perceive the benefits and costs of tourism development and how these perceptions ultimately influence resident attitudes toward tourism. This research has consistently demonstrated that resident support for tourism is based upon personal benefits from tourism, as well as their perception of tourism positive and negative impacts (Perdue et al., 1990). Using this logic, one could assume that those communities' who place an emphasis on sustainable tourism (maximizing benefits and minimizing costs) would have higher levels of support for tourism than those who do not.

While the above may be true, another factor to consider is that those communities who emphasize sustainability may be concerned with sustainability precisely because they are more worried about how tourism development will impact their community than those who do not

stress sustainability. Their trepidation of tourism ruining their community may be directly related to why they focus on sustainable tourism development. They in essence do not want tourism to destroy the important values of the community. Based upon the multitude of reasons for a community engaging in sustainability tourism, it is uncertain how a community's emphasis on sustainability will impact resident support for tourism. Community emphasis on sustainable tourism has yet to be explored within the resident attitude literature, so the hypotheses developed to test its influence are approached using non-directional hypotheses. This allows for the impact of a community's emphasis on sustainable tourism to be tested without predicting which direction the relationship will take.

In addition to the possibility of a community's overall support for tourism being influenced by their respective emphasis on sustainability, is the likelihood of the community's perceived future being influenced by how much they stress sustainability. The perceived future of communities has been frequently used within resident attitude studies as a significant outcome from support for tourism (Látková and Vogt, 2012) and predictor of support for tourism (Perdue et al, 1990). Perdue et al. (1990) found a negative relationship between support for tourism and perceived community future. They described this as the 'doomsday phenomena.' Since sustainability is concerned with the long-term environmental, socio-cultural and environmental health of the community, a community that highlights sustainability will likely have a higher view of their future than those who do not. There is still much ambiguity associated with how a community's emphasis on sustainable tourism development will influence its resident attitudes toward tourism and the community's perceived future. Based upon this uncertainty, the following hypotheses have been developed as non-directional hypotheses to examine if

sustainability has significant influences on ‘overall support for tourism’ and ‘perceived community future’ (Figure 6).

- H16: There is a significant difference in resident attitudes toward tourism across communities with varying levels of emphasis on sustainable tourism development
- H17: There is a significant difference in how communities with varying levels of emphasis on sustainable tourism perceive the future of their community.

## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

This chapter discusses the methodology used to answer the previously proposed research questions and test the related hypotheses. It begins by revisiting the research framework and related research questions and hypotheses previously presented. Next, the section focuses on the criteria used to determine the sample population and site selection, as well as the methodology used to design and test the Resident Empowerment through Tourism Scale (RETS). This discussion concludes with a presentation of the statistical methods used to test the proposed hypotheses.

#### 3.2 RESEARCH FRAMEWORK

This study seeks to answer three specific research questions using 17 hypotheses. The research questions, hypotheses and related model are reviewed below.

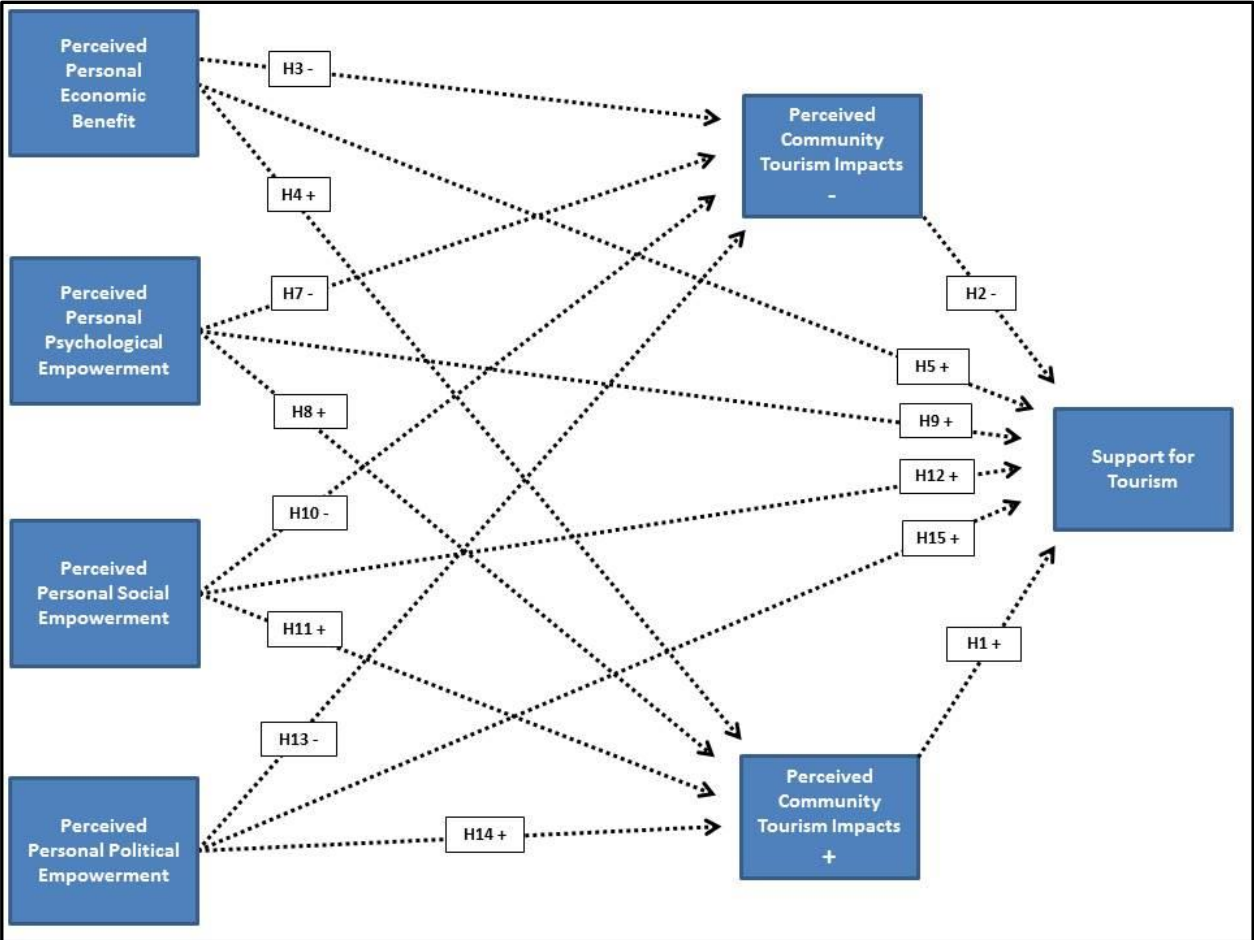
***RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?***

- H1: There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism
- H2: There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism
- H3: There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism
- H4: There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism
- H5: There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism



***RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?***

- H6: The Resident Empowerment through Tourism Scale (RETS) is a reliable and valid measure of the multiple dimensions of empowerment.
- H7: Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H8: Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H9: Perceived psychological empowerment has a positive and significant relationship with overall support for tourism.
- H10: Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H11: Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H12: Perceived social empowerment has a positive and significant relationship with overall support for tourism
- H13: Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H14: Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H15: Perceived political empowerment has a positive and significant relationship with overall support for tourism.

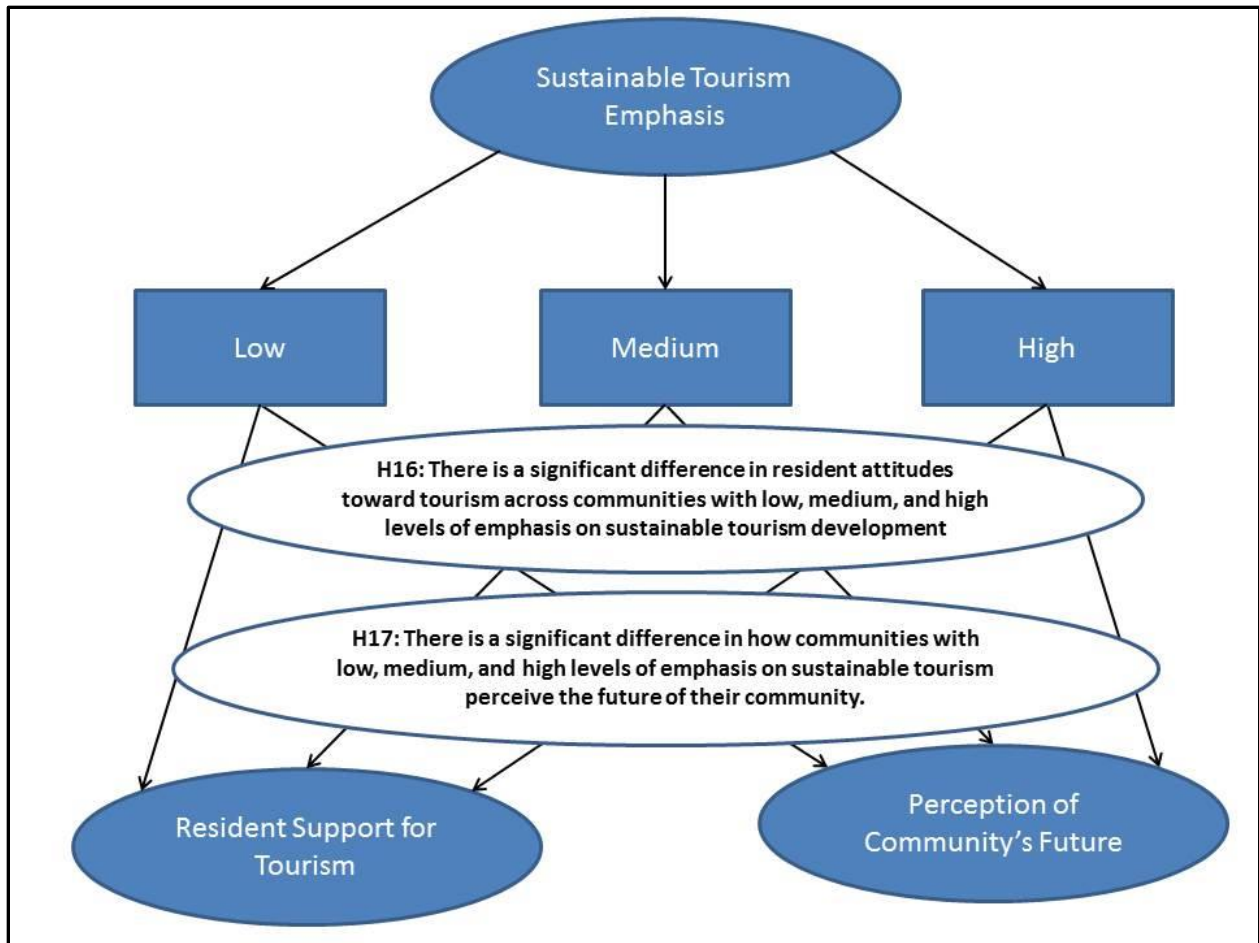


**Figure 7: Empowerment Model of Resident Attitudes of Toward Tourism**

***RQ 3: How are resident attitudes toward tourism affected by their community’s emphasis on sustainable tourism development?***

H16: There is a significant difference in resident attitudes toward tourism across communities with low, medium, and high levels of emphasis on sustainable tourism development

H17: There is a significant difference in how communities with low, medium, and high levels of emphasis on sustainable tourism perceive the future of their community.



**Figure 8: Model Depicting the Effect of a Community’s Emphasis on Sustainable Tourism**

### 3.3 RESEARCH DESIGN

#### 3.3.1 Study Population

According to Zikmund et al. (2010, p. 387), a population is “any complete group of entities that share some common set of characteristics.” For the purposes of this study, the population of interest consisted of the residents of the three counties within the Commonwealth of Virginia. The Commonwealth of Virginia’ was chosen as the state in which to examine these research questions based upon the importance of tourism to its economy (\$20 billion in direct expenditures from domestic travelers in 2012). Virginia’s counties were chosen as the

jurisdiction of interest because they most resembled the literature's definition of communities in past resident attitudes toward tourism research (Anderek and Vogt, 2000, Látková and Vogt, 2012; Long et al. 1990).

### **3.3.2 Sampling Frame**

A sampling frame is the working population from which a sample may be drawn (Zikmun et al., 2010, p. 391). The sampling frame for this study included permanent residents of Floyd County, Botetourt County and Franklin County that were 18 years of age or older. The sampling frame was obtained through multiple steps. In recognition of research question three's examination of the differences in resident attitudes towards tourism amongst counties that vary in their emphasis on sustainable tourism, the first step was to identify communities with varying levels of emphasis placed on sustainable tourism development. A review of the literature was conducted to identify common indicators of sustainable tourism and to identify the best measures for segmenting communities based upon their emphasis on sustainable tourism. After reviewing the literature, the most common and applicable measures of sustainable tourism across the triple-bottom line (economic, socio-cultural and environmental sustainability) were selected and used to evaluate the emphasis placed on sustainable tourism within the communities. The prevalent and relevant indicators and the studies that use them are located in Table 1.

In order to find and assess the level of emphasis communities placed on sustainability, a search engine was used to look for each jurisdiction's strategic tourism plan. If none was found, the next step was to go the county/city's governmental website and search for tourism plans within the departments of economic development and planning/zoning. If no tourism plans were identified, each jurisdiction's comprehensive plan was examined to see if a tourism component existed. Out of the 134 counties and cities within Virginia, 14 official strategic tourism plans

were found. Many of the counties and cities within Virginia mentioned tourism within their comprehensive plans, but only 14 communities took the initiative to develop official strategic tourism plans.

The 14 identified plans were then evaluated according to the level of emphasis placed on the thirteen sustainable tourism indicators listed in Table 1. Each indicator was ranked on a scale from 0-10 where 0 represented “not mentioned within the plan,” 5 represented “mildly important,” and 10 equated to “vital/of utmost important.” After each plan was analyzed and rated on the basis of whether or not the plan emphasized the sustainable indicators gathered from the literature, an average score for each dimension of the triple bottom line was calculated and then multiplied by 3.33 to create a scaled score between 1-100. For example, if a county’s environmental sustainability score was 6.5 and its socio-cultural sustainability and economic sustainability score were 4.2 and 8.0 respectively, the three scores were each multiplied by 3.3 to create a total score of 61.7/100. The counties and cities were then ranked based upon their perceived level of emphasis on sustainable tourism with a score of 100 representing a high level of emphasis on sustainable tourism development and 0 representing little to no emphasis on sustainable tourism. Each county/city’s 2011 per capita tourism expenditures are also included in Table 2, as well as basic demographic and geographic data so that these items could be controlled.

The counties whose tourism plans focused the most on sustainability were Accomack and Northampton who share a tourism plan for Virginia’s ‘Eastern Shore’ (91.2). This high score is evidence that the Eastern Shore tourism plan included a strong focus on economic, socio-cultural and environmental sustainability. The lowest score was attributed to the Manassas Region (17.0) (Prince William Co., Manassas City, and Manassas Park City). The Manassas region’s low score

demonstrates its plan's primary emphasis on increasing the economic impact of tourism to their jurisdiction without regards to its impact on the environment or society. This methodology was believed to be a valid strategy for assessing the level of emphasis that each community placed on sustainable tourism because the indicators from the literature were used to assess the county/city's main guiding document for how tourism should be developed and managed in the future. The results from the analysis are located in Table 2.

Using the above sustainable tourism indicators and the total score calculated for each county, three counties that represented 'low' (0-33), 'medium' (34-67), and 'high' (68-100) levels of emphasis on sustainable tourism were selected after controlling for level of tourism development and each county's economic condition. Since the previous research has found the level of tourism development to be an important influence on resident attitudes toward tourism (Látková and Vogt, 2012; Long et al., 1990), the three communities were chosen based upon having similar per capita tourism expenditures. These were controlled for because the large dependence upon tourism in counties such as Bath (\$50,000 per capita tourism expenditures) may influence resident attitudes toward tourism more than the community's emphasis on sustainable tourism development. Another variable controlled for was the economic condition of the area because of the potential 'doomsday' effect that could cause a community with a suffering economy to have a higher support for tourism (Perdue et al, 1990). Lastly, the region of the tourism destination and the type of tourism product within the destination was taken into account. For example, tourism products based upon costal features may have different factors influencing resident attitudes towards tourism than tourism products based in the Blue Ridge Mountains. With these factors accounted for, Floyd County (82.8), Botetourt Count (59.7), and Franklin County (27.7) of the Blue Ridge Highland area were selected as sites for the resident

attitude survey. This was based upon the heterogeneity of their ‘perceived emphasis on sustainable tourism’ score and the homogeneity in their location, tourism product, per capita tourism expenditures, and economic condition (Table 3). The three counties have similar per capita tourism expenditures, ranging between \$1,400 to \$1,600, and unemployment rates between 5-6%, but varying levels of emphasis on sustainability tourism development (Bureau of Labor Statistics, 2012).

**Table 2: Sustainability of Virginia’s Counties/cities’ Strategic Tourism Plans**

Counties / Cities	Economic				Socio-Cultural					Environmental				Economic Average	Socio-Cultural Average	Env. Average	Scaled of 100	2011 Pop.	2011 Exp. (millions)	Per capita Tourism Exp. (thous.)
	Economic Leakage / Local Business Development	Seasonality	Economic Impact (jobs & Revenue)	Tourist Satisfaction / Repeat Visitors	Resident Involvement	Community Benefits / QOL	Cultural Heritage Conservation	Land zoning policy	Partnerships & Collaboration	Environmental Quality	Resource Use (Water & Energy)	Green Certification	Scale							
Eastern Shore (Accomack and Northampton)	10	10	10	10	10	7	10	10	10	10	3	10	10	10.0	9.4	8.3	912	45,713	\$223.5	\$4.89
Floyd County	10	5	10	10	8	10	10	10	10	10	7	0	10	8.8	9.6	6.8	82.8	15,378	\$21.8	\$1.42
Botetourt County	10	0	10	8	5	10	10	10	8	5	0	5	0	7.0	8.6	2.5	59.7	32,928	\$49.7	\$1.51
Bath county	10	5	10	7	8	7	7	3	10	7	0	3	0	8.0	7.0	2.5	57.8	4,657	\$236.2	\$50.72
Scott County	8	0	10	7	8	8	5	5	10	3	3	0	3	6.3	7.2	2.3	51.8	23,126	\$15.9	\$0.69
Historic Triangle	5	8	10	10	3	8	3	0	10	0	0	0	0	8.3	4.8	0.0	43.1	148,778	\$1,042.7	\$7.01
Washington Co.	5	8	10	0	3	8	5	0	10	0	3	0	5	5.8	5.2	2.0	42.7	54,827	\$93.5	\$1.71
Franklin-Southampton	7	0	10	7	2	10	5	0	8	2	0	0	3	6.0	5.0	1.3	40.4	26,996	\$26.2	\$0.97
Tazewell County	5	0	10	2	3	5	5	3	8	5	3	0	3	4.3	4.8	2.8	38.9	44,715	\$47.5	\$1.06
Mecklenburg Co.	5	0	10	0	5	10	5	2	7	3	3	0	2	3.8	5.8	2.0	38.1	32,622	\$112.0	\$3.43
Radford City	5	0	10	5	5	5	3	0	10	3	0	3	0	5.0	4.6	1.5	36.6	16,414	\$14.6	\$0.89
Franklin County	5	3	10	0	3	7	2	0	5	2	0	0	0	4.5	3.4	0.5	27.7	56,419	\$91.9	\$1.63
Petersburg Area	5	3	10	3	0	3	2	0	8	2	0	0	0	5.3	2.6	0.5	27.6	457,096	\$584.1	\$1.28
Manassas-Prince William Co.	2	0	10	3	2	0	0	0	5	0	0	0	0	3.8	1.4	0.0	17.0	473,638	\$548.0	\$1.16

**Table 3: Counties from the Blue Ridge Highlands Region Chosen for the Resident Attitude Survey**

Counties / Cities	Economic				Socio-Cultural					Environmental				Overall Score	Econ. Average	Socio-Cultural Average	Env. Average	Scaled of 100	2011 Pop.	2011 Exp. (millions)	Per capita Tourism Exp. (thous.)	Unemployment (Sept. 2012)
	Economic Leakage / Local Business Development	Seasonality	Economic Impact (jobs & Revenue)	Tourist Satisfaction / Repeat Visitors	Resident Involvement	Community Benefits / QOL	Cultural Heritage Conservation	Land zoning policy	Partnerships & Collaboration	Environmental Quality	Resource Use (Water & Energy)	Green Certification	Scale									
Floyd County	10	5	10	10	8	10	10	10	10	10	7	0	10	110	8.8	9.6	6.8	82.8	15,378	\$21.8	\$1.42	5.70%
Botetourt County	10	0	10	8	5	10	10	10	8	5	0	5	0	81	7.0	8.6	2.5	59.7	32,928	\$49.7	\$1.51	5.30%
Franklin County	5	3	10	0	3	7	2	0	5	2	0	0	0	37	4.5	3.4	0.5	27.7	56,419	\$91.9	\$1.63	5.60%



### **3.3.3 Sampling Size Parameters**

A study's sample size has significant implications for multiple reasons. First, the sample size affects the types of statistics available for use and how these statistics will be interpreted (Hair et al., 2010). The sample size should be large enough to provide the right amount of power to interpret the multivariate statistics used. A general rule is the larger the sample size, the greater the statistical power. One stipulation of having a large sample (>400) is the need for practical significance as well as statistical significance (Hair et al., 2010). This is because large samples have the tendency to be overly sensitive to statistical significance regardless of the effect size. For these reasons, the sampling requirements for each statistic used will be reviewed below.

A second consideration for selecting a sample size is the number of cases needed to provide a representative sample of the population of interests. For this study, the three counties that constitute the sampling frame had household populations ranging from 6,000 to 24,000. This means that the sample size chosen needed to be large enough to cover the variance across these households. Using a sample size calculator that calculates the needed sample size based upon population size, confidence level and confidence interval, each county's household population was entered with a confidence level of 95% and a margin of error ranging from five to ten to determine the needed sample size for each county (Survey System, 2013). When the margin of error of five was used, the minimum sample size for Floyd, Botetourt, and Franklin Counties was each around 380. When the margin of error was raised to 10, the minimum sample needed dropped to 95 cases. The sample size criterion to effectively represent the counties was taken into consideration in addition to the statistical sample size requirements presented below.

### *Statistical Sample Size Requirements*

Since this study will employ multiple statistics (Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modeling, and MANOVA), the study's sample size needed to meet the basic requirements of each statistic employed. Because there are multiple research questions and different statistics needed to answer each of these questions, the sample size requirements for each statistic are briefly reviewed below.

For exploratory factor analysis, Hair et al. (2010) recommend having between five and ten cases for each item to be included. Since the scales within the RETS have around five to seven items each, this would mean that at minimum the sample size would need to be 70. There are varying opinions regarding the appropriate sample size for structural equation modeling (SEM) and confirmatory factory analysis (CFA). This is because SEM becomes very sensitive to differences when the sample size becomes large. This not problematic, but researchers need to make sure that statistical significance is accompanied by practical significance. According to Hair et al. (2010) the minimum sample size for SEM ranges from 100 to 500 depending up number of constructs used, the level of communalities between constructs and how well the constructs are identified. Since this study has approximately eight constructs within its model, the total sample size needed to test the model's fit and the relationship between the constructs should be at the upper end of the suggested range. Lastly, the statistic of MANOVA will be needed to test the effect of a community's emphasis on sustainability on resident attitudes toward tourism and the community's perceived future. Hair et al. (2010) recommend sample sizes for each group to be around 150 to increase power. Since emphasis on sustainability will be broken down into low, medium and high, , the sample size requirements should be no fewer than 30 members per a group with the goal of having around 150-200 members a group. In summary, it appears that SEM has the most demanding sample size requirements.

### ***Sample Size Targets, Response Rates, and Missing Data***

With all of these requirements in mind, this study sought to have a minimum sample size of 200 respondents per each county within the sampling frame, or 600 respondents total across the three counties. A sample size of this magnitude meets all of the statistical requirements, has an acceptable margin of error, and a confidence interval of 95% (Survey System, 2013). While 200 respondents per a community was the goal, the potential for missing data within completed surveys dictated the need to be more conservative and aim for a larger sampling effort. A more conservative goal was to distribute 300 surveys within each county to account for the potential problems caused by missing data and incomplete surveys being returned.

### **3.3.4 Data Collection Method**

The data collection method chosen for sampling the three selected counties was a self-administered, door-to-door, pen and paper survey using a census-guided systematic random sampling scheme conducted by the primary investigator of the study. This type of sampling scheme was chosen based upon its ability to best garner a representative sample of community residents, increase response rates, and include minority groups that may be left out from other sampling methods (Woosnam, 2008). Systematic random sampling has been a proven sampling methodology with resident attitude research as evidence by the many resident attitude researchers adopting the technique (Andereck and Nickerson, 1997; Andereck and Vogt, 2002, McGehee and Andereck, Perdue, Long, and Allen, 1988; 1990; Woosnam, 2008; 2012; Woosnam and Norman, 2010).

As part of the census-guided systematic random sampling scheme, this study used U.S. Census Bureau tracts and blocks to divide counties into smaller homogenous units. By breaking down each county into census tracts and block groups, the representativeness of the sample was

increased. According to the U.S. Census Bureau, census tracts are “small, relatively permanent statistical subdivisions of a county” delineated with the purpose of being “homogeneous with respect to population characteristics, economic status, and living conditions”. Census blocks are further “statistical divisions of census tracts” with approximately 600-3,000 people per a block group (U.S. Census Bureau, 2013). Woosnam and others have recently used census-guided systematic random sampling in a series of studies to increase the representativeness of their samples (Woosnam, 2008; Woosnam and Norman, 2010).

The census-guided systematic sampling procedure began by identifying the various census tracts and blocks within Floyd, Botetourt, and Franklin Counties (Appendix A). Second, the number of households within the census tracts was divided by the county’s overall number of households to calculate what percentage of the county’s total households were located in each census tract. After the percentage of households located in the each census track was determined, the same was done for the block groups with the census tracts. This allowed for calculating how many of the 300 surveys allotted for each county were needed within each census tract and each census block to accurately represent the county’s population distribution (Appendix A). Following the calculation of how many surveys were needed within each census tract and block group, an intersection of two roads within each block group was chosen as the starting point for surveying within the census block. Once the starting point was decided upon, every 3<sup>rd</sup> household on the right side of the road was chosen to be surveyed<sup>1</sup>. The right-hand side of the road was chosen based upon the ease and safety of entering and exiting resident driveways. If no one answered the door at the selected household, if none of the adult residents were present, or the adult was not a permanent resident, the adjacent house on the right was

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<sup>1</sup> Occasionally the geography of the area or man-made features such as railroads resulted in the left hand side of the road being surveyed.

selected. If the individual intercepted was eligible to participate in the study, the surveying continued on by selecting the following 3<sup>rd</sup> household on the right regardless of their acceptance or refusal of the survey. This was repeated across the census block until the quota for each census block was met. Once the quota was reached, the procedure was replicated at subsequent census blocks until the entire county had been covered.

Surveys were distributed to residents by the primary investigator using the above method between 4 PM and dusk Monday thru Friday, between 11 AM and dusk on Saturdays, and between 2 PM and dusk on Sundays. These times were selected to represent times that a majority of residents would likely be home. If individuals agreed to participate, a survey packet including an information sheet about the project (Appendix B) and the actual survey was left with them to complete (Appendix C). They were instructed to complete the survey and to place it outside their house in a secure place (newspaper box, front porch, inside screen door, etc.) to be picked up the following day. Two return contacts were made to pick up the distributed surveys. If the surveys were not collected on the second visit, residents had the opportunity to mail in the surveys in the provided envelope, but at their own expense. Residents were randomly selected within the sampled households based upon asking the resident with the most recent birthday to participate. Surveys were distributed and collected from February 27<sup>th</sup> to April 12<sup>th</sup> 2013 starting with Floyd County and proceeding to Franklin County and finishing with Botetourt County. Each county was surveyed in its entirety (approximately 2 weeks) before moving on to the next county. This decreased the chance of certain major time specific events affecting response patterns.

Throughout the six-week period of data collection, 1,784 households were visited with 1,021 individuals answering. Out of the 1,021 individuals spoken with, 37 were not permanent

residents and/or heads of the household. At the remaining 984 households across the three counties, 900 residents were willing to participate with 84 respectfully declining. This equated to an initial response rate of 91% across the three counties. Of the 900 surveys distributed, 693 were returned on the first return visit, 77 were returned on the second return visit and seven were mailed in. This equated to a return rate of 86% and a combined return and response rate of 79%. After cleaning for incomplete surveys and excessive missing data, the number of usable surveys was reduced to 703. This resulted in 71% of the 984 intercepted residents following through and participating in the study (Table 4).

**Table 4. Response Rate Broken Down by County**

<b>County</b>	<b>Houses Selected</b>	<b>No Answer/ Not Perm</b>	<b>Decline</b>	<b>Accept</b>	<b>Accept Rate</b>	<b>Returned Survey</b>	<b>Return Rate</b>	<b>Useable Surveys</b>	<b>Overall Response Rate</b>
Floyd	585	255	28	300	91%	261	87%	233	71%
Botetourt	568	240	28	300	91%	261	87%	241	73%
Franklin	631	301	28	300	91%	255	85%	229	69%
<b>Total</b>	<b>1784</b>	<b>796</b>	<b>84</b>	<b>900</b>	<b>91%</b>	<b>777</b>	<b>86%</b>	<b>703</b>	<b>71%</b>

### 3.4 MEASUREMENT SCALES AND INSTRUMENTS

#### 3.4.1 Development of the Resident Empowerment through Tourism Scale (RETS)

The development of the Resident Empowerment through Tourism Scale (RETS) followed Churchill's (1979) eight recommendations for scale development: (1) specify the domain, (2) generate sample items, (3) collect data, (4) purify measure, (5) collect data again, (6) assess reliability, (7) assess validity, and (8) develop norms (Table 5). Churchill (1979) encourages researchers to follow these steps of scale development to produce measures that are reliable and valid indicators of the constructs of interest.

**Table 5. Scale Development Procedures Modified from Churchill (1979)**

<b>Step</b>	<b>Recommended Procedure</b>	<b>Technique Implemented</b>
1	Specify Domain of Construct	Literature review on empowerment
2	Generate sample of items	Literature review; pilot test with county officials and residents; discussion with tourism researchers
3	Collect Data	Pretest in Giles County
4	Purify Measure	Exploratory Factor Analysis (EFA) and Cronbach Alpha reliability test
5	Collect Data	Floyd, Franklin and Botetourt Counties
6	Further Purification	2 <sup>nd</sup> EFA and reliability analysis
6	Assess Reliability	Confirmatory Factor Analysis
7	Assess Validity	Confirmatory Factor Analysis
8	Develop Norms	Future Research

#### ***Step 1: Specify the Domain***

Step one of Churchill's (1979) recommendation is to delineate what exactly is to be measured through performing an extensive literature review. This review was documented in chapter 2's section on empowerment. The findings revealed that empowerment has been clearly defined within the tourism literature by Scheyvens' (1999) conceptual article. Scheyvens'

framework as well as other interpretations of empowerment from the psychology and development literature were used to guide the item generation process described below.

### ***Step 2: Item Generation Phase***

Churchill's next suggested step involves the creation of a pool of items reflecting the literature's conceptualization of empowerment. Specific attention was given to Scheyvens' (1999) work on empowerment and her detailed description of the three dimensions of empowerment (psychological, social, and political). Using the relevant literature and Scheyvens' (1999) detailed descriptions items were created across the three dimensions of empowerment. Following the initial generation of items for each of the three constructs, a draft of the survey and the created items were pilot tested by asking county tourism officials and residents of each of the three counties to review the generated items and comment on their clarity, validity and the ability of residents in their county to answer them accurately. Additionally, a team of four academic tourism researchers extensively reviewed the items before selecting the items to be pretested. These interviews and conversations helped further refine the list of items into the 21 items provided below. A review of each dimension's definitions and the items generated for each dimension of empowerment are described below.

#### *Psychological empowerment*

Psychological empowerment, within a tourism context, occurs when one's pride and self-esteem are enhanced from the outside recognizing of the uniqueness and value of one's culture, natural resources, and traditional knowledge (Scheyvens, 1999, p. 247). This understanding of psychological empowerment embodies the general empowerment literature's emphasis on self-esteem, competence, and general control over one's affairs. If tourism is developed in a way that



makes residents embarrassed or makes them think less of the uniqueness of their community, then they will have a lower self-esteem and feel a sense of psychological disempowerment because they do not have the power to control the image portrayed of them and their county to tourists. The following survey questions were developed to embody this conceptualization of psychological empowerment:

**Table 6: Pretest Items for the Psychological Empowerment Sub-Scale**

<i>Psychological Empowerment Sub-Scale</i>	
<b>Tourism in ____ County ...</b>	
	Makes me feel special because people travel to see my county's unique features
	(-) Embarrasses me
	Makes me proud to be a ____ County resident
	Makes me want to work to keep ____ County special
	Makes me want to tell others about what we have to offer in ____ County
	Reminds me that I have a unique culture to share with visitors
	(-) Makes me want to hide the fact that I live in ____ County

\* Items were rated on a 5-point scale, where 1 = strongly disagree and 5 = strongly agree.

*Social empowerment*

Social empowerment, in a tourism context, ensues when the one perceives tourism as increasing his or her connection to the community. Scheyvens (1999) describes social empowerment in terms of enhanced community equilibrium and residents feeling more connected and beginning to work together (Scheyvens, 1999, p. 247). This understanding of social empowerment highlights the parent literature's focus on having access to social organizations that help maintain the local quality of life and "individuals working together in an organized fashion to improve their collective lives" (Zimmerman, 1995). The following survey questions were developed to embody these aspects of social empowerment:

**Table 7: Pretest Items for the Social Empowerment Sub-Scale**

<i>Social Empowerment Scale</i>	
<b>Tourism in ____ County ...</b>	
	Makes me feel more connected to my community
	Fosters a sense of ‘community spirit’ within me
	(-) Alienates me
	Provides ways for me to get involved in my community
	Creates public spaces where I can interact with my fellow ____ County residents
	(-) Destroys my community’s ability to work together
	(-) Discourages me from working closely with other ____ County residents

\* Items were rated on a 5-point scale, where 1 = strongly disagree and 5 = strongly agree.

### *Political Empowerment*

Political empowerment is the dimension of empowerment which most closely resembles the overarching notion of residents “gaining mastery of their affairs” (Rappaport, 1987). Within a tourism context, political empowerment results from residents being fairly represented and having an outlet to share their concerns about tourism development (Scheyvens, 1999, p. 247). It embodies Friedmann’s (1992) description of political empowerment that focuses on having access to the process of decision making. Another important aspect of political empowerment is the ability of residents to raise questions regarding tourism development (Scheyvens, 1999, p. 247). The following items were developed to embody these principles of political empowerment:

**Table 8: Pretest Items for the Political Empowerment Sub-Scale**

<i>Political Empowerment Scale</i>	
<b>I feel like...</b>	
	I have a voice in ____ County tourism development decisions
	(-) My voice is excluded from the tourism planning process in ____ County
	I have access to the decision making process when it comes to tourism in ____ Co.
	(-) Those in positions of power disregard my concerns about tourism in ____ Co.
	The tourism development process in ____ County provides me opportunities to connect with those in leadership positions
	My vote makes a difference in how tourism is developed in ____ County
	I have an outlet to share my concerns about tourism development in ____ County

\* Items were rated on a 5-point scale, where 1 = strongly disagree and 5 = strongly agree.

### ***Step 3: Pretest of the RETS***

The items generated from the literature were subsequently assessed for face/content validity by a team of five tourism academics prior to being subjected to the pretest in Giles County, VA. The five academic researchers narrowed the items down to 21 items across the four dimensions of empowerment. The generated items were then subjected to a full pretest for instrument purification and then to a subsequent test to verify the reliability and validity of the RETS. The full results of the pretest are provided in the results section of chapter 4.

### ***Step 4: Purification of the RETS***

Step 4 and the purification of the RETS necessitated an exploratory factor analysis and reliability analysis to be conducted on the three sub-scales of the RETS to remove items that detract for the scales' reliability and validity. The results of pretest and the statistical tests of reliability and validity are provided in the results section of chapter 4.

### ***Steps 5-7: Data Collection, Reliability, Validity and Developing Norms***

Steps 5-7 required a final data collection to reassess the reliability and validity of the developed scales. These tests of the RETS' reliability and validity are provided through a Confirmatory Factor Analysis in the proceeding results section.

### **3.4.2 Additional Measurement Variables**

The scales used to measure the remaining constructs of “Support for Tourism,” “Positive Impacts of Tourism,” “Negative Impacts of Tourism,” and “Personal Economic Benefit from Tourism” were adapted from previous resident attitudes toward tourism studies and are outlined in the following section.

### ***‘Support for Tourism Development’***

In order to measure the key construct of “support for tourism development,” an adapted version of Lankford and Howard’s (1994) *Tourism Impact Attitude Scale (TIAS)* was used. Specifically, a shorter 7-item version of the 9-item dimension of “support for tourism development” was applied based upon its past use within the literature (Woosnam, 2012). Woosnam’s (2012) recent use of the scale found it to have composite reliability of .93 within his Galveston Co. sample. The items constituting the “Support for Tourism Development” Scale items are presented below in Table 9.

**Table 9: Pretest Items for the Support for Tourism Development Scale**

<b><i>“Support for Tourism Development” Dimension of the Tourism Impact Attitude Scale (TIAS) (Adapted from Lankford and Howard, 1994; Woosnam, 2012)</i></b>
I support tourism and want to see it remain important to _____ Co.
I believe tourism should be actively encouraged in _____ Co.
_____ Co. should support the promotion of tourism
I support new tourism facilities that will attract new visitors to _____ County
_____ Co. should remain a tourist destination
In general, the positive benefits of tourism outweigh negative impacts
The tourism sector will continue to play a major role in the _____ County economy

*\* Items were rated on a 7-point scale, where 1 = strongly disagree and 7 = strongly agree.*

### ***‘Impacts from Tourism’***

Since social exchange theory’s initial use within resident attitude research, scales have been included to measure the perceived positive and negative impacts of tourism (Perdue et al. 1990; McGehee and Andereck, 2004; Látková and Vogt, 2012). For the purposes of this study, the list of positive and negative impacts of tourism used by Látková and Vogt (2012) were adopted. Their list of ‘positive impacts of tourism’ had a Cronbach alpha reliability of 0.89, 0.89, and 0.91 across their three samples and their list of ‘negative impacts of tourism’ respectively had Cronbach alpha reliabilities of 0.76, 0.78, and 0.75. Below is a list of the items within their positive and negative impact of tourism scales.

**Table 10: Pretest Items for the Impacts of Tourism Scale**

<i>Positive Impacts of Tourism Scale</i> (From Perdue et al., 1990; Látková and Vogt, 2012)
Increasing the number of tourists visiting an area improves the local economy
Shopping, restaurants, entertainment options are better as a result of tourism
Tourism encourages more public development (e.g., roads, public facilities)
Tourism contributes to income and standard of living
Tourism provides desirable jobs for local homeowners
Tourism provides incentives for new park development
Tourism development increases the number of recreational opportunities for local homeowners
Tourism provides incentives for protection and conservation of natural resources
Tourism provides incentives for purchase of open space
Tourism helps preserve the cultural identity and restoration of historical buildings
Tourism development improves the physical appearance of an area
Tourism development increases the quality of life in an area

*\*Scale 1-5 with 1 = strongly disagree to 5 =strongly agree*

<i>Negative Impacts of Tourism Scale</i> (From Perdue et al., 1990; Látková and Vogt, 2012)
Tourism development increases the traffic problems of an area
Tourism results in more litter in an area
Tourism results in an increase of the cost of living
Tourism-related jobs are low paying
Tourism causes communities to be overcrowded
Tourism development unfairly increases property
Tourism development increases the amount of crime in the area
An increase in tourists in the county will lead to friction between homeowners and tourists

*\*Scale 1-5 with 1 = strongly disagree to 5 =strongly agree*

***Changing ‘Perceived Personal Benefit from Tourism’ to “Personal Economic Benefit from Tourism”***

The perceived ‘Personal Benefit from Tourism’ has consistently been the best predictor of resident attitudes towards tourism. Perdue et al. (1990) first introduced this as a single measure defined as “I would benefit from more tourism development in this community.” McGehee and Andereck (2004) additionally asked respondents to answer the extent that they felt that they personally benefited from tourism. While one’s perceived benefit from tourism has been a consistent predictor of his or her support from tourism, the previously used scale suffers from a lack of reliability and validity. It has been either used as a single item indicator of “perceived benefit” as initially used by Perdue et al. 1990 or has been used as a two-item

construct (Látková, 2008; McGehee and Andereck, 2004). Látková (2008) found the two-item measure to only have moderate reliability with a Cronbach Alpha of 0.71, 0.68, and 0.55 across her three samples. Additionally, while the construct was originally developed to assess all the potential benefits associated with tourism, there has been recent confusion over ‘personal benefit’ being synonymous with one’s perception of economic benefits (Nunkoo and Ramkissoon, 2009; Woosnam et al., 2009). Therefore, this study seeks to further develop the scale into a reliable and valid multi-item construct that does not have the ambiguity associated with the previous construct. The new scale is titled “Perceived Economic Benefit from Tourism” and the proposed items used to measure it are included in table 11.

**Table 11: Pretest Items for the Personal Economic Benefit from Tourism Scale**

<i>Personal Economic Benefit from Tourism Scale</i>
Tourism in ____ County helps me pay my bills
Tourism in ____ County provides me financial gain
A portion of my income is tied to tourism in ____ County
I would economically benefit from more tourism development in ____ County
My family’s economic future depends upon tourism in ____ County

*\*Scale 1-5 with 1 = strongly disagree to 5 =strongly agree*

### ***Community Future***

Another important construct used within past resident attitude research has been the perception of a community’s future. While a resident’s perception of their community’s future has been a common construct used within past studies, the construct has never been developed further than the original single item of “the future of my county looks bright” used by Perdue et al. (1990) and Látková and Vogt’s (2012). This is problematic for assessing reliability and validity. It also results in an under identified construct when including the construct in Structural Equation Modeling (Hair et al. 2010). This study expands the ‘Community Future’ scale by including items adapted from Beck et al. (1974) ‘Hopelessness Scale’ and from Ludvigson’s

(2004) questions used to measure consumer confidence. The new items making up the revised “Community Future” Scale are presented below in table 12.

**Table 12: Pretest Items for the Community Future Scale**

<i>Community Future Scale</i>
___ County’s future looks bright
___ County can look forward to more good times than bad times
(-) ___ County’s future seems vague and uncertain
(-) All I can see ahead for ___ County is unpleasantness
The future business conditions for ___ County are bright
The number of future jobs available in ___ County look promising

*\*Scale 1-5 with 1 = strongly disagree to 5 =strongly agree*

### ***Demographic Variables***

In addition to the constructs mentioned above, demographic questions were included in the study because of their prevailing use in past resident attitude research (Harrill, 2004), as well as their importance in analyzing the data. Harrill’s (2004) review of the literature demonstrates that various socioeconomic factors have been used to predict resident attitudes in previous studies. These variables include age, gender, ethnicity, income, length of residence, and native born status (Harrill, 2004; Woosnam, 2008). While these variables have been frequently used, Perdue et al. (1990) state that resident characteristics rarely influence resident attitudes towards tourism. The only two variables to consistently influence resident attitudes towards tourism have been length of residence and native born status (Woosnam, 2008). With these mixed findings in mind, this research will include the demographic variables of education level, age, income, occupation, income, length of residence in community and native born status for exploratory purposes.

### **3.5 DATA ANALYSIS AND STATISTICS**

In order to answer the three research questions and subsequent hypotheses, multiple statistical tests were needed. Research question one used structural equation modeling to test the structural relationships between the constructs of ‘personal economic benefit from tourism,’ ‘positive impacts of tourism,’ ‘negative impacts of tourism,’ and resident ‘support for tourism.’ Research question two introduced the RETS and its impact on the resident attitude variables of ‘positive impacts of tourism,’ ‘negative impacts of tourism,’ and resident ‘support for tourism.’ In order to fully test research question two, a combination of exploratory and confirmatory factor analysis and SEM were needed. Research question three focused on the potential differences in support for tourism between communities with varying emphasis on sustainable tourism. In order to test this research question, a MANOVA was used to test for significant differences between communities with varying emphasis on sustainability and the two constructs of “support for tourism” and perceptions of their “community’s future”. Below is a more detailed description of the statistics used to help analyze the data.

#### **3.5.1 Structural Equation Modeling**

In order to test the Perdue, Long, and Allen (1990) model and to test the RETS’s effect within the PLA model, structural equation modeling (SEM) using Full Information Maximum Likelihood Estimation (FIML) was employed. SEM is defined by Hair et al. (2010, p. 616) as “a family of statistical models that seek to explain the relationships among multiple variables.” Its main advantage is in its ability to examine multiple dependence relationships by performing multiple regression equations simultaneously (Hair et al., 2010). Other benefits of SEM include the ability to test the measurement model as well as the structural model, to bring latent variables



into the analysis while other statistical techniques cannot, and a design that corrects for measurement error, creating more accurate regression coefficients (Hair et al., 2010).

The assumptions of SEM are multivariate normality, acceptable model fit, a lack of missing data, and theoretical support for the inclusion of latent constructs (Hair et al., 2010). As mentioned previously, SEM is a powerful statistical test that can be performed with sample sizes as low as 50. Hair et al. (2010) recommends large samples (>400) for models with a large number of constructs and lower commonalties. When sample sizes increase to over 400, researchers should be aware of the statistic's sensitivity and make sure that there is practical significance as well as statistical significance (Hair et al., 2010). Another concern is that the chi-square statistic ( $\chi^2$ ) used to assess model fit is extremely sensitive to sample size and that additional measures of model fit such as 'Comparative Fit Index' (CFI) 'Goodness of Fit Index' (GFI) and 'Root Mean Square Error' (RMSEA) should be used.

### **3.5.2 Exploratory and Confirmatory Factor Analysis**

In order to test the research question pertaining to empowerment, multiple statistics were employed. First, the RETS' reliability and validity were tested using a combination of exploratory factor analysis (EFA), Cronbach alpha reliability analysis and confirmatory factor analysis (CFA). Exploratory factor analysis was used within the pre-test and initial data analysis stage to examine how items loaded on respective dimensions of the RETS and to delete those items that did not accurately reflect the construct. The main assumption associated with factor analysis is that there must be a strong theoretical foundation for believing there is structure within the items being analyzed (Hair et al., 2010). Other important considerations include significant correlations between the variables being used and a measure of sampling adequacy that exceeds 0.50 (Hair et al. 2010). Reliability analysis and the 'scale if item deleted' function

were also used during these phases to test each scale's reliability and to see which items best measured the parent construct. The key assumption of reliability is 'additivity.' This means that each item included "should be linearly related to the total score" (NCSU-Statnotes, 2012).

Confirmatory Factor Analysis was used as a final statistic to test both the reliability and validity of the proposed dimensions of the RETS. This analysis allowed for assessing the construct reliability of the scales as well as their construct validity which is made up of convergent, discriminant, nomological, and content validity (Hair et al. 2010). It shares the same assumptions of SEM, which include multivariate normality, acceptable model fit, a lack of missing data, and theoretical support for the inclusion of variables.

### **3.5.3 MANOVA**

Lastly, a MANOVA was conducted to test research question 3 and hypotheses 16-17. MANOVA is a statistical test used to assess differences in "a set of dependent measures across a series of groups formed by one or more categorical independent measures" (Hair et al, 2010, p. 356). It is similar to the statistical techniques of ANOVA and t-tests, but has the advantage of controlling for the experiment wide error rate (Type I Error Rate). Its assumptions include independence of observations, equal variance-covariance matrices for all treatment groups, and normal distribution of dependent variables (Hair et al. 2010, p. 365).

### **3.6 SUMMARY**

This chapter has discussed the methodology used to answer the proposed research questions and hypotheses from chapter 2. The chapter began by reviewing the research framework including the research questions, hypotheses and models. After reviewing the research framework, there was a detailed discussion of the methodology used to select the sites for conducting the study. The methodology used to develop the RETS was also included within this section. Lastly, the statistical tests needed to answer the suggested research questions and hypotheses were presented. The following chapter discusses the results from the analysis of the pretest and main data collection.

## **CHAPTER 4**

### **DATA ANALYSIS AND RESULTS**

#### **4.1 INTRODUCTION**

This chapter is dedicated to presenting the data analysis and results from the study's pretest and primary data collection. It is broken upon into three sections. The first section describes the pilot test conducted to refine the survey items before conducting the pretest. The second section provides a detailed description of the pretest performed in Giles County, VA and the process of purifying the Resident Empowerment through Tourism Scale (RETS). The third section focuses on the primary data collection. This section begins with a descriptive analysis of the sample taken from Floyd, Botetourt, and Franklin Counties. Following the descriptive analysis, the Confirmatory Factor Analysis (CFA) of the developed RETS is provided. After the CFA, a Structural Equation Model (SEM) is used to test hypotheses 1-15. The third section concludes with the testing of hypotheses 16 and 17. These hypotheses specifically focused on testing for differences in 'support for tourism' and perceptions of 'community future' based upon the county's level of emphasis on sustainable tourism development.

## **4.2 PILOT TEST**

Before conducting the pretest, a pilot test of the generated survey items was performed by visiting each county and talking with tourism officials in the local government and a select number of residents of the county. These site visits and conversations were held in December 2012. The pilot test specifically helped refine the list of generated survey items through the identification of items that were difficult to understand or confusing. For example, through conversations held with Franklin County residents it was brought to the researcher's attention that the social empowerment item of "Fosters a sense of individuality within me" was difficult for them to understand. Another benefit of conducting the pilot tests in each county was better understanding the local tourism industry in each county. For example, Lisa Moorman, Director of Tourism for Botetourt County, provided information on the different regions of the county, as well as suggested asking a question about the residents' knowledge of tourism in the area. She was concerned about the level of knowledge the residents of Botetourt County had on tourism within the county. These suggestions and the information garnered from the pilot test were used to further refine the survey instrument before conducting the larger pretest in Giles County, Virginia. Notes from the pilot test are provided in Appendix D.

### **4.3 PRETEST**

A pretest was conducted in accordance with Churchill's (1979) recommendations for scale development. Churchill's (1979) steps 3 through 5 specifically recommend conducting a pretest of the scale items generated from the literature in order to purify them using the statistics of exploratory factor analysis (EFA) and reliability analysis. Additionally, a pretest was deemed appropriate because it would help shed light on ways to improve the survey methodology.

During February 2013, a pretest of the RETS and the additional scales to be included in the study was conducted in Giles County, VA (Appendix E). Giles County was chosen as an appropriate site for the pretest based upon its similarity to the selected counties of Floyd, Botetourt, and Franklin in regards to tourism product, as well as being a rural county in close proximity to the Blue Ridge Highland Area. From February 15<sup>th</sup> to February 20<sup>th</sup> 2013, 129 surveys were distributed to residents residing in the areas of Pearisburg, Pembroke, Narrows, and the Wilbrun Valley within Giles County. Surveys were distributed door-to-door to residents. Residents were instructed to fill out the surveys and to place them outside of their residences in a provided envelope to be picked up the following day<sup>2</sup>. A census guided systematic random sampling of residents similar to the main data collection was not employed because the main purpose of the pretest was to assess the reliability and validity of the scales, which did not necessitate a representative sample. Out of the 129 surveys distributed, 113 were returned and included in the pretest analysis.

#### **4.3.1 Pretest Results**

The 113 returned surveys from Giles County were entered into SPSS (Statistical Package for the Social Sciences) for analysis. Each scale was analyzed using Kaiser-Meyer-Olkin

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<sup>2</sup> On the last day of the pretest, surveys were picked up the same day as they were distributed to save an additional trip to Giles County.

Measure of Sampling Adequacy and Bartlett's Test of Sphericity to assess the level and significance of correlations between items within the scale before moving on to tests of reliability and validity. Exploratory factor analysis and reliability analysis were used after these initial tests to illuminate ways to purify the scales through identifying potentially weak items to delete. The results for these analyses for each scale are included below.

### ***Support for Tourism Scale***

The pretest of the "Support for Tourism" scale included seven items originally developed by Lankford and Howard (1993) in their Tourism Impact Attitude Scale (TIAS). The seven items were placed into a principle components exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kasier-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett's Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was very high (0.92) and the Bartlett's Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the seven items indicated unidimensionality with only a single Eigenvalue over one, explaining 77% of the variance (Appendix F). The factor loadings ranged from 0.76 to .95 and the Cronbach Reliability coefficient for the scale was 0.94. While the scale demonstrated unidimensionality and a high reliability, the decision was made to reduce the scale to five items by deleting the two lowest loading items. These items were "The tourism sector will continue to play a major role in the Giles County economy" and "I support new tourism facilities that will attract new visitors to Giles County." In addition to these items having the lowest factor loadings, their face validity appeared to deviate from a true measure of support for tourism since they pertained to the future condition of tourism in the county. The deletion of

these items did not adversely affect the quality of the scale as seen in the Cronbach Alpha coefficient remaining high at 0.96 and the scale continuing to be unidimensional (Appendix F). Additionally, as a result of the deletion of these items, the amount of variance explained by the scale increased from 77% to 86%. Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

### ***Personal Economic Benefit from Tourism Scale***

The pretest of the “Personal Economic Benefit from Tourism” scale included five items that were developed to expand Perdue and others’ (1990) original single item measure of personal benefit to a multi-item construct measuring perceptions of personal economic benefit from tourism. The five items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was high (0.88) and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the five items indicated unidimensionality with only one Eigenvalue over one and 85% of the variance explained (Appendix F). The factor loadings ranged from 0.89 to 0.97 and the Cronbach Reliability coefficient for the scale was 0.96. While the scale demonstrated unidimensionality and a high reliability, the decision was made to reduce the scale to four items because the item “tourism in Giles County provides me financial gain” item seemed to be redundant based upon a correlation of 0.94 with “tourism in Giles county helps me pay my bills”. The deletion of the item did not adversely affect the quality of the scale as seen in the Cronbach Alpha coefficient remaining high at 0.93 and the scale continuing to be



unidimensional (Appendix F). Additionally, the amount of variance explained by the scale was only slightly effected (85% to 83%). Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

### ***Perceived Psychological Empowerment Scale***

The pretest of the “Perceived Psychological Empowerment” scale included seven items that were developed out of the literature to reflect one’s perceptions of psychological empowerment through tourism. The seven items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was high (0.86) and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the seven items indicated unidimensionality with only a single Eigenvalue over the 1.0 threshold and 68% of the variance explained (Appendix F). The factor loadings ranged from 0.66 to 0.90 and the Cronbach Reliability coefficient for the scale was 0.91. Deletion of the two lowest loading items (‘embarrasses me’ and ‘makes me want to hide the fact that I live in Giles County’) was considered, but it was ultimately decided to keep them within the scale to see how they loaded in the primary data collection. This was a conservative approach taken to ensure that the only negatively worded items within the scale were not deleted unless the statistics clearly indicated hindrance to the validity or reliability of the scale. Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

### ***Perceived Social Empowerment Scale***

The pretest of the “Perceived Social Empowerment” scale included seven items that were developed out of the literature to reflect perceptions of social empowerment through tourism. The seven items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was 0.79 and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis indicated two possible dimensions based on two Eigenvalues over the 1.0 threshold. The first factor explained 58% of the variance with the second factor explained an additional 20% (Appendix F).

While the factor analysis indicated two possible dimensions, the factor loadings on the first unrotated factor were high and ranged from 0.64 to 0.82. Additionally, the Cronbach Reliability coefficient for the scale was 0.88. The lowest loading item was “Creates public spaces where I can interact with my fellow Giles County residents.” It was decided to delete this item and perform a second exploratory factor analysis to see if the scale’s reliability and validity improved. The deletion of this item did not reduce the reliability, but did increase the variance explained on the first unrotated factor from 57% to 61% and raised the factor loadings of the negatively worded items by 0.4 respectively. Despite the deletion of this item, the factor analysis still had the negatively worded items loading on a separate factor. Since the negatively worded items still loaded high on the first unrotated factor and they provided diversity in the way the scale’s items were worded, it was decided to keep them in for the main data collection and to reassess validity and reliability with the primary data. This was a conservative approach taken to

make sure that items were not deleted unless the statistics clearly indicated that they hindered the dimensionality or reliability of the scale. Tables displaying 1) the EFA using all of the items and 2) the purified measure are provided in Appendix F.

### ***Perceived Political Empowerment Scale***

The pretest of the “Perceived Political Empowerment” scale included seven items that were developed out of the literature to reflect political empowerment. The seven items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was 0.84 and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis indicated two possible dimensions with two Eigenvalues over the 1.0 threshold (4.1 & 1.0). The first factor explained 59% of the variable and the second factor explained an additional 15% (Appendix F).

While the factor analysis indicated two possible dimensions, the factor loadings on the first unrotated factor were high and ranged from 0.42 to 0.86 with the Cronbach Reliability coefficient for the scale being 0.88. When considering ways to improve the reliability and validity of the scale, the negatively worded item “Those in positions of power disregard my concerns about tourism in Giles Co.” was consider for deletion because it had the lowest factor loading. Potentially deleting the item caused concern because it was one of the only two negatively worded items. A second option was to delete the lowest loading positive item. This item was “The tourism development process in Giles County provides me opportunities to connect with those in leadership positions.” After deleting this item, a second exploratory factor

analysis was conducted. The deletion of this item slightly reduced the reliability coefficient to 0.86, but solved the dimensionality problem and raised the explained variance to 60%. Tables displaying 1) the EFA using all of the items and 2) the purified measure are provided in Appendix F.

### ***Positive Impacts of Tourism Scale***

The pretest of the “Positive Impacts of Tourism” scale included 12 items originally developed by Perdue et al. (1990) and subsequently used by McGehee and Andereck (2004) and Látková and Vogt (2012) to measure one’s perception of tourism positive impacts within the community. The 12 items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was 0.82 and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the 12 items indicated three possible dimensions with three Eigenvalue over the 1.0 threshold (5.7; 1.2; 1.2). The 12 items explained 47% of the variance in the first factor (Appendix F). The factor loadings ranged from 0.47 to 0.80 and the Cronbach Reliability coefficient for the scale was 0.89. In order to determine which items to delete, the number of responses to “I don’t know” was used in accordance with the strength of factor loadings on the first unrotated factor. It was determined that “Tourism provides desirable jobs for local homeowners in Giles County “ and “Tourism provides incentives for purchase of open space in Giles County” would be deleted using this criteria. The deletion of these items significantly improved the quality of the scale. The Cronbach Alpha coefficient remaining high at 0.87 while

the scale went from having three potential dimensions to being unidimensional with the deletion of the two items (Appendix F). Additionally, the amount of variance explained by the items increased from 47% to 50% when these items were deleted. Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

### ***Negative Impacts of Tourism Scale***

The pretest of the “Negative Impacts of Tourism” scale included eight items originally developed by Perdue et al. (1990) and subsequently used by McGehee and Andereck (2004) and Látková and Vogt (2012) to measure one’s perceptions of tourism’s negative impacts within the community. The eight items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was 0.72 and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the eight items indicated three possible dimensions with three Eigenvalues over one the 1.0 threshold (2.9; 1.3; 1.2). The eight items only explained 37% of the variance in the first factor (Appendix F). The factor loadings ranged from 0.12 to .79 and the Cronbach Reliability coefficient for the scale was .70. In order to determine which items to delete, the number of responses to “I don’t know” was used in accordance with the strength of the factor loadings on the first unrotated factor. It was determined that “Tourism-related jobs are low paying in Giles Co “ and “Tourism development unfairly increases property taxes in Giles County” would be deleted using this criteria. The deletion of these items significantly improved the quality of the scale. The Cronbach Alpha coefficient rose from 0.70 to 0.82 and the scale

went from having three potential dimensions to being unidimensional with the deletion of the two items (Appendix F). Additionally, the amount of variance explained by the scale increased from 37% to 54% through these items deletion. Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

### ***Community Future Scale***

The pretest of the “Community Future” scale included six items that were developed to expand Perdue and others’ (1990) original single item measure of community future into a multi-item construct. The six items were placed into an exploratory factor analysis using varimax rotation to determine the validity of the scale. Before assessing validity, a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and a Bartlett’s Test of Sphericity were performed to examine the appropriateness of conducting the factor analysis. The KMO statistic was 0.86 and the Bartlett’s Test of Sphericity was significant, indicating that scale items were significantly correlated and that it was appropriate to continue on with the factor analysis. The principal components factor analysis of the six items indicated unidimensionality with only a single Eigenvalue over 1 and 67% of the variance explained (Appendix F). The factor loadings ranged from 0.76 to 0.88 and the Cronbach Reliability coefficient for the scale was 0.90. While the scale demonstrated unidimensionality and a high reliability, the decision was made to reduce the scale to four items because the scale seemed to be redundant. The items with the two lowest factor loadings (‘All I can see ahead for Giles County is unpleasantness’ and ‘The future business conditions for Giles County are bright’) were deleted. The deletion of these items did not adversely affect the quality of the scale as seen in the Cronbach Alpha coefficient remaining high at 0.88 and the scale continuing to be unidimensional (Appendix F). Additionally, the amount of

variance explained by the scale was rose from 68% to 74%). Tables displaying 1) the results of the EFA for the initial set of items and 2) the purified measure are provided in Appendix F.

#### **4.3.2 Summary of the Pretest Results**

The pretest conducted in Giles County helped improve the quality of the study in many ways. First, and most importantly, the pretest helped test and purify the study's proposed scales. Second, the pretest provided important information on how to improve the data collection process. The pretest specifically provided a general idea of what the response rate would look like, how long it would take to distribute and pick up surveys, and things that could be improved upon such as the tally sheet used to record responses and respondents' addresses. Tables of the purified scales derived from the pretest and subsequently used within the primary data collection are provided in Appendix F.

#### **4.4 PRIMARY DATA COLLECTION AND DATA ASSESSMENT**

The purified scales developed out of the pretest were administered to permanent residents of Floyd, Franklin, and Botetourt Counties using census guided systematic random sampling. As mentioned in the methodology section, a total of 1,784 houses were selected across the three counties to participate in the study. Of the 1,784 house selected, 796 had no answer or were not eligible to participate because the respondent was a non-permanent resident or not one of the heads of the household. Of the 988 edible residents contacted, 900 participated in the study. This resulted in an initial response rate of 91% across the three counties. The final number of returned, cleaned and usable surveys was 703 resulting in an overall response rate of 71%. The results based upon these 703 useable surveys are provided below, beginning with the process of data validation and continuing with a descriptive analysis of the sample before providing the analysis of the study's research questions and hypotheses.

##### **4.4.1 Data Validation**

The data needed to be prepared before conducting the analysis. This involved cleaning the data set, analyzing it for patterns of missing data, and exploring the characteristics of the data. A description of each of these tasks is provided below. Due to the nature of the study, late and non-response bias tests were not performed on the data. A late bias test was not conducted for two primary reasons. First, data were collected door-to-door within a 2-3 week window for each county. This was done to limit the potential for time sensitive events to affect responses within each county. Second, the survey was administered in different census tracts and block groups across the county. If varying responses were found across different dates, it would be impossible to definitively attribute the variance to the date as the surveying in census tracts and blocks were generally completed within 1-3 days. A non-response bias test was also deemed



unnecessary because of the high initial acceptance rate of 91% for each of the three counties (Table 4).

### ***Data Cleaning, Missing Data and Normality Tests***

#### ***Data Cleaning***

The first step to analysis of a fresh dataset involves cleaning. A basic frequency analysis was run to make sure that there were no mistakes from entering the data. The frequency analysis helped identify values that were not within the 1-5 range of the likert scale used. In addition to conducting a frequency analysis, 30 random responses were pulled from the data set and reviewed to make sure that they were entered correctly. All 30 cases were entered correctly and it was determined that errors associated with data entry were not problematic. Following the frequency analysis, responses with a large amount of missing data or that which appeared to be haphazardly answered were deleted. This cleaning process reduced the number of usable responses from 737 to 703.

#### ***Missing Data Analysis***

The remaining 703 responses were subjected to a missing data analysis test within SPSS to determine the extent and nature of the missing data. Hair et al. (2010, p. 641) suggest that “missing data must always be addressed if the missing data are in a nonrandom pattern or more than 10 percent of the data items are missing.” The extent of the missing data was under three percent for all the scales except the two “Impacts of Tourism” scales, which falls within Hair et al. (2010) acceptable limit of missing data. The items that did indicate a large percentage of missing data were those that included an “I Don’t Know” response option which was coded as missing data for the data analysis process (even though the data were not missing). Even though

the percentage of missing data did not appear to be problematic, it was further analyzed for non-random patterns to assure the reliability of the existing data.

The three common types of potential missing data are Missing Completely at Random (MCAR), Missing at Random (MAR), and Missing Not at Random (MNAR) (Myers, 2011). Understanding the nature of the missing data is important because it has direct implications for the type of strategy one uses to solve missing data problems (Enders and Bandalos, 2001). Missing Completely at Random (MCAR) describes missing data that do not depend upon other variables within the data set or values of the variable itself (Hair et al., 2010). According to Enders and Bandalos (2001, p. 431) it is a “stringent assumption” and “may not be tenable in practice.” A more likely pattern of missing data is Missing at Random (MAR). MAR is a term used to describe missing data that is “related to other variables, but not related to its own values (Hair et al., 2010, p. 641). Missing Not at Random (MNAR) describes missing data that are the result of respondents not answering a specific question because of their true value on the question (Myers, 2011).

SPSS’s Missing Data Analysis tested the missing data for MCAR using Little’s MCAR test. The MCAR test came back significant (Chi-Square = 8964.121, DF = 7962, Sig. = .000) indicating that the data was not MCAR. Based upon this test, the data was considered MAR and not MCAR because there is no specific test for MAR (Jaeger, 2006). The only implication of MCAR versus MAR is the appropriateness of techniques used for dealing with the missing data. Enders and Bandalos (2001) write that the techniques of listwise and pairwise deletion require missing data to be MCAR in order not to bias results. They found that the best technique for missing data labeled MAR is to use Full Information Maximum Likelihood Estimation (FIML). According to Enders and Bandalos (2001), FIML is technique that estimates missing data values

by computing a “casewise likelihood function using only those variables that are observed for” specific cases. Based upon the nature of the missing data and AMOS’s use of FIML in the testing of the measurement and structural model, it was decided that the FIML was the best approach for dealing with the small level of missing data within the sample.

### *Skewness and Kurtosis Test*

After these basic tools were used to ensure that the data was effectively cleaned, each variable was tested for univariate normality using the skewness and kurtosis tests within SPSS, as well as hand calculating Hotelling and Solomons’ (1932) measure of skewness (Appendix G). Skewness tests if the balance of the distribution is shifted to the right or left. A positive number indicates that responses are shifted to the left and a negative number indicates responses are shifted to the right (Hair et al. 2010). Kurtosis indicates “the peakedness or flatness of the distribution compared with the normal distribution” (Hair et al, 2010, p. 71).

The skewness and kurtosis tests revealed slight levels of skewness and kurtosis with most scores below the -1 to 1 threshold and all but one on the “positive impacts of tourism” scale being below the -2 to 2 (Appendix G). Additionally, Hotelling and Solomons’ (1932) measure of skewness was calculated to provide a measure of how many standard deviations the mean score was from the median score. This measure was calculated by subtracting the median from the mean and dividing by the standard deviation. This presents a statistic ranging from -1 to 1 to demonstrate the dispersion of the mean from the median. Doane and Seward (2011) praise this statistic and Pearson’s version of it for providing an easy interpretation of skewness. The results of these tests indicate that there is some slight skewness and kurtosis, but not severe enough in nature to warrant data transformations. Additionally, having a larger sample size (n=703), makes the multivariate statistics employed more robust and less sensitive to the effects of slight non-

normality (Hair et al. 2010). The following section focuses on the demographic characteristics of the sample.

#### **4.4.2 Demographic Characteristics of Respondents**

The demographic characteristics of gender, age, ethnicity, education, income, length of residency, knowledge of tourism and employment in tourism industry are provided for the entire sample in Table 13. Overall, the sample was slightly more female (51.2%) than male (48.8), had an average age of 56.0 years old, and was predominantly Caucasian (93.5%). Thirty percent of the sample had completed a 4-year college degree and 43.5 % of the sample had a household income above \$60,000. The sample was largely employed in industries other than tourism with only three percent of the population being employed in tourism. Additionally, the sample generally reported a low knowledge of the tourism industry within their county. Only 26.7 % responded that they were moderately knowledgeable or very knowledgeable about the tourism industry in their respective county. A detailed breakdown of each demographic variable is provided in Table 13.

**Table 13. Demographic Characteristics of Residents Sampled**

	Floyd County		Botetourt County		Franklin County		Total	
	N	%	N	%	N	%	N	%
<b>Gender</b>								
Male	112	48.5	113	47.1	116	50.9	341	48.8
Female	119	51.5	127	52.9	112	49.1	358	51.2
<b>Age (Mean)</b>								
	60.0 years		55.6 years		56.5 years		56.0 years	
<b>Ethnicity</b>								
African American	4	1.8	10	4.2	13	5.8	27	3.9
American Indian	2	0.9	0	0.0	4	1.8	6	0.9
Asian	2	0.9	0	0.0	0	0.0	2	0.3
Caucasian	217	93.1	223	94.1	206	91.2	646	93.5
Hispanic	0	0.0	1	0.4	0	0.0	1	0.1
Other	3	1.3	3	1.3	3	1.3	9	1.3
<b>Education</b>								
Less than high school	13	5.7	2	0.8	8	3.5	23	3.3
High School or GED	70	30.6	49	20.5	64	28.2	183	26.3
Technical, vocational or trade school	18	7.9	13	5.4	14	6.2	45	6.5
Some College (includes junior college)	67	29.3	85	35.6	83	36.6	235	33.8
4-year college	37	16.2	54	22.6	35	15.4	126	18.1
Master's Degree	20	8.7	27	11.3	21	9.3	68	9.8
Ph.D/Professional Degree	4	1.7	9	3.8	2	0.9	15	2.2
<b>Household Income</b>								
Less than \$30,000	63	31.2	22	11.8	51	25.9	136	23.2
\$30,000-\$59,999	69	34.2	57	30.5	69	35.0	195	33.3
\$60,000-\$89,999	41	20.3	36	19.3	38	19.3	115	19.6
\$90,000-\$119,999	16	7.9	40	21.4	19	9.6	75	12.8
\$120,000-\$149,999	9	4.5	15	8.0	16	8.1	40	6.8
\$150,000-\$179,999	1	0.5	8	4.3	1	0.5	10	1.7
\$180,000-\$209,999	1	0.5	4	2.1	0	0.0	5	0.9
\$210,000 or more	2	1.0	5	2.7	3	1.5	10	1.7
<b>Born in County*</b>								
Yes	91	39.4	39	16.2	81	35.7	211	30.2
No	140	60.6	201	83.4	146	64.3	487	69.8
<b>Length in as Permanent Resident</b>								
	32.6 years		25.6 years		29.8 years		29.3 years	

\*There are currently no hospitals in Floyd or Botetourt County

**Table 13. Demographics Continued**

	Floyd County		Botetourt County		Franklin County		Total	
	N	%	N	%	N	%	N	%
Work in Tourism Industry								
Yes	9	3.9	3	1.3	9	3.9	21	3.0
No	223	96.1	237	98.8	219	96.1	679	97.0
Immediate Family in Tourism								
Yes	13	5.6	7	2.9	9	3.9	29	4.1
No	219	94.4	233	97.1	220	96.1	672	95.9
# of people in Household	2.6 people		2.8 people		2.5 people		2.6 people	
Knowledge of Tourism Industry								
Not at all knowledgeable	13	6.3	21	10.1	13	6.5	47	7.7
Barely Knowledgeable	24	11.7	48	23.1	44	21.9	116	18.9
Somewhat Knowledgeable	95	46.3	92	44.2	100	49.8	287	46.7
Moderately Knowledgeable	59	28.8	41	19.7	35	17.4	135	22.0
Very Knowledgeable	14	6.8	6	2.9	9	4.5	29	4.7

***Comparison of Demographic Characteristics with Census Data***

Demographic characteristics of the sample taken from Floyd, Botetourt and Franklin County were compared with census data from the counties to test the sample's representativeness. Census information was taken from both the U.S. Census Bureau's Quickfacts website<sup>3</sup> for each county, as well as the U.S. Census Bureau's 2010 demographic profile for the county<sup>4</sup>. The two sources were used because they each provide different demographic information needed to compare the sample's characteristics with the available census data. Not all demographic questions asked within the survey were available or equivalent for comparison. For example, only the median household income was provided by the U.S. Census Bureau while the item was asked as a categorical variable within the survey. This made comparing income between the sample and the census information difficult..

<sup>3</sup> <http://quickfacts.census.gov/qfd/states/51/51063lk.html>

<sup>4</sup> <http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

The comparison of the sample demographic characteristics for Floyd, Botetourt and Franklin Counties and the census information consisted of conducting multiple chi-square tests to assess if the sample characteristics differed significantly from the census information. This was performed using an online chi-square calculator<sup>5</sup> to test the hypothesis of non-significant differences between the sample and the census information. The results of the chi-square tests revealed that the samples from Floyd, Botetourt and Franklin County did not significantly differ from the population on gender, ethnicity or age. A significant difference was detected on education level, but only for Botetourt County. This finding of significance should be taken lightly because the calculation of education level from the U.S Census was not perfectly matched with the measurement of education level in the survey. The census information was based upon those age 25 and over and only between the years of 2007-2011 while the survey asked all residents for the highest level of education obtained. Based upon the general lack of significant differences between the sample and the population, it was determined that the samples taken from Floyd, Botetourt, and Franklin counties were valid representations of their respective county. A table comparing the sample's gender, ethnicity, education, and age to the collected census information is provided in Appendix H.

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<sup>5</sup> <http://turner.faculty.swau.edu/mathematics/math241/materials/contablecalc/>

## **4.5 PRIMARY DATA ANALYSIS**

This portion of the results section presents the main data analysis and results from the hypotheses testing. The first results presented are the exploratory factor analysis from the last round of scale purification. Following the EFA, results from the confirmatory factor analysis of the RETS and additional scales are provided. After assessing the measurement model's validity, the data analysis proceeds with the results from the structural equation model. Lastly, the test of differences in residents support for tourism across counties with varying levels of emphasis on sustainable tourism will be presented.

### **4.5.1 Exploratory Factor Analysis**

Following Churchill's (1979) seventh step aimed at further purifying the measure before conducting final tests of reliability and validity with a CFA, the scales of the RETS were placed into an exploratory factor analysis to assess dimensionality and how well the items loaded on the first unrotated factor. The EFA revealed that for the scales "Support for Tourism," "Personal Economic Benefit from Tourism," "Positive Impacts of Tourism," and "Negative Impacts of Tourism," no changes were needed because they had only a single Eigenvalue over one and had strong factor loadings (Appendix I). The EFA demonstrated for the scales of "Psychological Empowerment," "Social Empowerment," and "Political Empowerment" respondents answered in a different response pattern for the negatively worded items than the positively worded items. While the scales still had high reliabilities ( $>.80$ ) and moderate factor loadings on the first unrotated factor with the negatively worded items included, it was decided to purify the scales through the deletion of the negatively worded items. These changes increased the reliability and validity of the scales while also making the model more parsimonious. The results from the final EFA are provided in Appendix I.



#### 4.4.2 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to test Hypothesis 6, the reliability and validity of the purified Resident Empowerment through Tourism Scale (RETS), and the entire measurement model fit. Confirmatory Factor Analysis goes beyond EFA's examination of the underlying structure and dimensionalities within the scale by providing a stringent test of model fit and construct validity. It provides a test of "how well *one's* theoretical specification of the factors matches reality (actual data). In a sense, CFA is a tool that enables *researchers* to either confirm or reject *one's* preconceived theory" (Hair et al., 2010). CFA specifically tests the overall validity of the measurement model through two important criteria; the goodness-of-fit of the measurement model and the evidence of construct validity (Hair et al., 2010).

##### *Goodness-of-Fit*

According to Hair et al. (2010), goodness-of-fit indices show "how well a specified model reproduces the observed covariance matrix among the indicator terms." These goodness-of-fit measures can be segmented into three types of fit: (1) absolute fit measures, (2) incremental fit measures, and (3) parsimony fit measures (Hair et al. 2010). Absolute fit indices provide the researcher with an idea of how well their theory fits the sample data, and can be measured with statistics such as Chi-square ( $\chi^2$ ), a normed  $\chi^2$ , goodness-of-fit index (GFI), and the root mean square error of approximation (RMSEA) (Hair et al. 2010). While the Chi-square ( $\chi^2$ ) is the most fundamental measure of absolute fit, it is also very sensitive to large sample sizes resulting in other measures of absolute fit to be used in its place when working with large samples (Hair et al., 2010). A common substitute is the Root Mean Square Error of Approximation (RMSEA). Lower RMSEA values are indicative of good absolute model fit with the goal of having the values below 0.08. Incremental fit indices provide the researcher with an

idea of how well the estimated model fits relative to an alternative null model (Hair et al. 2010). Incremental fit can be measured with the normative fit index (NFI) and the comparative fit index (CFI). The CFI is more commonly used because it is less sensitive to large sample sizes. CFI values above 0.90 are associated with good incremental fit (Hair et al., 2010). The last group of model fit is the parsimony fit indices, which assess a model's fit relative to its complexity (Hair et al. 2010). Parsimony fit is measured using an adjusted goodness-of-fit index (AGFI) or a parsimony normed fit index (PNFI). There is no specific cutoff associated with parsimony fit indices, but higher values generally represent better model fit when comparing two competing models. While good model fit is of importance, Hair et al. (2010) remind researchers that theory should guide changes in model specification and not the goal of solely increasing model fit.

### ***Construct Validity***

In addition to testing a measurement's model goodness-of-fit, CFA provides a stringent test of construct validity. According to Hair et al. (2010), construct validity is "the extent to which a set of measured items actually reflect the theoretical latent constructs those items are designed to measure" (p. 686). Construct validity consist of four validity components: convergent validity, discriminant validity, nomological validity, and content validity.

### ***Convergent Validity***

Convergent validity tests how much common variance the items of a construct share with the latent construct. It is assessed through examining the strength of an item's factor loading on its latent construct, the amount of variance extracted from the factor loadings, and lastly by the reliability of the construct. Hair et al. (2010) recommend that at a minimum all factor loadings should be statistically significant and have loadings that are 0.5 or higher to represent convergent

validity. In order to determine convergent validity through the amount of variance extracted (AVE), Hair et al. (2010) suggests that AVE should be above 50% because an AVE below 50% is indicative of more error remaining in the items than the variance explains. Reliability is the third criterion of convergent validity. While Cronbach's alpha ( $\alpha$ ) is the most commonly used measure of reliability, Hair et al. (2010) recommends calculating the Construct Reliability (CR) when using CFA because CR incorporates measurement error into the calculation. CR values higher than 0.7 indicate internal consistency, which represents all of the items of the scale consistently measuring the same latent construct (Hair et al. 2010).

#### *Discriminant, Nomological Validity, and Face Validity*

In addition to the primary tests of convergent validity, CFA's provide researchers the opportunity to assess discriminant and nomological validity. Discriminant validity tests for the distinctness of each construct from the other constructs included in the model. A rigorous test of discriminant validity suggested by Hair et al. (2010) is to compare the AVE for any two constructs to the square of the correlation between the two constructs. This comparison is performed to make sure the constructs extract more variance than the squared correlation between two constructs. Nomological validity is a test of validity to identify whether or not the constructs of a model correlate to other constructs that would be suggested by theory (Hair et al, 2010). It is a test similar to face validity to ensure that the constructs relate to other measurements in a way that theory predicts. Lastly, all constructs should be 'face valid' where the items measuring the latent construct make sense. Face validity should be guiding the scale development process from the initial item generation phase until the final CFA.

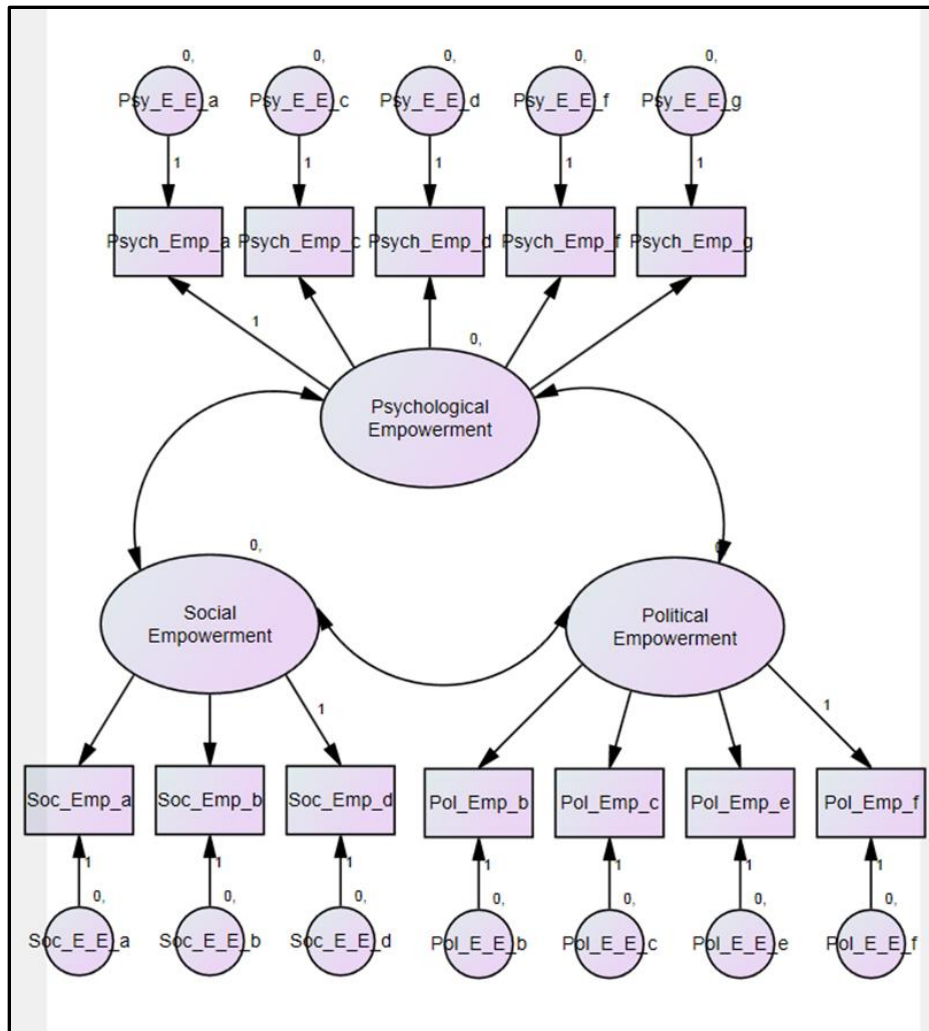
### ***CFA Implementation using AMOS***

The Confirmatory Factor Analyses (CFA) of this study were conducted using the Full Information Maximum Likelihood Estimation (FIML) in SPSS's statistical package titled AMOS. One of the benefits of using CFA in AMOS is its use of Full Information Maximum Likelihood Estimation (FIML). FIML estimates missing data values rather than forcing researchers to use inferior methods of solving missing data problems such as list wise, pairwise deletion or hot deck imputation (Enders and Bandalos, 2001). FIML has also been recognized as the best method for solving missing data problems when the data is missing at random (MAR) and cannot meet the stringent missing completely at random (MCAR) as is the case with the sample from Floyd, Botetourt, and Franklin Counties (Enders and Bandalos, 2001). Additionally, Hair et al. (2010) refer to FIML as "fairly robust" to normality violations when compared to other techniques. Two limitations of using the FIML in AMOS is the inability to produce modification indices since FIML requires means and intercepts to be estimated within the model and the inability of AMOS to produce certain goodness-of-fit indices when the means and intercepts are estimated.

This section proceeds with two separate CFAs. The first CFA specifically focuses on the testing of the reliability and validity of the three sub-scales (psychological, social, and political empowerment) within the RETS as specified by Hypothesis 6. After presenting the CFA for the RETS, a second CFA is presented for the entire measurement model. This tests the reliability, validity and model fit of the entire measurement model before proceeding with the structural equation model testing hypotheses 1-15.

### ***Confirmatory Factor Analysis of the RETS***

The 12 purified items constituting the sub-scales of the RETS (psychological, social, and political empowerment) were subjected to a CFA using FIML in AMOS. Five items were used to measure “Psychological Empowerment”, three items were used to measure “Social Empowerment”, and four items were used to measure “Political Empowerment” (Figure 9). The CFA reveal good model fit for the absolute fit indices and the incremental fit indices, but the parsimony fit indices could be improved:  $\chi^2(51) = 193.5$  ( $p=0.000$ ), RMSEA = .063, NFI = .961, CFI = .971, and PCFI = .635. The chi-square statistic is noticeably high and significant, indicative of a poor model fit, but it is important to note that the chi-square is very sensitive to large sample sizes and should be compared to other fit statistics that account for sample size such as the RMSEA (Hair et al. 2010). Based on the large sample size and the acceptable measures of RMSEA, NFI, and CFI, it is concluded the RETS model fit is good, but could be made more parsimonious. It should be noted that measures of AFGI were not provided because of the FIML technique used when conducting the CFA.



**Figure 9. Measurement Model Used for the CFA of the RETS**

### *Construct Validity of the RETS*

The primary purpose of conducting an CFA was to test the RETS' construct validity and the extent to which the items developed for each scale actually reflect the theoretical latent constructs of psychological, social and political empowerment (Hair et al. p. 686). The first test of construct validity was to examine convergent validity and the extent to which the items of a construct converge to measure that specific construct. As mentioned above, this test is performed from assessing the strength of factor loadings, the amount of variance extracted (AVE) and reliability's of the proposed scales. The factor loadings for each item in the RETS subscales were

well above the 0.5 cutoff and ranged from 0.65 to 0.92, indicating strong convergent validity (Table 14). The amount of variance extracted (AVE) from each construct was also calculated. The AVE for each construct was above the 0.5 cutoff, indicating that more variance was explained by each construct than left unexplained (Table 14). Lastly, Construct Reliability (CR) was evaluated to assess the internal consistency of the items measuring psychological, social, and political empowerment. Each scale had high CR with the psychological empowerment scale having a CR of 0.92, the social empowerment scale having a CR of 0.90, and the political empowerment scale having a CR of 0.85. These three measures of convergent validity all coalesce to suggest that the developed scales of the RETS have strong convergent validity.

Discriminant validity was assessed to ensure that the scales were each measuring unique constructs through comparing the AVE to the squared correlations between the constructs. While there was a high squared correlation between “Psychological Empowerment” and “Social Empowerment” (0.63), the AVE by “Psychological Empowerment” and “Social Empowerment” were equal to or above the squared correlation (0.63%; 72%) indicating discriminant validity (Table 14 & 15). The last measure of construct validity was to assess nomological validity through the presences or absence of correlations with other constructs that should be theoretically related. Since the three dimensions of empowerment all share the aspect of “gaining mastery over one’s affairs,” it would be assumed that there would be significant correlations between the constructs. This is evident by examining the correlation matrix in table 15. Additionally, the three empowerment scales have significant correlations with the construct of “Support for Tourism” as hypothesized. Based upon the tests of construct, discriminant, and nomological validity, Hypothesis 6 pertaining the reliability and validity of the RETS was confirmed.

**Table 14. Results from the CFA of the RETS Sub-scales**

Scale	Item Description	R	Error	AVE	CR
Psychological Empowerment Scale	<i>Tourism in Floyd/Franklin/Botetourt County...</i>			63%	0.92
	Makes me proud to be a Floyd/Franklin/Botetourt County Resident	0.77*	0.32		
	Makes me feel special because people travel to see my county's unique features	0.81*	0.29		
	Makes me want to tell others about what we have to offer in Floyd/Franklin/Botetourt County	0.85*	0.21		
	Reminds me that I have a unique culture to share with visitors	0.77*	0.28		
	Makes me want to work to keep Floyd/Franklin/Botetourt County special	0.77*	0.25		
Social Empowerment Scale	<i>Tourism in Floyd/Franklin/Botetourt County...</i>			72%	0.90
	Makes me feel more connected to my community	0.89*	0.17		
	Fosters a sense of 'community spirit' within me	0.92*	0.13		
	Provides ways for me to get involved in my community	0.71*	0.43		
Political Empowerment Scale				56%	0.85
	I have a voice in Floyd/Franklin/Botetourt County tourism development decisions	0.80*	0.30		
	I have access to the decision making process when it comes to tourism in Floyd/Franklin/Botetourt County	0.81*	0.33		
	My vote makes a difference in how tourism is developed in Floyd/Franklin/Botetourt Co.	0.65*	0.53		
	I have an outlet to share my concerns about tourism development in Floyd/Franklin/Botetourt Co.	0.72*	0.43		

\* Indicates standardized regression coefficient is significant at the 0.000 level

Note: Measure of model fit: chi-square(51)=193.5; RMSEA=0.06; NFI=0.96; CFI=0.97; PCFI=0.64; R = standardized regression coefficient; R<sup>2</sup> = squared multiple correlation; AVE = average variance extracted; and CR = construct reliability; Scale: 1 = Strongly Disagree to 5 = Strongly Agree.

**Table 15. Correlations and Squared Correlations between RETS Constructs.**

	PSY	SOC	POL
PSY (Psychological Empowerment Scale)	<b>1.00</b>	0.63	0.10
SOC (Social Empowerment Scale)	0.79	<b>1.00</b>	0.19
POL (Political Empowerment Scale)	0.32	0.44	<b>1.00</b>

Note: Values below the diagonal are correlation estimates among constructs and values above the diagonal are squared correlations. All correlations are significant at p = .001.



### *Confirmatory Factor Analysis of the Complete Measurement Model*

Before running the structural model to test the hypothesized relationships, a second CFA was performed to assess the complete model's fit and the construct validity of all the scales included in the model. This consisted of adding the scales of "Support for Tourism," Personal Economic Benefit from Tourism," "Positive Impacts of Tourism," and Negative Impacts of Tourism" to the already validated empowerment scales. The CFA was performed in AMOS using Full Information Maximum Likelihood Estimation (FIML). The CFA reveal good model fit for the absolute fit indices and the incremental fit indices, but the parsimony fit indices could be improved: chi-square(608) = 1516 (p=0.000), RMSEA = .046, NFI = .91, CFI = .94, and PCFI = .82. The chi-square statistic is noticeably high and significant, indicative of a poor model fit, but the chi-square is very sensitive to large sample sizes and should be compared to other fit statistics that account for sample size such as the RMSEA (Hair et al. 2010). Based on the large sample size and the acceptable measures of RMSEA, NFI, and CFI, it is concluded the RETS model fit is good, but could be made more parsimonious. It should be noted that measures of AFGI were not provided because of FIML technique used when conducting the CFA.

### *Construct Validity of the Measurement Model*

The primary purpose of conducting a second CFA was to test the construct validity of all the scales to be included in the structural equation model. Construct validity is concerned with the extent that a set of developed items actually reflect the theoretical latent constructs they were designed to measure (Hair et al. 2010). Construct validity consists of four specific types of validity: convergent validity, discriminant validity, nomological validity and face validity. The first test of construct validity is to examine convergent validity and the extent to which the items of a construct converge to measure the specific construct. As mentioned above this test is

performed by assessing the strength of factor loadings, the amount of variance extracted (AVE) and reliability's of the proposed scales. The factor loadings for each item in the RETS subscales were well above the 0.5 cutoff and ranged from 0.57 to 0.94, indicating strong convergent validity (Table 16). The amount of variance extracted (AVE) from each construct was also calculated. The AVE for all constructs except the previously developed "Impacts of Tourism" scales" were above the 50% cutoff, indicating that more variance was explained by each construct than left unexplained (Table 16).

Three explanations for the lower AVE for the "Positive Impacts of Tourism Scale" and the "Negative Impacts of Tourism Scale" could be 1) the increased number of items measuring the constructs (6-10), 2) the constructs are more general in nature than the other constructs in the model, and 3) that the constructs were measured on 1-6 scale with a 'Don't Know' option that was coded as a missing value. While the AVE for each was below the 50% cutoff, each scale had strong factor loadings and high construct reliability. It was ultimately decided to keep the scales within the model based upon these statistics as well as their past track record as reliable and valid scales. Lastly, Construct Reliability (CR) was evaluated to assess the internal consistency of each construct of the model. Each scale had high CR, ranging from 0.83 for the "Negative Impacts of Tourism Scale" to 0.96 for the "Support for Tourism". These three measures all suggest that the constructs of the model have strong convergent validity. The only concern identified through these tests was that the "Impact of Tourism" scales left more variance than explained. This limitation is further seen in the subsequent tests of discriminant validity.

Discriminant validity was assessed for each construct of the model to ensure that the scales were each measuring unique constructs. Discriminant validity was measured through comparing the AVE to the squared correlations between the constructs. While there was a high

squared correlation between “Psychological Empowerment” and “Social Empowerment” (0.63), the AVE by “Psychological Empowerment” and “Social Empowerment” were equal to or above the squared correlation indicating discriminant validity (Table 16 & 17). The only scale to fail this test of discriminant validity was the “Positive Impacts of Tourism”: its AVE of 44% was below the squared correlation between it and the constructs of “Psychological Empowerment” and “Social Empowerment”. While the AVE of the “Positive Impact of Tourism” scale was below the squared correlations with these two scales, the “Psychological Empowerment” and “Social Empowerment” each had high AVE (63% and 72%) demonstrating that they are indeed unique constructs from the “Positive Impacts of Tourism” scale.

The last measure of construct validity was to assess nomological validity through the presences or absence of correlations with other constructs that should be theoretically related. The correlation matrix was examined in Table 17 to see if there were if significant correlations between theoretically related constructs. There were moderate to strong correlations between all of the constructs and the dependent variable of “Support for Tourism” as the structural model suggests. These significant correlations demonstrated that each of the constructs has nomological validity. Based upon the tests of construct, discriminant, and nomological validity, the measurement model was deemed valid and the analysis moved on to the structural model.

**Table 16. CFA of Complete Measurement Model**

Scale	Item Description	N	Mean	R	Error	AVE	CR
<b>Psychological Empowerment Scale</b>	<i>Tourism in Floyd/Franklin/Botetourt County...</i>					63%	0.92
	Makes me proud to be a Floyd/Franklin/Botetourt County Resident	700	3.76	0.77*	0.32		
	Makes me feel special because people travel to see my county's unique features	698	3.68	0.80*	0.29		
	Makes me want to tell others about what we have to offer in Floyd/Franklin/Botetourt County	686	3.80	0.85*	0.20		
	Reminds me that I have a unique culture to share with visitors	695	3.77	0.77*	0.28		
	Makes me want to work to keep Floyd/Franklin/Botetourt County special	703	3.85	0.77*	0.26		
<b>Social Empowerment Scale</b>	<i>Tourism in Floyd/Franklin/Botetourt County...</i>					72%	0.90
	Makes me feel more connected to my community	701	3.30	0.89*	0.17		
	Fosters a sense of 'community spirit' within me	699	3.42	0.92*	0.13		
	Provides ways for me to get involved in my community	695	3.29	0.72*	0.43		
<b>Political Empowerment Scale</b>	<i>I feel like ...</i>					56%	0.85
	I have a voice in Floyd/Franklin/Botetourt County tourism development decisions	698	2.63	0.80*	0.64		
	I have access to the decision making process when it comes to tourism in Floyd/Franklin/Botetourt County	701	2.55	0.80*	0.65		
	My vote makes a difference in how tourism is developed in Floyd/Franklin/Botetourt Co.	703	2.97	0.66*	0.43		
	I have an outlet to share my concerns about tourism development in Floyd/Franklin/Botetourt Co.	703	2.82	0.73*	0.53		

Note: Measure of model fit: chi-square(608)=1516; RMSEA=.046; NFI=.91; CFI=.94; PCFI=.82 (Average Goodness of Fit Indices are not available in AMOS when estimating means and intercepts); R = standardized regression coefficient; R2 = squared multiple correlation; AVE = average variance extracted; and CR = construct reliability.

\*p = .001; Scale: 1 = Strongly Disagree to 5 = Strongly Agree.

**Table 16 Continued. CFA of Complete Measurement Model**

Scale	Item Description	N	Mean	R	Error	AVE	CR
<b>Personal Economic Benefit from Tourism Scale</b>	Tourism in Floyd/Franklin/Botetourt County helps me pay my bills	701	2.30	0.84*	0.35	68%	0.87
	A portion of my income is tied to tourism in Floyd/Franklin/Botetourt County	696	2.15	0.85*	0.34		
	I would economically benefit from more tourism development in Floyd/Franklin/Botetourt County	696	2.57	0.83*	0.46		
	My family's economic future depends upon tourism in Floyd/Franklin/Botetourt County	699	2.12	0.78*	0.43		
<b>Support for Tourism Scale</b>	In general, the positive benefits of tourism outweigh negative impacts in Floyd/Franklin/Botetourt County	696	4.02	0.79*	0.32	81%	0.96
	I believe tourism should be actively encouraged in Floyd/Franklin/Botetourt County	701	4.10	0.94*	0.09		
	I support tourism and want to see it remain important to Floyd/Franklin/Botetourt County	699	4.09	0.94*	0.09		
	Floyd/Franklin/Botetourt County should remain a tourist destination	697	4.12	0.91*	0.12		
	Floyd/Franklin/Botetourt County should support the promotion of tourism	703	4.09	0.92*	0.12		
<b>Positive Impacts of Tourism Scale</b>	Tourism development improves the physical appearance of Floyd/Franklin/Botetourt County	675	3.64	0.69*	0.45	45%	0.91
	Tourism provides incentives for new park development in Floyd/Franklin/Botetourt County	647	3.72	0.64*	0.44		
	Tourism development increases the number of recreational opportunities for local homeowners in Floyd/Franklin/Botetourt County	672	3.59	0.73*	0.45		
	Tourism helps preserve the cultural identity and restoration of historical buildings in Floyd/Franklin/Botetourt County	674	3.71	0.67*	0.42		
	Shopping, restaurants, and entertainment options are better in Floyd/Franklin/Botetourt County as a result of tourism	673	3.66	0.57*	0.61		

\*p = .001; Scale: 1 = Strongly Disagree to 5 = Strongly Agree.

**Table 16 Continued. CFA of Complete Measurement Model**

Scale	Item Description	N	Mean	R	Error	AVE	CR
	Tourism contributes to income and standard of living in Floyd/Franklin/Botetourt County	675	3.79	0.73*	0.40		
	Increasing the number of tourists visiting Floyd/Franklin/Botetourt County improves the local economy	690	4.15	0.69*	0.32		
	Tourism encourages more public development in Floyd/Franklin/Botetourt County (e.g., roads, public facilities)	682	3.81	0.60*	0.46		
	Tourism development increases the quality of life in Floyd/Franklin/Botetourt County	680	3.52	0.77*	0.35		
	Tourism provides incentives for protection and conservation of natural resources in Floyd/Franklin/Botetourt County	664	3.60	0.62*	0.48		
						44%	0.83
<b>Negative Impacts of Tourism Scale</b>	An increase in tourists in Floyd/Franklin/Botetourt County will lead to friction between homeowners and tourists	651	2.61	0.77*	0.35		
	Tourism causes Floyd/Franklin/Botetourt County to be overcrowded	670	2.56	0.76*	0.43		
	Tourism results in an increase of the cost of living in Floyd/Franklin/Botetourt County	612	3.10	0.59*	0.60		
	Tourism results in more litter in Floyd/Franklin/Botetourt County	649	3.33	0.57*	0.67		
	Tourism development increases the amount of crime in Floyd/Franklin/Botetourt County	633	2.69	0.61*	0.58		
	Tourism development increases traffic problems in Floyd/Franklin/Botetourt County	676	3.32	0.65*	0.69		

Note: Measure of model fit: chi-square(608)=1516; RMSEA=.046; NFI=.91; CFI=.94; PCFI=.82 (Average Goodness of Fit Indices are not available in AMOS when estimating means and intercepts); R = standardized regression coefficient; R<sup>2</sup> = squared multiple correlation; AVE = average variance extracted; and CR = construct reliability.

\*p = .001; Scale: 1 = Strongly Disagree to 5 = Strongly Agree.

**Table 17. Correlations and Squared Correlations between Constructs Within the Model**

	ST	EB	PSY	SOC	POL	POS	NEG
Support for Tourism (ST)	<b>1.00</b>	0.13	0.38	0.37	0.05	0.52	-0.37
Personal Economic Benefit from Tourism (EB)	0.36	<b>1.00</b>	0.18	0.19	0.11	0.16	-0.04
Psychological Empowerment (PSY)	0.62	0.43	<b>1.00</b>	0.63	0.10	0.47	-0.19
Social Empowerment (SOC)	0.61	0.43	0.79	<b>1.00</b>	0.20	0.53	-0.27
Political Empowerment (POL)	0.23	0.33	0.32	0.44	<b>1.00</b>	0.18	-0.11
Positive Impacts (POS)	0.72	0.40	0.69	0.73	0.43	<b>1.00</b>	-0.35
Negative Impacts (NEG)	-0.61	-0.21	-0.44	-0.52	-0.33	-0.59	<b>1.00</b>

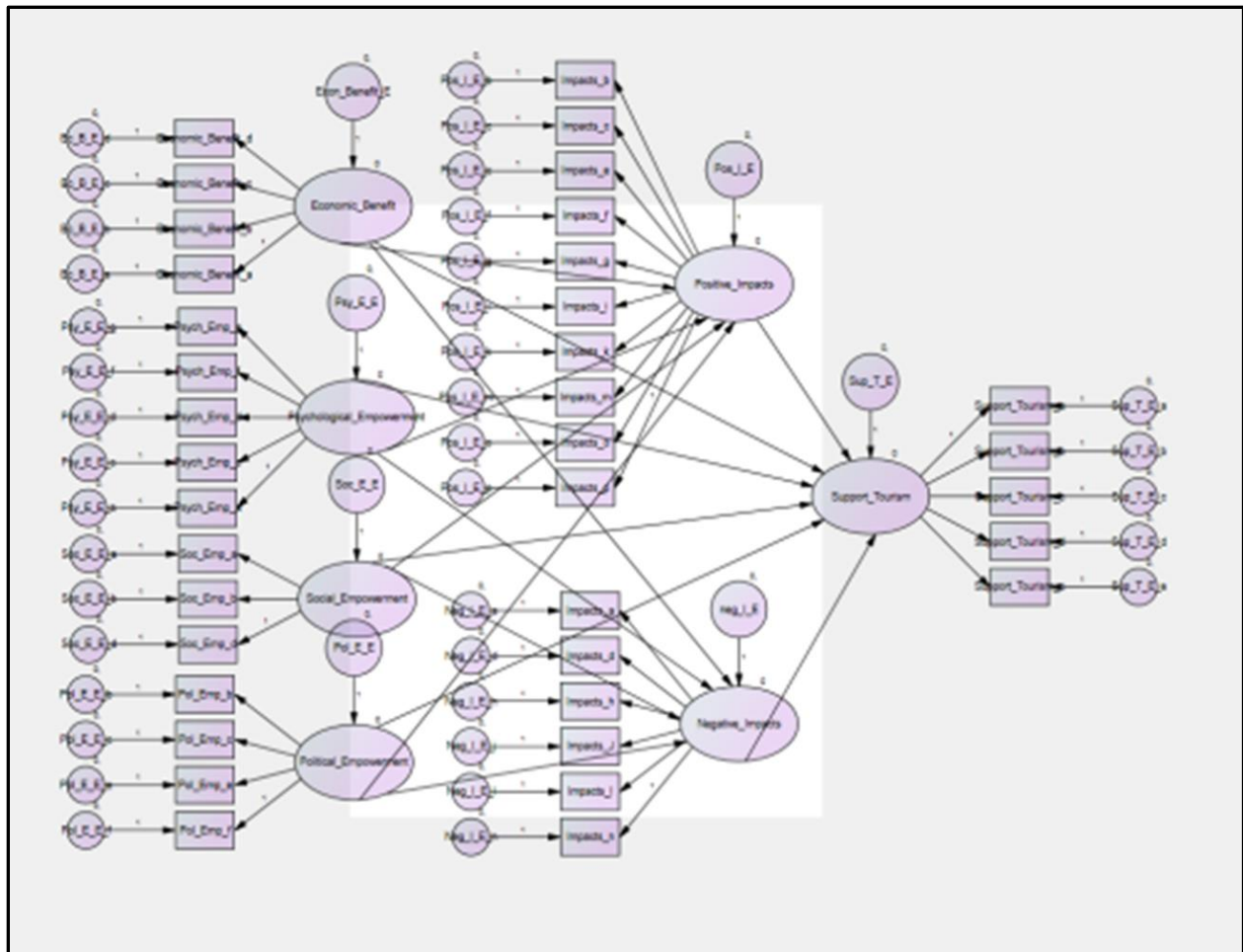
Note: Values below the diagonal are correlation estimates among constructs and values above the diagonal are squared correlations. All correlations are significant at  $p = .001$ .

### 4.5.3 Hypothesis Testing and Structural Equation Model

Following the validation of the measurement model, hypotheses 1-15 were tested using structural equation modeling (SEM). Structural equation modeling (SEM) transitions the attention away from the “latent constructs and their measured variables to the nature and magnitude of the relationship between constructs” (Hair et al., p. 710). This allows for the testing of hypothesized relationships between constructs. Structural equation modeling has many benefits over using multiple regression. One of the largest benefits of SEM over multiple regression is the ability of SEM to “represent unobserved concepts” such as latent variables and “account for measurement error in the estimation process (Hair et al, 2010, p. 617). The ability of SEM to account for measurement error is a critical advantage to the statistic because if the measurement error is not accounted for, the true relationship will always be underestimated (Hair et al., 2010). Another benefit is the ability of SEM to estimate multiple relationships all at once.

The structural equation model employed expanded the theoretical model presented in Figure 1, by including the items constituting the latent constructs (Figure 10). Before examining the hypothesized structural relationship, the structural model’s fit was assessed using the same model fit statistics from the CFA. The SEM revealed adequate model fit for the absolute, incremental and parsimony fit indices:  $\chi^2(615) = 615$  ( $p=0.000$ ), RMSEA = .063, NFI = .86, CFI = .89, and PCFI = .78. The fit statistics from the SEM are slightly lower than the fit statistics of the CFA. Lower or equal model fit from the structural model is expected because recursive models cannot improve model fit when compared to the CFA (Hair et al., 2010). The drops in model fit are slight and the absolute fit indices are close to their respective cut off points.





**Figure 10. Diagram of Structural Model**

#### 4.5.4 Testing of the Overall Measurement Model

After assessing the structural model's fit, the next step was to examine the hypothesized structural relationships between the constructs. This analysis was done in accordance with answering research question 1 and 2 and testing hypotheses 1-15. The seven constructs of "Support for Tourism," "Positive Impacts of Tourism," "Negative Impacts of Tourism," "Personal Economic Benefit from Tourism," "Psychological Empowerment," "Social Empowerment," and "Political Empowerment" were included in a SEM using Full Information Maximum Likelihood Estimation to test the structural relationships between the constructs. The hypothesized relationships between the constructs of the model were:

- H1: There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism
- H2: There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism
- H3: There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism
- H4: There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism
- H5: There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism
- H7: Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H8: Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H9: Perceived psychological empowerment has a positive and significant relationship with overall support for tourism.
- H10: Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H11: Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H12: Perceived social empowerment has a positive and significant relationship with overall support for tourism
- H13: Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H14: Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H15: Perceived political empowerment has a positive and significant relationship with overall support for tourism.

These proposed hypotheses were tested using two criteria: 1) the statistical significance of the relationship at the 0.05 level and 2) the nature of the relationship as hypothesized (+ or -). A table of the hypothesized relationships, the magnitude of the structural relationship and the statistical significance of the relationship is provided in table 18.

**Table 18. Hypothesized Relationships between Constructs and Observed Relationship from the SEM**

Hypotheses	Hypothesized Relationship	Std. Regression Weights	P	Support for Hypothesis
H1	Positive Impacts → Support for Tourism (+)	.45*	.000	Y
H2	Negative Impacts → Support for Tourism (-)	-.33*	.000	Y
H3	Personal Economic Benefit → Negative Impacts (-)	.05	.324	N
H4	Personal Economic Benefit → Positive Impacts (+)	.07	.074	N
H5	Personal Economic Benefit → Support for Tourism (+)	.09*	.009	Y
H6	Psychological Empowerment → Negative Impacts (-)	-.16*	.008	Y
H7	Psychological Empowerment → Positive Impacts (+)	.37*	.000	Y
H8	Psychological Empowerment → Support for Tourism (+)	.18*	.000	Y
H9	Social Empowerment → Negative Impacts (-)	-.41*	.000	Y
H10	Social Empowerment → Positive Impacts (+)	.51*	.000	Y
H11	Social Empowerment → Support for Tourism (+)	.02	.736	N
H12	Political Empowerment → Negative Impacts (-)	-.16*	.000	Y
H13	Political Empowerment → Positive Impacts (+)	.18*	.000	Y
H14	Political Empowerment → Support for Tourism (+)	-.16	.000	N

- Note: Measure of model fit: chi-square(615)=2333; RMSEA=.063; NFI=.86; CFI=.89; PCFI=.782 (Average Goodness of Fit Indices are not available in AMOS when estimating means and intercepts); R = standardized regression coefficient; R<sup>2</sup> = squared multiple correlation; AVE = average variance extracted; and CR = construct reliability.

\*p = .001; Scale: 1 = Strongly Disagree to 5 = Strongly Agree.

R<sup>2</sup> for "Support of Tourism" = 0.51

R<sup>2</sup> for "Positive Impacts of Tourism" = 0.43

R<sup>2</sup> for "Negative Impacts of Tourism" = 0.22

## ***Hypothesis Testing***

### *Hypotheses 1-5*

Hypotheses 1-5 specifically focused on the testing of the previously established relationships between the positive and negative impacts of tourism, perception of personal economic benefit from tourism, and support for tourism development.

Hypothesis 1 “There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism” was supported by the study. The results demonstrated that the path between perceived “Positive Impacts of Tourism” and “Support for Tourism” was significant and positive with a standard regression weight of 0.45 ( $p=0.000$ ).

Hypothesis 2 “There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism” was also supported by the study. The results revealed that there was a significant and negative path between perception of the “Negative Impacts of Tourism” and “Support for Tourism” with a standard regression weight of -0.33 ( $p=0.000$ ).

Hypothesis 3 “There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism” was not supported by the study. The results revealed that there was not a significant path between perception of personal economic benefit from tourism and perception of tourism’s negative impacts. The standard regression weight between the two constructs was 0.05 and not significant at the 0.05 level ( $p=.324$ ).

Hypothesis 4 “There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism” was not supported by the study. The results revealed that there was not a significant path between perception of

personal economic benefit and perception of tourism's positive impacts. The standard regression weight between the two constructs was 0.07 and not significant at the 0.05 level ( $p=.074$ ).

Hypothesis 5 "There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism" was supported by the study. The results revealed that there was a significant and positive path between perception of benefiting economically from tourism and overall support for tourism with a standard regression weight of .09 ( $p=0.009$ ).

#### *Hypotheses 7-15*

Hypotheses 7-15 tested the relationship between the three subscales of the RETS and the perceptions of positive and negative impacts of tourism and overall support for tourism.

Hypothesis 7 "Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism" was support by the study. The results confirmed that there was a significant and negative relationship between perception of psychological empowerment through tourism and perception of tourism's negative impacts. This confirmation was based upon a significant and negative standard regression weight of -0.16 ( $p=0.008$ ).

Hypothesis 8 "Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism" was supported by the study. The results of the SEM confirmed that there was a significant and positive relationship between perception of psychological empowerment through tourism and perception of tourism's positive impacts. This confirmation was based upon a significant and positive standard regression weight of 0.37 ( $p=0.000$ ).

Hypothesis 9 "Perceived psychological empowerment has a positive and significant relationship with overall support for tourism" was supported by the study. The results of the

SEM analysis confirmed that there was a significant and positive relationship between perception of psychological empowerment through tourism and support for tourism. This confirmation was based upon a significant and positive standard regression weight of 0.18 ( $p=0.000$ ).

Hypothesis 10 “Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism” was supported by the study. The results of the SEM analysis confirmed that there was a significant and negative relationship between perception of social empowerment through tourism and perception of tourism’s negative impacts. This confirmation was based upon a significant and negative standard regression weight of -0.41 ( $p=0.000$ ).

Hypothesis 11 “Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism” was supported by the study. The results of the SEM analysis confirmed that there was a significant and positive relationship between perception of social empowerment through tourism and perception of tourism’s positive impacts. This confirmation was based upon a significant and positive standard regression weight of 0.51 ( $p=0.000$ ).

Hypothesis 12 “Perceived social empowerment has a positive and significant relationship with overall support for tourism” was not support by the study. The results of the SEM analysis failed to confirm that there was a relationship between perceptions of social empowerment through tourism and overall support for tourism. This assessment was based upon a non-significant standard regression weight of 0.02 ( $p=.736$ ).

Hypothesis 13 “Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism” was supported by the study. The results of the SEM analysis confirmed that there was a significant and negative relationship

between perceptions of political empowerment through tourism and perceptions of tourism's negative impacts. This confirmation was based upon a significant and negative standard regression weight of -0.16 ( $p=0.000$ ).

Hypothesis 14 "Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism" was supported by the study. The results of the SEM analysis confirmed that there was a significant and positive relationship between perceived political empowerment through tourism and perceptions of tourism's positive impacts. This confirmation was based upon a significant and positive standard regression weight of 0.18 ( $p=0.000$ ).

Hypothesis 15 "Perceived political empowerment has a positive and significant relationship with overall support for tourism" was not supported by the study. The results of the SEM analysis failed to confirm that there was a significant and positive relationship between perception of political empowerment through tourism and support for tourism. This assessment was based upon the negative and significant standard regression weight of -0.16 ( $p=.000$ ).

### ***Summary of SEM Findings***

In summary, 10 of the 14 hypotheses tested were supported by the SEM model. Additionally, the SEM model was able to explain 51% of the variance in the construct of "Support for Tourism," 43% of the variance in the construct of "Positive Impacts of Tourism," and 22% of the variance in the construct of "Negative Impacts of Tourism." A detailed discussion of the implications of these confirmations and disconfirmations will be included in the discussion section of chapter 5.

#### **4.4.5 MANOVA testing of Hypotheses 16 and 17**

While the above model tested the structural relationships between the constructs across the sample, research question 3 specifically pertained to differences between the three communities. As mentioned in the methodology section, the counties of Floyd, Botetourt and Franklin County were chosen as the sample because of their homogeneity in tourism product, tourism per capita expenditures and employment rate, as well as their heterogeneity in emphasis on sustainable tourism development. Hypotheses 16 and 17 specifically stated that there would be differences between the three counties on residents' support for tourism and residents' perceptions of their community's future.

In order to test these two hypotheses, a Multivariate Analysis of Variance (MANOVA) was performed with the three counties as the categorical independent variables and the scaled constructs of "Support for Tourism" and "Community Future" as the interval dependent variables. MANOVA was used instead of multiple ANOVA tests because it allows for differences between multiple metric dependent variables to be tested all at once while controlling for Type 1 Error (Hair et al., 2010).

Before conducting the MANOVA, scaled constructs were created for the "Support for Tourism" scale and the "Community Future" scale. These scales were tested for reliability and validity with an EFA provided in Appendix I. Both scales had high alpha reliabilities (0.95 and 0.82 respectively) with strong factor loadings (>.70). Based upon the evidence of strong reliability and validity, it was deemed appropriate to scale them and treat them as unidimensional constructs.

After creating the scaled variables, a MANOVA was conducted to examine if there were statistically significant differences on "Support for Tourism" and "Community Future" by county's emphasis on sustainable tourism. One assumption of MANOVA is equality of variance-



covariance matrices. Equality of variance-covariance matrices was tested for using Box's M tests and Levene tests. The Box's M Test suggested a potential violation of this assumption with a Box's M of 21.573 that had a significant level of 0.002. While the Box's M Test suggested potential heteroscedascity, the Levene's test of equality of variance was nonsignificant and rejected the hypothesis that there were differences between the variance-covariance matrices. Hair et al. (2010) write that the Box's M test is sensitive to the size of the covariance matrices, the number of groups in the analysis, and departures from normality, so the results from the Levene's Test were given more weight and used to confirm homoscedecity (Table 19).

### ***MANOVA of Support for Tourism and Emphasis on Sustainable Tourism***

The MANOVA revealed statistically significant differences between the counties on "Support for Tourism" at the 0.1 level but not at the 0.05 level (Table 19). Since the categorical independent variable "Emphasis on Sustainable Tourism" had three counties representing low, medium, and high emphasis on sustainability, a Bonferonni Post Hoc Test was performed to identify where exactly the statistically significant differences were located. The Bonferonni Post Hoc Test for "Support for Tourism" demonstrated that there were no statistically significant differences between the three counties at the 0.05 level. The post hoc test did demonstrate the difference between the counties on "Support for Tourism" was between Floyd and Franklin Counties, but that the difference was small (-0.17) and only significant at the 0.08 level (Table 20). Based upon these results from the MANOVA, Hypothesis 16 stating "There is a significant difference in resident attitudes toward tourism across communities with low, medium, and high levels of emphasis on sustainable tourism development" is only partial support since the significance level is above slight above the 0.05 level (0.051). Additionally, the post hoc test shows that there is only statistical difference at the 0.10 level between Floyd County (the county

with the highest emphasis on sustainable tourism) and Franklin County (the county with the least emphasis on sustainable tourism).

***MANOVA of Community Future and Emphasis on Sustainable Tourism***

The MANOVA revealed statistically significant differences between the counties on “Community Future” at the 0.05 level (Table 19). The Bonferonni Post Hoc Test for “Community Future” found the statistically significant difference in “Community Future” to be between Floyd and Botetourt County (Table 21). The results from the MANOVA do support Hypothesis 17, which states, “There is a significant difference in how communities with low, medium, and high levels of emphasis on sustainable tourism perceive the future of their community”. The post hoc test revealed that the main difference in “Community Future” is located between the Floyd County and Botetourt County.

**Table 19. MANOVA Testing Hypotheses 16 and 17**

Scales	Floyd (n=232)	Botetourt (n=241)	Franklin (n=232)	Sig.	Power
Support for Tourism	3.98	4.12	4.14	0.051	0.58
Community Future	3.19	3.41	3.31	0.002	0.89

\*Box M Test= 21.57 (p=0.002)

\*Levene’s test (Support for Tourism) =0.226

\*Levene’s test (Community Future) =0.171

**Table 20. Bonferonni Post Hoc Test (Support for Tourism)**

Support for Tourism	Counties	Mean Difference	Sig
Floyd	Franklin	-.1677	.076
	Botetourt	-.1459	.146
Botetourt	Floyd	.1459	.146
	Franklin	-.0217	1.00
Franklin	Floyd	.1677	.076
	Botetourt	.0217	1.00

**Table 21. Bonferonni Post Hoc Test (Community Future)**

<b>Community Future</b>	<b>Counties</b>	<b>Mean Difference</b>	<b>Sig</b>
Floyd	Franklin	-.1251	.185
	Botetourt	-.2313	.001
Botetourt	Floyd	.2313	.001
	Franklin	.1063	.326
Franklin	Floyd	.1251	.185
	Botetourt	-.1063	.326

## 4.5 CHAPTER SUMMARY

Chapter four presented the results from the study's pilot test, pretest, and primary data collection. It began by portraying the results from the pilot test, which consisted of talking with county tourism officials and residents in Floyd, Botetourt and Franklin County. Following the discussion of the pilot test, the pretest undertaken in Giles County, VA and the process of purifying the sub-scales of the RETS through EFA and reliability analysis was presented. Following the results of the pretest, discussion ensued presenting the results of the primary data collection in Floyd, Botetourt and Franklin County. The primary data collection portion of the chapter started with a descriptive analysis of the data as well as a demographic analysis of the residents comprising the sample. After presenting these descriptive analyses, a second round of scale purification was explained before testing the proposed hypotheses with CFA and SEM. The results of the CFA confirmed that the sub-scales of the RETS (psychological, social, and political empowerment) were reliable and valid measures through performing tests of construct validity, discriminant validity and nomological validity. The SEM confirmed 10 out of the 14 hypotheses being tested and demonstrated that the three measures of empowerment all had significant relationships with residents' perceptions of tourism impacts. Psychological empowerment was even shown to have a direct and positive impact on one's overall support for tourism. The chapter concluded with a MANOVA test of the differences in resident support for tourism and perception of the community's future across the three counties that varied in emphasis on sustainable tourism. The result of the MANOVA confirmed that each of the three counties differed in perceptions of the future, but only partially confirmed ( $p=0.051$ ) that they differed in support for tourism. The next chapter takes the findings of the results section and discusses the implications in regards to past resident attitude and sustainable tourism research. The chapter specifically reviews the three research questions and highlights theoretical and

managerial implications stemming from the study's findings. The chapter concludes with a section on the limitations associated with the study and areas where future research can build off of the study.

## CHAPTER 5

### DISCUSSION AND CONCLUSIONS

#### 5.1 REVIEW OF STUDY'S AIMS

This study sought to expand the literature on resident attitudes toward tourism by addressing four specific gaps. The first gap pertained to the need for additional theories which support and strengthen social exchange theory (SET) as an explanation of why residents tend to support or oppose tourism development within their communities (Látková and Vogt, 2012). This is not a critique of SET, but more a recognition that some tourism researchers have strayed away from SET's original foundation, which focused on a broad range of benefits and costs exchanged within the host-guest relationship, toward a more narrow view of the host-guest relationship being largely a financial transaction (McGehee and Andereck, 2004; Nunkoo and Ramkissoon, 2009; Pearce et al., 1996; Woosnam et al., 2009). When examining a complex phenomenon such as resident attitudes toward tourism, Andereck et al. (2005, p. 1073) suggest that there needs to be a theoretical perspective that allows room for both the economic factors influencing resident attitudes toward tourism as well as the "less quantifiable elements of making decisions such as values and beliefs". Weber's theory of formal and substantive rationality was suggested as a theory capable of bringing SET back to its original interpretation and addressing Andereck and others' recommendations. Weber's theory allows for both market/economic (formal) and non-market (substantive) variables such as values, beliefs, morals and philosophy in the explanation of why humans engage in economic transactions (McGehee, 2007). This study

recommends that a combination of SET and Weber provides a more solid theoretical framework for exploring resident attitudes toward tourism than using SET alone.

The second gap tackled in this study was the lack of empirical measures of resident empowerment within the context of tourism. The few studies conducted in this area have approached the concept theoretically (Cole, 2006; Di Castri, 2004; Sofield, 2003; Scheyvens, 1999; 2002). Using Churchill's (1979) suggestions for scale development, this study built upon this solid theoretical foundation by developing and validating an empirical measure of perceived psychological, social, and political empowerment. A rigorous process was implemented to develop and validate the scales, including a detailed literature review to help generate items, a pilot test with residents and county tourism officials, a pretest of the scales in Giles County, and a targeted sampling strategy across Floyd, Botetourt and Franklin Counties. This process helped refine the RETS into the reliable and valid scale presented in the Confirmatory Factor Analysis of chapter four.

The third gap addressed in this study involved the inclusion of multidimensional and multi-item measures of empowerment as antecedents to resident support for tourism. Empowerment has yet to be used as an antecedent within the resident attitude model and the few studies to include the broader construct of 'power' have had mixed findings (Kayat, 2002; Látková & Vogt, 2012; Madrigal, 1993; Nunkoo and Ramkissoon, 2011, 2012). This is perhaps partially due to the typical use of measuring residents' perceptions of power using only single item and unidimensional scales which have lacked construct validity. The use of unidimensional scales to measure power as an antecedent to resident attitudes toward tourism does not accurately portray empowerment's multi-dimensional nature described by Friedmann (1992), Rappaport (1984), and Scheyvens (1999). The newly developed and validated Resident Empowerment

through Tourism Scale (RETS) was used as a multidimensional and multi-item scale to address this gap within the research. Specifically, this study included the RETS as an antecedent within an adapted version of the Perdue et al. (1990) (PLA) prevailing model of resident attitudes toward tourism.

The last gap addressed was the paucity of research on resident attitudes across communities (Long, Perdue, and Allen, 1990; Madrigal, 1993; Andereck and Vogt 2000; Látková and Vogt, 2012). There has been recognition for the need to conduct more studies *across* communities rather than solely looking at attitudes *within* individual communities (Látková and Vogt, 2012; McGehee and Andereck, 2004). This study attempted to fill this gap by segmenting Virginia counties based upon their tourism plan's emphasis on sustainable tourism. The literature was analyzed in order to find the most common indicators of sustainable tourism. Each county's tourism plan was then evaluated using these criteria (Choi and Sirakaya, 2006; Fernandez and Rivero, 2009; Mearns, 2011). In an attempt to maximize the potential influence of sustainability, target counties were chosen based on 1) variation in levels of emphasis on sustainable tourism and 2) homogeneity in other variables, including per capita tourism expenditures and economic conditions, as these have been two variables shown to previously influence resident support for tourism (Látková and Vogt, 2012; Long et al., 1990).

These four research gaps expose and highlight the need for continued research in the area of resident attitudes toward tourism despite being one of the most ubiquitous topics within the tourism literature. Below are the three research questions and seventeen hypotheses developed to address these apparent gaps within the literature.



***RQ1: How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?***

- H1: There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism
- H2: There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism
- H3: There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism
- H4: There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism
- H5: There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism

***RQ2: How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?***

- H6: The Resident Empowerment through Tourism Scale (RETS) is a reliable and valid measure of the multiple dimensions of empowerment.
- H7: Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H8: Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H9: Perceived psychological empowerment has a positive and significant relationship with overall support for tourism.
- H10: Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism.
- H11: Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism.
- H12: Perceived social empowerment has a positive and significant relationship with overall support for tourism
- H13: Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism.

H14: Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism.

H15: Perceived political empowerment has a positive and significant relationship with overall support for tourism.

***RQ 3: How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?***

H16: There is a significant difference in resident attitudes toward tourism across communities with low, medium, and high levels of emphasis on sustainable tourism development

H17: There is a significant difference in how communities with low, medium, and high levels of emphasis on sustainable tourism perceive the future of their community.

In order to answer these research questions and test the related hypotheses, a large-scale study was conducted across Floyd, Botetourt, and Franklin County. A detailed discussion of the methodology and results of the study have been provided in chapter three and four respectively. The remaining portion of the discussion section integrates past resident attitude research with the study's results to develop pertinent theoretical and managerial implications. It begins with a discussion of the results from chapter four before moving on to the specific implications derived from the findings. After providing the theoretical and managerial implications, areas of future research stemming from the findings are discussed. Lastly, the limitations associated with conducting this type of research are discussed.

## 5.2 DISCUSSION OF FINDINGS

### 5.2.1 Research Question One

The first research question of the study investigated “*How are the basic tenets of SET presented in the Perdue, Long, and Allen (1990) model of resident attitudes toward tourism supported in this study?*” The relationship between the perception of tourism’s positive and negative impacts and support for tourism has been thoroughly explored in past resident attitude studies (Andereck and Vogt, 2000; Jurowski et al., 1997; Snaith and Haley, 1999; Gursoy et al., 2002; Gursoy et al. 2010; McGehee and Andereck, 2004; Perdue et al., 1990 & 1999). As these relationships were foundational to the previous literature, it was determined that they should be included and tested within this study as well. Another important aspect of the Perdue, Long, and Allen (PLA) model has been the influence perceived “Personal Benefits from Tourism” has had on perceived “Impacts of tourism (+/-)” and ultimately the “Support for Tourism”. Since its original application, there has been a tendency to treat this construct as strictly economic, yet its name still implied the inclusion of noneconomic benefits. This current study sought to adapt and improve the PLA model in two specific ways. First was modifying “Personal Benefits from Tourism” to a clearer and less ambiguous title of “Personal Economic Benefit from Tourism.” This modification of the PLA model also necessitated developing the construct of “Personal Economic Benefit from Tourism” into a multi-item scale to strengthen reliability and validity. The second improvement was based upon the application of Weber’s theory of formal and substantive rationality, which justified the inclusion of both the economic factors influencing resident attitudes toward tourism as well as the non-market, substantive factors such as psychological, social, and political empowerment.

The CFA of the newly developed “Personal Economic Benefit from Tourism” scale demonstrated strong construct, discriminant, nomological, and face validity. Specifically, the five-item scale had a high construct reliability of 0.87, strong factor loadings above 0.78 and an average variance extracted of 68% (Table 16). These rigorous statistical tests suggested by Hair et al. (2010) support the validity of the “Personal Economic Benefit from Tourism” scale and advocate it as a quality measure useful for future studies on resident attitudes toward tourism.

After the validation of the newly developed “Personal Economic Benefit from Tourism” scale and the other scales within the model, SEM was used to test the five hypotheses under research question one. Hypotheses 1 and 2 specifically focused on how perceptions of the positive and negative impacts of tourism influenced overall support for tourism. This relationship has been at the core of many resident attitudes toward tourism models (Andereck and Vogt, 2000; Jurowski et al., 1997; Snaith and Haley, 1999; Gursoy et al., 2002; Gursoy et al. 2010; McGehee and Andereck, 2004; Perdue et al., 1990 & 1999). Hypothesis 1 “There is a positive and significant relationship between perceived positive impacts of tourism and overall support for tourism” was supported by the data. The results demonstrate that the path between perceived “Positive Impacts of Tourism” and “Support for Tourism” was significant and positive with a standard regression weight of 0.45 ( $p=0.000$ ). Hypothesis 2 “There is a negative and significant relationship between perceived negative impacts of tourism and overall support for tourism” was also supported by the data. The results reveal that there is a significant and negative path between perception of “Negative Impacts of Tourism” and “Support for Tourism” with a standard regression weight of -0.33 ( $p=0.000$ ).

These results align with the findings of previous research in that perceptions of tourism’s costs and benefits were significant factors in predicting support for tourism (Andereck and Vogt,

2000; Jurowski et al., 1997; Snaith and Haley, 1999; Gursoy et al., 2002; Gursoy et al. 2010; McGehee and Andereck, 2004; Perdue et al., 1990 & 1999). These findings also support the continued inclusion of Social Exchange Theory (SET) within future resident attitude models because at its core, resident attitudes toward tourism are a function of the positive and negative impacts of tourism. While SET forms the foundation for this model, the findings also suggest the appropriateness of including Weber's theory of formal and substantive rationality, because as seen in Hypothesis 5 and Hypothesis 9, there were both formal ("Personal Economic Benefit from Tourism") and substantive ("Psychological Empowerment") constructs that had direct relationships with "Support for Tourism".

Hypotheses 3 through 5 investigated the role perceptions of economically benefiting from tourism had on perceptions of tourism impacts and overall support from tourism. Hypothesis 3 "There is a negative and significant relationship between perceived personal economic benefits from tourism and perceived negative impacts from tourism" was not supported by the data (0.05,  $p=.324$ ). Hypothesis 4 "There is a positive and significant relationship between perceived personal economic benefits from tourism and perceived positive impacts from tourism" was also not supported by the data. These results come as a surprise based upon previous research's consistent findings that financial benefits from tourism are a guiding force in perceptions of tourism's impacts. One potential explanation for the lack of a relationship between economic benefit and perception of tourism's positive and negative impacts is the very low sample of respondents reporting that they perceived themselves as benefiting economically from tourism in Floyd, Botetourt and Franklin Counties. The average response to the four items within the "Personal Economic Benefit from Tourism" scale was 2.3 (on a 1-5 scale with 1 being "Strongly Disagree" and 5 being "Strongly Agree"). In other words, the average respondent disagreed

when asked questions such as “Tourism in \_\_\_\_ County helps me pay my bills” and “A portion of my income is tied to tourism in \_\_\_\_ County.” When a frequency analysis was performed on these two items, only 14% of the sample indicated that they agreed or strongly agreed with the question. The lack of perceived economic benefit from tourism within the sample may be one explanation for the lack of support for Hypothesis 3 and Hypothesis 4. While residents did not tend to perceive themselves as benefiting economically, they still largely supported tourism with an average scale score of 4.08 on the “Support for Tourism” scale.

This suggests that there must be other factors besides economically benefiting from tourism that influence resident attitudes towards tourism within Floyd, Botetourt, and Franklin County. This finding also provides justification for changing the scale from “Personal Benefit from Tourism” to “Personal Economic Benefit from Tourism.” By specifically asking questions about personal economic benefit from tourism, the ambiguity associated with “Personal Benefit from Tourism” was removed and the sole influence from economically benefiting from tourism was able to be tested. Additionally, this change allowed for non-economic constructs such as psychological, social, and political empowerment to be included to counter the specificity associated with the economic construct of “Personal Economic Benefit from Tourism”.

While hypotheses 3 and 4 were not supported, Hypotheses 5 “There is a positive and significant relationship between perceived personal economic benefits from tourism and overall support for tourism” was supported by the data. The results reveal that there is a significant and positive path between perception of benefiting economically from tourism and overall support for tourism with a standard regression weight of .09 ( $p=0.009$ ). This finding aligns with the previous findings of “Personal Benefit from Tourism” having a direct and positive relationship with “Support for Tourism”. This finding also provides evidence for the importance of including

Weber's theory of formal and substantive rationality because a 'formal' factor in the form of "Personal Economic Benefit from Tourism" had a significant and direct impact on "Support for Tourism." Based upon the support for hypotheses 1, 2, and 5 and the lack of support for hypotheses 3 and 4, the basic tenets of SET presented in the PLA model of resident attitudes towards tourism are partial supported. Future research should retest the proposed model in more tourism dependent counties because it is possible that the relationship between perceptions of economically benefiting from tourism and perceptions of tourism's positive and negative impacts would be more evident in communities where tourism is more prevalent and makes up a larger portion of the economy. In other words, residents in more tourism dependent communities than those targeted in this study would likely be better able to feel the positive and negative impacts of tourism.

### **5.2.2 Research Question Two**

Research question two expands upon the relationships discussed in research question one by incorporating the multiple dimensions of empowerment into the PLA resident attitudes towards tourism model: *How do the three sub-scales of the Resident Empowerment through Tourism Scale (RETS) influence the constructs within the traditional model of resident attitudes toward tourism?* Including measures of empowerment were deemed appropriate for two specific reasons. First, measures of empowerment answered the call for more non-economic constructs to be used as antecedents in predicting resident attitudes towards tourism (Nunkoo and Ramkissoon, 2009). Second, the sustainable tourism literature consistently praises the importance of empowering local residents in the tourism development process (Cole, 2006); Di Castri, 2004; Sofield, 2003; Scheyvens, 1999, 2003), but empowerment has yet to be operationalized into an empirical measure or to be included as a potential antecedent of resident

attitudes toward tourism. Before discussing the structural relationships between the RETS and the constructs of perceived impacts of tourism (+/-) and support for tourism, its reliability and validity will be reviewed.

### ***Development and Validation of the RETS***

The scale development process for the RETS followed Churchill's (1979) criteria for developing valid and reliable scales (Table 5). It began with an in-depth literature review on empowerment in the psychology, planning/development, and tourism literature. From this literature review, items were generated to embody the three dimensions of empowerment (psychological, social, and political). These items were further refined by 1) a team of five tourism academics, and 2) a pilot test in the counties to be surveyed, before being pre-tested in Giles County, VA. The pretest purified the scales before proceeding to the primary data collection component of the study. The statistics of exploratory factor analysis (EFA) and reliability analysis were used as preliminary tests of the scales' reliability and validity and in order to illuminate items that may not be accurately measuring the empowerment dimensions. The 21 items included in the pre-test were reduced to 19 through this process. If there was any uncertainty regarding the appropriateness of deleting the item, the item was included in the primary data collection to ensure that the scales were not unnecessarily purged prior to the main data collection.

After the primary data collection, the 19 items across the three dimensions of empowerment were subjected to a final round of purification using EFA and reliability analysis. This purification process demonstrated that the negatively worded items within the RETS consistently loaded on a separate factor despite having strong reliabilities (>0.80). It was decided to remove these negatively worded items before conducting the final CFA since the EFA



demonstrated that these items adversely affected the scales' reliabilities and validities. The CFA included five items measuring psychological empowerment, three items measuring social empowerment, and four items measuring political empowerment.

The CFA tested the RETS for construct, discriminant, and nomological validity as well as model fit. The CFA demonstrated acceptable model fit for the three scales (chi-square (608) = 1516; RMSEA = .046; NFI = 0.91; CFI = 0.94; PCFI = 0.82) and that the scales were strong scales exhibiting construct, discriminant, and nomological validity. Specifically, each scale had construct reliabilities above 0.85, indicating high internal consistency among the scales, strong factor loadings above 0.70, and AVE values above the 50% level (Table 14). These findings were combined with the tests of discriminant and nomological validity in chapter four to support Hypothesis 6 and the statement that the sub-scales of the RETS are reliable and valid scales. With the reliability and validity of RETS's scales being confirmed, they can now be used by others interested in measuring residents' perceptions of empowerment. This is believed to be a significant contribution to the field of tourism because empowerment was previously only a conceptual idea without an empirical measure (Cole, 2006); Di Castri, 2004; Sofield, 2003; Scheyvens, 1999, 2003). This study has addressed this gap through the development and validation of the scales designed to measure psychological, social, and political empowerment.

### ***RETS influence on Perceptions of Tourism's Impacts and Support for Tourism***

With the scales of the RETS developed and validated from the CFA, the constructs of psychological empowerment, social empowerment, and political empowerment were able to be included as antecedents within the adapted PLA model of resident attitudes towards tourism. These non-economic constructs were combined with the previously discussed construct of "Personal Economic Benefit from Tourism" to depict both economic and non-economic factors

influencing resident attitudes towards tourism. The justification for exploring the non-economic factors in addition to the economic factors was Weber's theory of formal and substantive rationality.

Hypotheses 7-15 specifically tested the relationships between these three subscales of the RETS and the perceptions of tourism's positive and negative impacts, as well as overall support for tourism. Hypotheses 7-9 pertained to psychological empowerment and its influence within the model, hypotheses 10-12 to social empowerment, and hypotheses 13-15 to political empowerment.

### *Psychological Empowerment*

All three hypotheses testing psychological empowerment's influence within the model were supported. Specifically, Hypothesis 7 "Perceived psychological empowerment has a negative and significant relationship with perceived negative impacts from tourism" was supported by the data (-0.16;  $p=0.008$ ). Hypothesis 8 "Perceived psychological empowerment has a positive and significant relationship with perceived positive impacts from tourism" was also supported by the data (0.37;  $p=0.000$ ). Lastly, Hypothesis 9 "Perceived psychological empowerment has a positive and significant relationship with overall support for tourism" was supported by the data (0.18;  $p=0.000$ ).

The findings that psychological empowerment has a direct relationship with perceptions of tourism's impacts and support for tourism confirms the appropriateness of approaching resident attitudes towards tourism from a Weberian perspective. Weber's theory of formal and substantive rationality explains that humans engage in relational exchanges for both market based (formal) and non-market (substantive) reasons (Andereck et al. 2005; Kalberg, 1980). While social exchange theory (SET) in its original conceptualization transitioned away from the

neoclassical understanding of rationality to be solely guided by economic rationale (Blau, 1964; Emerson, 1976), the predominant approach within the tourism literature has been to stick with this largely neoclassical understanding of rationality. This hinders SET's explanatory power because when SET treats the host-guest relationship as purely financial, it fails to explain findings such as psychological empowerment having a direct and positive relationship with support for tourism.

The confirmation of psychological empowerment's influence within the model also provides justification for the continued inclusion of the construct in future resident attitude toward tourism studies. Future research can test psychological empowerment's influence on perceptions of tourism's impacts and support for tourism across communities that vary in location, tourism product, and level of development. Out of the three empowerment subscales tested within the PLA model, psychological empowerment was the only one to have a direct, significant, and positive relationship with support for tourism. This finding highlights the importance of developing tourism in a manner that locals are proud of, because if they are embarrassed by tourism, it will likely negatively affect their support for tourism. Conversely, if they are proud of tourism in their community, they may be more likely to act as ambassadors and promote tourism in their communities. Those within the tourism industry concerned with garnering local support their industry can use these findings, as well as the previous findings of Besculides et al. (2002), Esman (1984), and Medina (2003), as justification for enacting strategies that develop tourism in a manner that the local community is proud of and willing to share with visitors.

Interestingly, one of the best ways to increase psychological empowerment could be to develop and market tourism in accordance with the unique natural and cultural resources of the

community. As pointed out in the literature review, several studies have established a link between showcasing a destination's resources unique to the area and the resulting increase in the psychological empowerment of residents when their self-esteem and pride are enhanced (Besculides et al. 2002; Esman, 1984; Medina, 2003; Scheyvens, 1999). Given the connection found in this study between psychological empowerment and residents' support for tourism, it is likely that the more residents perceived themselves as being psychologically empowered through tourism, the more favorable they will be towards tourism development in their community.

An added benefit of developing tourism based upon the unique natural and cultural resources of the area are the implications to sustainability and destination competitiveness. The innate natural and cultural resources of the destination are labeled as 'core resources' in Ritchie and Crouch's (2003) model of destination competitiveness which focuses on the aspects that lead to competitiveness as well as sustainability. In other words, there could be the synergistic benefits of increased psychological empowerment, increased competitiveness, and increased sustainability all coalescing together when tourism is developed off the unique natural and cultural resources of the destination.

### *Social Empowerment*

Two of the three social empowerment hypotheses were confirmed through the SEM analysis. Specifically, Hypothesis 10 "Perceived social empowerment has a negative and significant relationship with perceived negative impacts from tourism" had a negative standard regression weight of -0.41 ( $p=0.000$ ) and Hypothesis 11 "Perceived social empowerment has a positive and significant relationship with perceived positive impacts from tourism" had a positive standard regression weight of 0.51 ( $p=0.000$ ), supporting both hypotheses. These findings demonstrate that it is important to consider how tourism effects residents' functioning within the

community. In other words, when residents feel more connected to their community through tourism or have an enhanced 'community spirit' from tourism, they are more likely to perceive the impacts of tourism favorably. This highlights the importance of tourism development that enhances the community's cohesion (Scheyvens, 1999). It also provides justification for focusing attention on tourism projects and events that bring residents together and that are developed for both tourists and local residents alike, because if residents perceive the developments as venues for social interaction with other residents, they will be more likely to perceive the impacts of that type of tourism development as positive. One example of a development that is commonly used by residents and tourists alike is a community farmer's market. The planning and development of a community farmers market could possibly lead to increased social empowerment if the planning portion of the project brought residents together and the actual market provided residents with a chance to connect with one another as they shopped. Additionally, it is possible that tourism attractions that are completely removed from the local social and recreation life may in fact detract from social empowerment because they solely provide jobs and not opportunities for residents to connect with one another or improve their quality of life. The findings also conversely suggest that tourism which disregards its impact on the social equilibrium of a community will likely result in residents that are more sensitive to the negative impacts of tourism and ultimately cause residents to oppose future tourism development.

While Hypotheses 10 and 11 were supported, Hypothesis 12 "Perceived social empowerment has a positive and significant relationship with overall support for tourism" was not support by the findings based upon a regression weight of 0.02 ( $p=0.736$ ). The lack of support for Hypothesis 12 and the support of Hypothesis 10 and 11 demonstrate that the effects

of social empowerment are fully mediated by residents' perceptions of tourism's positive and negative impacts. In other words, the direct effect of social empowerment on support for tourism is absent when resident perceptions of the positive and negative impacts of tourism are included in the model. This demonstrates that the effect social empowerment has on support for tourism is channeled through resident perceptions of the positive and negative impacts of tourism rather than having a direct relationship with support for tourism. This limits the ability to discuss the impact social empowerment has directly on support for tourism because the relationship is non-existent when the impacts of tourism are included in the model. Even though Hypothesis 12 was not confirmed, it is likely that increased social empowerment will inadvertently influence support for tourism because those who perceived themselves as being social empowered through tourism would view tourism's impacts more favorably and thus, be more likely to support tourism.

### *Political Empowerment*

Hypotheses 13 and 14 of the three political empowerment hypotheses were confirmed through the SEM analysis, while there was a lack of support for Hypothesis 15. Hypothesis 13 "Perceived political empowerment has a negative and significant relationship with perceived negative impacts from tourism" was supported with a negative standard regression weight of -0.16 ( $p=0.000$ ). Hypothesis 14 "Perceived political empowerment has a positive and significant relationship with perceived positive impacts from tourism" was supported based upon a significant and positive standard regression weight of 0.18 ( $p=0.000$ ). These findings confirm the previous work of Nunkoo and Ramkisson (2012) and Madrigal (1993) who have found the one dimensional measure of power similar to the political empowerment construct to have a direct relationship with the perceived benefits and costs associated with tourism. Additionally, these

results confirm Kayat's (2002) suggestion that when examining resident attitudes towards tourism, it is best to use a combination of power and social exchange theory rather than using social exchange theory only. This study goes beyond Kayat's recommendation by applying Weber's theory of formal and substantive rationality to explain why resident attitudes towards tourism can be influenced by both traditional social exchange theory variables such as perceived economic benefit from tourism and substantive constructs such as perceived political empowerment. These findings provide further support for the importance of developing tourism in a manner where residents have agency over the direction of tourism development. For as Choi and Murray (2010, p. 589) write, "If the government fails to empower residents, the success of tourism development and sustainability cannot be guaranteed." These findings allude to the likelihood that when residents feel alienated from the tourism planning process, they are more likely to view the impacts of tourism more negatively than if they felt like they were able to have a voice in the process (Scheyvens, 1999).

Hypothesis 15 "Perceived political empowerment has a positive and significant relationship with overall support for tourism" was found to have a negative relationship with "Support for Tourism," so the hypothesis was not supported. This was an unexpected finding, especially since the other two hypotheses were supported with the correct direction (+/-) while this one's direction was opposite. This finding could be attributed to a low mean for political empowerment (2.7 compared to 3.8 for psychological empowerment and 3.3 for social empowerment) and its small standard deviation (0.78) which may have hindered the testing of the direct relationship between political empowerment and support for tourism.

Regardless of this unexpected finding, there is still support for political empowerment's relationship with how residents perceive the positive and negative impacts of tourism. These

findings shed light on the importance of providing opportunities for residents to voice their opinions regarding tourism development. The results suggest that the more residents feel like they are included in the tourism planning process, the more they are likely to have positive perceptions of tourism's impacts within their community.

### **5.2.3 Research Question Three**

Research question three specifically tested for differences in support for tourism based upon a county's level of emphasis on sustainable tourism: *How are resident attitudes toward tourism affected by their community's emphasis on sustainable tourism development?* As mentioned earlier, each county's strategic tourism plan was evaluated utilizing common indicators of sustainable tourism which emerged from the literature. Floyd County was chosen as the county with a strong emphasis on sustainable tourism, Botetourt County was chosen as one with moderate emphasis on sustainable tourism and Franklin County was chosen as one with low emphasis on sustainable tourism. A detailed table depicting how the counties were evaluated was provided in Table 3.

A MANOVA test was used to test hypotheses 16 and 17 since there was a categorical independent variable (level of emphasis on sustainability) and metric dependent variables (support for tourism and community future). Hypothesis 16 "There is a significant difference in resident attitudes toward tourism across communities with low, medium, and high levels of emphasis on sustainable tourism development" was partially confirmed with a significance value of 0.051. While the MANOVA revealed that there were statistically significant differences at the more relaxed level of 0.10, the actual differences in support for tourism was slight. Floyd County's average support for tourism was 3.98, Botetourt County's was 4.12 and Franklin County's was 4.14. In order to determine where the significant differences between the counties



were located, a Bonferonni Post Hoc test was performed. The post hoc test revealed that there was a statistically significant difference between Floyd County and Franklin County at a significance level of 0.08. While Hypothesis 16 is partly supported, these findings need to be evaluated in light of the level of significance (0.10 rather than 0.05) and the small difference in actual levels of support for tourism (3.98 for Floyd County vs. 4.14 for Franklin County). Though there are only slight differences, these findings do indicate that the more emphasis a county has on sustainable tourism, the less likely the residents support tourism.

There are two potential explanations for this finding. First, resident support for tourism could be lower in Floyd County because the items making up the construct of “Support for Tourism” are worded toward generic tourism, following Lankford and Howard’s (1994) original scale, rather than towards sustainable tourism. In other words, the items constituting the “Support for Tourism” scale did not delineate between sustainable tourism and tourism. If residents were asked questions about their support for alternative or sustainable tourism as done by Gursoy, Chi and Dyer (2010), the results may have been different. This provides a potential area for future research.

The second explanation could be that resident support for tourism could be lower in the community with a higher emphasis on sustainable tourism precisely because the community was concerned enough about tourism’s negative impacts to enact strategies aimed at sustainability. In other words, the high emphasis on sustainable tourism in Floyd County could be associated with an increased hesitancy to support tourism since tourism could potentially harm the county’s resource base and quality of life. This combination of hesitance to support tourism and high emphasis on sustainability may be because residents are fearful of the potential negative impacts of tourism. This explanation aligns with Ward and Berno’s (2011) work on Integrated Threat

Theory. Ward and Berno (2011) used residents' perceptions of threats towards outsiders as an explanation of why residents tend to support or oppose tourism development. This construct was not included in the study based upon the study's primary goal to develop and test the empowerment constructs with the PLA model, but it may be a potential explanation for this finding. Perceived threats from tourism may be the reason that Floyd County has a high emphasis on sustainability and low support for tourism; they are concerned with the threat of tourism and want to ensure that if tourism is developed, that it is done in a way that best benefits the county.

The partial support for Hypothesis 16 warrants future research into the relationship between a community's emphasis on sustainable tourism and their residents' support for tourism. Perhaps the level of tourism development moderates the importance of emphasizing sustainable tourism. For example, with high levels of tourism, the positive and negative impacts of tourism would be more evident within the community. This would mean that with high levels of tourism development, the benefits associated with a community deciding to emphasize sustainable tourism would likely be easier to see and result in different levels of support for tourism than in communities where tourism is not as prevalent. It is suggested to further test Hypothesis 16 in communities with varying levels of development along Butler's (1980) Tourism Area Life Cycle to see if level of tourism development moderates the relationship.

Hypothesis 17 examined if there was a significant difference in how communities with low, medium, and high levels of emphasis on sustainable tourism perceived their community's future: "There is a significant difference in how communities with varying levels of emphasis on sustainable tourism perceive the future of their community". The results of the MANOVA test found that there was a statistically significant difference between the three counties on

perceptions of the community's future (0.002) with Floyd County having the lowest perceptions of community future (3.19), Botetourt County the highest (3.41), and Franklin County falling in the middle (3.31). While Hypothesis 17 is supported, it should be noted that the post hoc test only found a statistical difference between Floyd and Botetourt Counties. This complicates interpreting the analysis because in order to claim that a community's perception of the future varies in accordance with their emphasis on sustainable tourism, the highest and lowest scores on the construct of "Community Future" would need to be in the counties with the highest and lowest levels of emphasis on sustainable tourism. This is not the case in this study because Botetourt Co. had the highest perceptions of "Community Future" in spite of being the county with a moderate emphasis on sustainable tourism. In other words, while the results found a statistically significant difference between a community's emphasis on sustainable tourism and their perceptions of the community's future, the effects did not align with the level of emphasis on sustainable tourism (low, medium, and high). This finding suggests the need for additional examination of the hypothesis before being able to claim that a community's perception of the future varies by its emphasis on sustainable tourism.

## **5.3 CONTRIBUTIONS AND IMPLICATIONS**

### **5.3.1 Theoretical Contributions and Implications**

This study makes numerous theoretical contributions to the academic study of tourism. The first pertains to the theoretical understanding of why residents tend to support or oppose tourism development. The prevailing theory used to explain resident attitudes toward tourism has been social exchange theory (SET). Social exchange theory states that residents will evaluate tourism based upon the costs and benefits incurred to them through tourism (Ap, 1992; McGehee and Andereck, 2004). While SET is the chief theory within resident attitude research, the literature review revealed criticism aimed at SET for straying away from its original interpretation focusing on all the benefits and cost associated with tourism to more of an emphasis on the economic exchange between hosts and guests (Woosnam et al., 2009). Others suggest that SET is too simplistic in its explanation of resident attitudes towards tourism and that there need to be additional theories incorporated to explain the complexity of resident attitudes toward tourism (Látková and Vogt, 2012; Ward and Berno, 2011).

This study suggested Weber's theory of formal and substantive rationality as theory capable of coming alongside SET and strengthening its explanation of resident attitudes towards tourism in two ways. The first benefit associated with the inclusion of Weber's theory of formal and substantive rationality is the realignment of SET back to its original interpretation of 'all' the benefits and costs incurred through the host/guest relationship, not just the financial. This explanation of the complex set of factors influencing resident evaluations of tourism was inherent to the original conceptualization of SET by Blau (1964) Homans (1958) and Kelley (1959). Emerson (1976) specifically describes SET as differing itself from economic exchange theory by focusing on not just the monetary incentive to positively favor the relationship, but

also the other social, substantive factors playing into one's evaluation of the exchange. Weber's theory of formal and substantive rationality was suggested by this study as theory to help recalibrate SET because of its emphasis on not just the formal (economic) rationale for supporting tourism, but also because it includes substantive (non-economic) rationale in its explanation of why residents tend to support or oppose tourism. The second benefit was a deeper and more sophisticated explanation of why resident tend to support or oppose tourism development. Rather than just using the perceptions of costs and benefits to explain this phenomenon, Weber's theory probes deeper into the formal and substantive factors affecting resident attitudes towards tourism. Through this application of Weber's theory, tourism researchers have the theoretical justification to dive deep into analyzing the substantive facets of the host-guest interaction to see how these non-economic factors influence attitudes towards tourism.

The findings of this study support the appropriateness of including Weber's theory as a theoretical framework because there were both economic ("Personal Economic Benefit from Tourism) and non-economic (psychological, social, and political empowerment) factors influencing residents' perceptions of tourism within the PLA model. While SET in its original interpretation would be capable of explaining these findings, the recent tourism literature has largely deviated from this approach, necessitating additional theoretical perspectives such as Weber's theory of formal and substantive rationality to explain why residents tend to support or oppose tourism. Andereck et al. (2005, p. 1073) summarizes the novelty of using Weber's theory to explain resident attitudes towards tourism because it "includes market and economic-based elements, as does social exchange theory, but also allows for less quantifiable elements of making decisions such as values and beliefs."

A second theoretical implication involved investigating ways to improve the traditional model of resident attitudes towards tourism presented by Perdue et al. (1990). While the model has been widely successfully in the measurement of resident support for tourism (Ap, 1992; Madrigal, 1993; Kang et al., 1996; Jurowski et al., 1997; Snaith and Haley, 1999; Perdue et al., 1990 & 1999; Andereck and Vogt, 2000; Gursoy et al., 2002; McGehee and Andereck, 2004; Gursoy et al. 2010; Nunkoo & Ramkisson, 2011a, 2011b & 2011c), there has been ambiguity and measurement concern for the key construct of “Personal Benefit from Tourism.” One of the main limitations of this construct is its operationalization of “Personal Benefit from Tourism” as a single item measure. Being a single item measure, it does not lend itself to reliability and validity assessment. A second limitation of the variable is the ambiguity regarding “Personal Benefit from Tourism.” Some have criticized this as focusing solely on the financial benefits received from tourism instead of the SET interpretation of all the benefits associated with tourism (Woosnam et al., 2009). This study revised the construct into a multi-item reliable and valid construct measuring perceived “Personal Economic Benefit from Tourism.” The new construct reduces the ambiguity associated with the previous construct and allows for the specific measurement of perceived economic benefits from tourism while also providing researchers with opportunities to include of other variables measuring the non-economic benefits associated with tourism through a combined SET and Weber framework.

The study’s third theoretical implication is associated with the measurement of resident empowerment. Prior to this study, empowerment was only a conceptually important tenet of sustainable tourism (Cole, 2006; Di Castri, 2004; Sofield, 2003, and Scheyvens, 1999, 2003). The literature praises empowerment’s importance, but has no standardized measure of its multiple dimensions. This study developed reliable and valid scales based upon the literature’s

interpretations of empowerment to measure psychological, social, and political empowerment. The rigorous nature of the scale development process has refined these scales into measures that other researchers can now use to study resident empowerment through tourism across various settings and locations. No longer will tourism researchers have to rely only on their subjective assessments of resident empowerment or on qualitative techniques to determine the level of resident empowerment. The RETS is now presented as a reliable and valid measurement tool capable of measuring resident perceptions of empowerment through tourism.

A fourth theoretical implication of the study centers around empowerment's influence on resident perceptions of tourism's positive and negative impacts of tourism. All three dimensions of empowerment had significant relationships with residents' perceptions of tourism's positive and negative impacts explaining 43% of the variance in perceived positive impacts of tourism and 22% of the variance in perceived negative impacts of tourism. These findings demonstrate the importance of empowerment in the shaping of residents' perceptions of tourism's impacts. In other words, the more empowered residents are psychologically, socially, and politically the less severe they will view tourism's negative impacts and the more favorably they will view tourism's positive impacts. The tourism literature has long hinted at the importance of empowerment of residents through tourism (Cole, 2006; Di Castri, 2004; Sofield, 2003, and Scheyvens, 1999, 2003), but these findings actually confirm its importance. Since resident perceptions of the costs and benefits of tourism have been the key antecedents to support for tourism (Ap, 1992; Madrigal, 1993; Kang et al., 1996; Jurowski et al., 1997; Snaith and Haley, 1999; Perdue et al., 1990 & 1999; Andereck and Vogt, 2000; Gursoy et al., 2002; McGehee and Andereck, 2004; Gursoy et al. 2010; Nunkoo & Ramkisson, 2011a, 2011b & 2011c), this finding has implications toward not only how to improve residents' perception of tourism's impacts, but

also to their support for tourism. This extrapolation to “Support for Tourism” can be made because of the continued finding that resident perceptions of the costs and benefits of tourism are the main predictors of their support for tourism. With this rationale, the three dimensions of empowerment have an indirect impact on support for tourism. For researchers trying to better understand resident attitudes towards tourism, these findings endorse the continued inclusion of empowerment as a key antecedent of perception of tourism’s positive and negative impacts within the PLA model of resident attitudes toward tourism.

The fifth theoretical implication of the study centers around empowerment’s direct influence on resident support for tourism. This study confirms that psychological empowerment was the only dimension of empowerment found to have a direct relationship with support for tourism. The other two dimensions (social and political empowerment) had direct relationships with perceptions of tourism’s impacts, but not support for tourism. This finding demonstrates that non-economic factors such as psychological empowerment do play into residents’ evaluation of tourism and their ultimate decision to support or oppose tourism. Stemming from this finding is the appropriateness of including Weber’s theory of formal and substantive rationality as a theoretical framework. The inclusion of Weber’s theory helps explain how a formal construct such as “Personal Benefit from Tourism” and a non-economic construct like “Psychological Empowerment” can both have direct impacts on “Support for Tourism”. SET in its original conceptualization could be extrapolated to explain this finding, but the combination of Weber’s theory and SET provide a richer picture of why residents ultimately decided to support or oppose tourism.

Psychological empowerment, being the only dimension of empowerment to have a hypothesized direct relationship with support for tourism, has implications to the importance of



tourism building up the pride and self-esteem of residents. This finding suggests that there is something inherently different in being psychologically empowered through tourism that causes residents to have more favorable attitudes towards tourism than being either socially or politically empowered. The importance of psychological empowerment is supported by previous studies such as Besculides et al. (2002) who found that the most important benefit from tourism for Hispanic residents of San Luis, Colorado was how tourism built up their pride in the community.

This study was the first examination of psychological, social, and political empowerment's influence on support for tourism. Tourism researchers should further investigate the extent to which empowerment influences resident attitudes across various settings and locations to better understand empowerment's influence on support for tourism. It would also be of interest to combine these three dimensions of empowerment with other non-economic constructs such as emotional solidarity (Woosnam et al., 2009; Woosnam, 2012), perceived threat from tourism, stereotypes of outsiders, and level of contact with tourists (Ward and Berno, 2011) using Weber's theory of formal and substantive rationality to see which substantive factors are the best predictors of support for tourism.

The last theoretical contribution from the study pertains to the segmenting of communities based upon their emphasis on sustainable tourism. Few studies have gone beyond examining a single community's attitudes towards tourism by looking into factors which cause one community to support tourism and another to not. The few studies that have examined resident attitudes across communities have found that there are two important factors to consider; 1) level of tourism development, and 2) the community's economic condition (Madrigal, 1992; Long et al., 1990; Andereck and Vogt, 2000; Látková and Vogt, 2012). This study controlled for

these two previously found factors influencing resident support for tourism and sought to test how resident support for tourism varies by a community's emphasis on sustainable tourism. Controlling for level of tourism development was important because resident attitudes towards tourism have been found to vary based upon what percentage of the economy tourism constitutes, with higher support for tourism associated with lower levels of tourism development (Long et al., 1990; Madrigal, 1993). The community's economic condition was also controlled for in this study because it has been found that there is often a "doomsday phenomenon" where communities in dire economic conditions are more willing to support tourism development than communities that have better economic conditions (Perdue et al., 1990). Emphasis on sustainable tourism development was chosen as the segmentation criteria for this study because differences between community support for tourism have never been assessed using this factor and because of the a priori assumption that an emphasis on sustainable tourism will result in maximizing the positive benefits of tourism while minimizing the negative impacts.

Embedded within this larger theoretical contribution is the process used to segment communities in high, medium, and low levels of emphasis on sustainable tourism. The sustainable tourism indicators within the tourism literature are presented as measures that need to be gathered through primary data collection within the destination (i.e. resident attitudes, tourists' satisfaction, tourism's water and energy use, etc.). The lack of existing secondary data for these indicators provides a challenge for those interested in assessing sustainability without the resources and time to collect and analyze primary data. With this limitation in mind, this study took these indicators associated with sustainable tourism and examined the core planning document guiding tourism development for each county to see the extent to which the document emphasized sustainable tourism. This was believed to be the best strategy to assess each

community's emphasis on sustainability without conducting an initial primary data collection because the core planning document reflects the county's disposition toward sustainable tourism. The methodology used to segment communities into low, medium, and high levels of emphasis on sustainable tourism may be of interest to other researchers who are exploring a destination's emphasis on sustainability.

While the methodology used has theoretical implications for tourism researchers, the actual findings were only slightly supported. Hypothesis 16 testing for statistically significant differences between resident support for tourism and emphasis on sustainability was only partially supported since the difference was found at the 0.10 significance level rather than the 0.05 level. Hypothesis 17 examining the differences between a community's perceptions of the future and their emphasis on sustainability was supported; however, upon further examination the only statistically significant differences were between Floyd and Botetourt Counties. This finding complicates interpreting the analysis because one would expect a community's perceptions of the future to vary in accordance with the level of emphasis on sustainable tourism. These results may have been affected by the relatively low levels of tourism within each county (per capita tourism expenditures of \$1,400-1,600 compared to an average of \$2,600 across the counties in the Commonwealth of Virginia). While the focus of this study was not limited to rural tourism development, it is important to note that these are rural communities, and this level of economic contribution is fairly indicative of rural tourism throughout the southeastern United States. Regardless of the partial confirmation of this hypothesis, researchers interested in sustainable tourism development need to be able to understand the impacts associated with embracing this type of tourism development strategy and be able to accurately recount the benefits associated with it. Further research still needs to be conducted on the impact a

community's emphasis on sustainable tourism has on its residents' support for tourism. Another important consideration is that residents in this study were asked to mark their level of support for tourism and not specifically answer questions about their support for sustainable tourism as in the Gursoy et al. (2010) study. Reframing the questions to measure resident attitudes towards sustainable tourism development would likely lead to more supportive residents particularly in the counties such as Floyd County where there was a high level of emphasis on sustainable tourism.

### **5.3.2 Managerial Contributions and Implications**

Those associated with the tourism industry are well aware of the importance of resident support to the success of the tourism industry. This is reiterated by Murphy (1985, p. 153) who writes, "If residents resent or fear tourism, their resistance and hostility can destroy the local industry's potential" (cited in cited in Choi and Murray, 2010). Since the study's findings demonstrated residents' perceptions of psychological, social, and political empowerment all have significant relationships with how residents perceived the positive and negative impacts of tourism, it is important for those associated with the tourism industry to develop tourism in a manner that empowers residents in these ways. The results of this study suggest that these types of empowerment will in turn result in residents who perceive the positive impacts of tourism more positively and the negative impacts as less severe. Conversely, this study suggests that a lack of empowerment could cause residents to view tourism's impacts more negatively. Understanding and subsequently trying to manage resident perceptions of the impacts of tourism is important for those within the tourism industry because perceptions of tourism impacts, as evidenced by this study's findings and the many previous studies, have consistently been found to be strong predictors of resident support for tourism. In addition to these findings,

“Psychological Empowerment” was found to have a direct relationship with “Support for Tourism” further emphasizing the importance of developing tourism in a manner that increases residents’ pride and self-esteem. These findings suggest that if members of the tourism industry wish to cultivate favorable attitudes towards tourism, they need to consider how residents perceive themselves to be empowered or disempowered through tourism.

Two specific industry examples that highlight strategies for enhancing resident empowerment are the development of the Crown of the Continent’s geotourism mapguide (Crown of the Continent, 2013) and Michigan’s “Pure Michigan” marketing campaign (Pure Michigan, 2013). The geotourism mapguide specifically provides examples of psychological empowerment through the increased pride and self-esteem associated with residents being able to share with visitors what they feel is special about their region. It is recommended that through embracing marketing campaigns like this that highlight the special features of the region from a local’s perspective, residents will take increased pride and ownership in what their community has to offer visitors and resultantly perceived themselves as more psychologically empowered. The “Pure Michigan” marketing campaign also provides an example of psychological empowerment through a marketing campaign focused on highlighting the unique and special attributes of the State of Michigan. The “Pure Michigan” website describes Michigan as “blessed with the riches of unspoiled nature: the world’s longest freshwater coastline, lakes that feel like oceans, shimmering beaches, miles and miles of cherry orchards, glorious sunrises and sunsets, daytime skies of the deepest blue, nighttime skies scattered with stars” (Pure Michigan, 2013). For those in the tourism industry interested in increasing psychological empowerment, it is recommended for them to develop marketing strategies such as these remind residents of the

unique natural and cultural resources that their community has to offer and that visitors enjoy coming to see.

These two industry examples also provide suggestions of ways to politically empower residents. For example, the geotourism mapguide held public forums for locals to suggest tourism sites that they believed were special to the area and warranted sharing with visitors (Bosak et al., 2010). Similarly, the “Pure Michigan” website has a channel for residents to share photos, videos, and written submissions of all things that are distinctively Michigan. Providing avenues for residents to post information about what they feel is special about their community is recommended as a way to both potentially enhance resident pride and self-esteem, as well politically empower them because they have more of a voice in the tourism product being marketed. It is recommended that through providing opportunities for residents to voice their opinions about tourism, they will have more favorable perceptions of tourism’s impacts and ultimately be more likely to support tourism.

It should be noted that while these examples provide suggestions for ways to increase resident empowerment from tourism, they are ultimately marketing campaigns to bring more tourists into their respective areas. This is not problematic, but actually highlights the tangential benefits of marketing campaigns centered upon the distinctive features of the region and use local perspectives to highlight the unique aspects of the community. The synergistic benefits associated with marketing campaigns that empower local residents in these ways and the increased attractiveness of the destination from marketing its unique features from a local point of view can work together to also increase the sustainability of the destination’s tourism industry. If tourists desire unique and memorable experiences embedded in the local community, and resident empowerment can be enhanced from developing and marketing the unique attributes of

the community, then there is justification from both the supply-side and the demand-side to focus on this type of sustainable tourism development. With this logic, it is not a waste of time and effort for the tourism industry to empower local residents in these ways, but actually an investment in the quality of the tourism product that could ultimately result in a more competitive tourism destination.

The results from the study also found a direct relationship between the construct of “Personal Economic Benefit from Tourism” and “Support for Tourism”. This indicates the importance of examining both the personal economic benefits associated with tourism as well as non-economic impacts of tourism such as increased pride and self-esteem when trying to explain why residents tend to support or oppose tourism. The relationship between personal economic benefit from tourism and support for tourism is not a new finding and has been as the core of Social Exchange Theory. This finding is highlighted because it suggests that for those interested in increasing resident support for tourism, one of the best options is to increase residents perceptions of economically benefiting from tourism since the more they perceive themselves as economically benefiting, the more likely they will be to support tourism. While those employed in the tourism industry clearly see the direct personal economic benefits from tourism, those not employed in tourism may have difficulty believing that they actually economically benefit from tourism. One recommendation based upon these findings would be to try to educate residents not employed in tourism about the personal economic benefits that they receive from tourism even though they are not directly employed in the industry. An example of this can be seen in the Fayette County, WV where Dr. Steve Morse of the University of Tennessee calculated the tax burden relief that tourism provides each household of Fayette County, WV. In an effort to demonstrate the economic benefit of tourism to the county, Morse calculated the tax burden

relief for each household, and in a presentation to residents “held up a large check made out to each county household for \$244, the amount of tax relief he said county residents receive from tourism tax revenues” (Moore, 2012). It is recommended that initiatives such as this aimed at educating residents about the personal economic benefits they receive from tourism will translate into increased support for tourism. An easy way to educate residents about the economic benefits of tourism to the community would be to conduct a mass mailing of residents with a postcard specifically describing the economic impact of tourism within the county. The postcard could include information such as tourism expenditures within the county, the services subsidized by tourism dollars and/or the amount of tax burden relief tourism provides each household. Initiatives such as this would likely increase residents’ perceptions of economically benefiting from tourism and subsequently raise their levels of support for tourism.

The findings of this study highlight that there are multiple avenues the tourism industry can take to increase resident support for tourism. The two direct paths found to increase resident support for tourism were through increasing perceptions of psychological empowerment and personally economically benefitting from tourism. The indirect paths were through increasing perceptions of psychological, social, and political empowerment since these had direct relationships with perceptions of tourism’s impacts which, in turn, had direct relationships with support for tourism. Ultimately, strategies to increase resident support for tourism will be site dependent and vary based upon the type and level of tourism development. This section has reviewed the study’s main findings with the goal of highlighting how the results can be used by the tourism industry to not only better empower residents in the tourism development process, but also to make residents more favorably to future tourism development. Specific industry examples were also provided to highlight ways destinations have incorporated these themes.



## 5.4 LIMITATIONS

As with all types of research, there are specific limitations associated with this study. The first of these is the methodological decision to investigate the research questions using quantitative analysis rather than qualitative analysis. While it is believed that the method used was the most appropriate for answering the three research questions, and did provide a groundbreaking operationalization of an empowerment scale for tourism development, the survey method does have limitations, e.g. a lack of richness in the data, potential bias introduced by the scale used, potential to deter informants who are unable or unwilling to complete a questionnaire, and a lack of consideration for the position of the researcher as creator-of-knowledge. McGrath (1981, p. 74) describes this as the three-horned dilemma because:

the very choices and operations by which one can seek to maximize any one of these (methods) will reduce the other two; and the choices that would optimize on any two will minimize on the third. Thus, the research strategy domain is a three-horned dilemma, and every research strategy either avoids two horns by an uneasy compromise but gets impaled to the hilt, on the third horn; or it grabs the dilemma boldly by one horn, maximizing on it, but at the same time sitting down (with some pain) on the other two horns.

A second limitation of the study was the relatively low levels of tourism development within Floyd, Botetourt and Franklin Counties (\$1,400-1,600 per capita tourism expenditures compared to an average of \$2,600 across the counties in the Commonwealth of Virginia). These three counties were chosen because of their heterogeneity in emphasis on sustainable tourism, but homogeneity in tourism product, level of tourism development, and economic condition. The low levels of tourism development may have impeded the construct of “Personal Economic Benefit from Tourism” from having the hypothesized relationships with perceptions of tourism impacts. For example, the mean score on the “Perceived Economic Benefit Scale” was 2.3 with only 5% of the sample having mean scores indicating that they agreed or strongly agreed to the

questions about economically benefitting from tourism. It is uncertain whether or not these lower levels of tourism develop may have played a factor in testing of the proposed hypotheses. The counties were largely rural with the impacts of tourism only being felt in certain areas.

A third limitation is the sampling technique of conducting the survey door-to-door across the counties. While this technique had a high response rate (91%) and was seen as the best technique when compared to direct mailing, emailing, or phone surveys, it still has some minor limitations associated with it. One of these was the potential to miss a certain demographic of residents based upon the time of surveying. This was strategically minimized by surveying at times when a majority of residents would be home, but residents that worked evening or night shifts may have been absent from the study. A demographic comparison of the sample population to the census population was performed in Appendix I with the only significant difference found in Botetourt County in the area of education level.

A fourth limitation of the study is its use of Full Information Likelihood Maximization (FIML) to conduct the CFA and SEM in AMOS. As mention previously, FIML was chosen because it was believed to be the best option based upon the nature of the sample's missing data. While it was believed to be the most appropriate method to deal with the missing data, using FIML prevented the display of modification indices and the Average Goodness of Fit Indices (AGFI). The inability to present the modification indices and AGFI do not affect the assessment of construct validity or the structural relationships within the model, but only inhibit the display of ways to improve the model's fit.

A final limitation associated with the study is lack of inclusion of other variables shown to influence support for tourism. These include emotional solidarity (Woosnam et al. 2009; Woosnam, 2012), behavior of tourists, perceived threat (Ward and Berno, 2011), and community

attachment (McCool and Martin, 1994). While these constructs have been previously found to be significant predictors within the resident attitude model, it was decided to solely test the scales of the RETS and their influence within the adapted PLA model. It is suggested for future research to include the RETS scales in addition to these previously used constructs when trying to better understand residents attitudes toward tourism.

## 5.5 SUGGESTIONS FOR FUTURE RESEARCH

There are several areas for future research stemming from this study's findings. One key area of future research pertains to the psychological, social, and political empowerment scales developed as the RETS. While this study confirmed the reliability and validity of the scales, they need to be retested across various settings and environments. For example, the setting of this study was in three counties in rural southwest Virginia. It would be appropriate to test the scales in urban settings as well as in other countries to see if the reliability and validity remain. This would help to refine and further develop the RETS into a universal measure of resident empowerment through tourism.

In addition to testing the RETS in different contexts and settings, the model should be tested in tourism destinations which are more advanced along Butler's (1980) Tourism Area Life Cycle. As mentioned in the limitations section, this study did not find "Perceived Personal Economic Benefit" to be a large influence in the model, in part because so few residents in the sample saw themselves as benefiting economically from tourism. It would be of great value to test these hypotheses in destinations where there is more of an even dichotomy between those that perceived themselves as benefiting financial from tourism and those that do not.

Future research could also examine factors affecting resident levels of empowerment. This study solely examined empowerment's influence on perceptions of tourism's impacts and support for tourism. It would be of interest to see if there are certain demographic or situational characteristics that make residents more or less prone to perceiving themselves as empowered psychologically, socially, and politically. This type of analysis could also benefit from qualitative interviews with residents to understand at a deeper level how tourism influences their perceptions of psychological, social, and political empowerment.

In this study the RETS was used as an antecedent to resident support for tourism. Future research could use the RETS to better understand resident attitudes towards niche forms of tourism such as ecotourism, cruise tourism, casinos, festivals, and sporting events. Perhaps empowerment could be an important factor influencing support for tourism in settings such as gambling destinations where there have been historically mixed feelings towards gambling tourism among residents (Lee et al. 2010; Long, 1996; Pizam and Pokela, 1985).

Lastly, the influence a destination's emphasis on sustainability has on their residents' support for tourism warrants further investigation. This study partially supported the hypothesis that resident support for tourism varies by the community's level of emphasis on sustainable tourism, but future research could benefit from examining this relationship in greater detail. Resident support for tourism is one of the key indicators of sustainable tourism (Choi and Sirakaya, 2006; Manning, 2004; Mearns, 2011), but there has yet to be research effectively demonstrating that there is a positive relationship between a destination's decision to embrace sustainable tourism and its residents' support for tourism. Future research could build off this study in two ways. First, future research could either reapply the methodology used in this study to further investigate the relationship across different communities or retest the hypothesis using new segmentation methodologies. Additional research into the subject will better highlight if the relationship between support for tourism and a community's practice of sustainable tourism is a common finding. Secondly, future research could build off this study's limitation of only measuring resident support for tourism using an adapted version of Lankford and Howard's (1993) Tourism Impact Attitude Scale. This could be done by examining resident support for tourism separately from resident support for "sustainable tourism". Gursoy et al. (2010) segmented support for tourism into alternative tourism and mass tourism categories and found

residents to prefer alternative tourism development over mass tourism. While resident attitude research is one of the most ubiquitous areas of tourism research, it is also one of the most important areas and its complexity warrants further research. The above examples are just a few potential areas of future research to guide resident attitude researchers as they seek to better explain this phenomenon.

## 5.6 CONCLUSIONS

Understanding the various reasons residents favor or oppose tourism development has been, and continues to be, an essential piece of sustainable tourism research. Residents are the primary stakeholders of tourism development and the ones who ultimately feel the long term impacts of tourism whether positive or negative. If the quality of the community's natural and cultural resources is negatively affected, tourists can always pick up and visit another community, but it is the residents who are tied to the community. Residents are equally important to sustainable tourism because they serve as ambassadors to the community. They can either welcome visitors openly and add to the quality of the experience or they can purposely jeopardize the quality of the tourism experience by being hostile. This positions resident attitudes toward tourism as an integral piece of sustainable tourism research with significant implications to resident quality of life as well as the competitiveness of tourism within a community.

While resident attitude research is one of the most highly researched areas of tourism, this study identified four specific gaps in need of additional research. The first gap pertained to the need for additional theories to strengthen Social Exchange Theory (SET) in the explanation of why residents tend to support or oppose tourism development within their communities (Látková and Vogt, 2012). This study suggested the appropriateness of Weber's theory of formal and substantive rationality. The incorporation of Weber's theory of formal and substantive rationality is novel because it allows for a broader interpretation of resident attitudes towards tourism where all factors (economic or non-economic) can be tested to see how they influence residents' disposition towards tourism.

The second gap tackled in this study was the lack of empirical measures of resident empowerment, despite it being a prevalent rhetoric within sustainable tourism. This study specifically focused on developing and validating an empirical measure of perceived

psychological, social, and political empowerment following Churchill's (1979) suggestions for scale development. The rigorous scale development process included a detailed literature review to help generate items, a pilot test with residents and county tourism officials, a pretest of the scales in Giles County, and a large data collection across Floyd, Botetourt and Franklin Counties. The validated RETS can now be used to actually measure residents' perceived levels of psychological, social, and political empowerment. This is an important contribution to the tourism literature because prior to the development of the RETS, there were no standardized measures available to assess residents' perceived empowerment from tourism. Researchers could only assess resident empowerment qualitatively which made for comparison and tracking perceived empowerment over time difficult.

The third gap, the need for reliable and valid multidimensional and multi-item measures of empowerment, was also filled through the development of the RETS. The development of this scale resulted in the discovery that psychological, social, and political empowerment each have significant relationships with residents' perceptions of tourism's positive and negative impacts.

These results have multiple implications. First, the results of the SEM confirmed the appropriateness of including Weber's theoretical framework because there were both economic and non-economic factors affecting resident attitudes toward tourism. Second, the finding that all three dimensions of empowerment had significant relationships with how residents perceived the impacts of tourism suggests that those responsible for developing and marketing tourism within a community should look for specific ways to empower residents. This is because the results demonstrated that the more residents perceive themselves to be empowered psychologically, socially, and politically, the more positively they will view the positive impacts of tourism and the less negatively they will view the negative impacts of tourism. The findings



also confirm that if tourism development is able to psychologically empower residents, then they will be more likely to support its future development within the community. This has specific implications for how tourism should be developed and marketed within the community. If tourism officials are concerned about managing residents attitudes toward tourism, they should look into how they can better include residents in the planning process (*political empowerment*), develop tourism in a way that brings the community together (*social empowerment*), and most importantly, ensure that tourism is based off the unique aspects of the community that residents are proud of sharing with visitors (*psychological empowerment*).

Lastly, this study sought to address the paucity of research on resident attitudes across communities by segmenting communities based upon their emphasis on sustainable tourism. While the results only partial confirmed support for tourism's varying significantly by a community's emphasis on sustainable tourism, the methodology used to conduct the segmentation is novel and provides the groundwork for more research into the impacts implementing sustainable tourism has on resident attitudes toward tourism. Although this study is believed to have advanced the resident attitude literature in these four specific ways, the complexity of resident attitudes towards tourism and the relationship between resident support and tourism's ultimate success speak to the need for further investigation into the phenomenon and what exactly causes residents to support or oppose tourism development within their community.

## **APPENDICES**

**APPENDIX A: SURVEYS NEEDED BY U.S. CENSUS TRACT AND BLOCK GROUP**

**Floyd County**

<b>County</b>	<b>Tract</b>	<b>Blocks</b>	<b>Population</b>	<b>Households</b>	<b>Tract %</b>	<b>Surveys Needed</b>
<b>Floyd</b>			<b>15279</b>	<b>7790</b>		<b>300</b>
<b>Floyd</b>	<b>920101</b>		<b>6177</b>	<b>2977</b>	<b>38%</b>	<b>115</b>
		1	2152	1045	35%	40
		2	1394	654	22%	25
		3	2631	1278	43%	50
<b>Floyd</b>	<b>920102</b>		<b>3753</b>	<b>1933</b>	<b>25%</b>	<b>74</b>
		1	1718	923	46%	34
		2	2035	1010	54%	40
<b>Floyd</b>	<b>920200</b>		<b>5349</b>	<b>2880</b>	<b>37%</b>	<b>111</b>
		1	1649	817	28%	31
		2	1691	815	28%	31
		3	2009	1248	43%	49

**APPENDIX A: SURVEYS NEEDED BY U.S. CENSUS TRACT AND BLOCK GROUP**  
**Botetourt County**

County	Tract	Blocks	Population	Households	Tract %	Surveys Needed
<b>Botetourt</b>			<b>33148</b>	<b>14562</b>		<b>300</b>
	<b>401</b>		<b>3498</b>	<b>1904</b>	<b>13.1%</b>	<b>39</b>
		1	1170	583	30.6%	12
		2	661	345	18.1%	7
		3	947	615	32.3%	13
		4	720	361	19.0%	7
	<b>402</b>		<b>4294</b>	<b>2099</b>	<b>14.4%</b>	<b>43</b>
		1 (Buch)	892	455	21.7%	9
		2 (Buch)	826	447	21.3%	9
		3	1517	689	32.8%	14
		4	1059	508	24.2%	11
	<b>403.1</b>		<b>2954</b>	<b>1247</b>	<b>8.6%</b>	<b>26</b>
		1	1649	675	54.1%	14
		2	1305	572	45.9%	12
	<b>403.2</b>		<b>7567</b>	<b>3126</b>	<b>21.5%</b>	<b>64</b>
		1	2085	826	26.4%	17
		2	1242	505	16.2%	10
		3	2542	1150	36.8%	24
		4	1698	645	20.6%	13
	<b>404.1</b>		<b>2201</b>	<b>1063</b>	<b>7.3%</b>	<b>22</b>
		1	2201	1063	100.0%	22
	<b>404.2</b>		<b>4898</b>	<b>2077</b>	<b>14.3%</b>	<b>43</b>
		1 (trout)	781	344	16.6%	7
		2	900	427	20.6%	9
		3	1101	423	20.4%	9
		4 (Clover)	2116	883	42.5%	18
	<b>405.1</b>		<b>6330</b>	<b>2431</b>	<b>16.7%</b>	<b>50</b>
		1	2437	882	36.3%	18
		2	2165	863	35.5%	18
		3 (Blue RG)	1728	686	28.2%	14
	<b>405.2</b>		<b>1406</b>	<b>615</b>	<b>4.2%</b>	<b>13</b>
		1	751	311	50.6%	7
		2 (Blue RG)	655	304	49.4%	6

**APPENDIX A: SURVEYS NEEDED BY U.S. CENSUS TRACT AND BLOCK GROUP**

**Franklin County**

<b>County</b>	<b>Tract</b>	<b>Blocks</b>	<b>Population</b>	<b>Households</b>	<b>Tract %</b>	<b>Surveys</b>
<b>Franklin</b>	<b>0670</b>		<b>56159</b>	<b>29315</b>		<b>300</b>
	<b>20101</b>		<b>5194</b>	<b>4301</b>	<b>14.7%</b>	<b>44</b>
		1	1913	1570	36.5%	16
		2 (Wirtz)	1508	980	22.8%	10
		3 (N. Shore)	1773	1751	40.7%	18
	<b>20102</b>		<b>2508</b>	<b>2556</b>	<b>8.7%</b>	<b>26</b>
		1	1210	819	32.0%	8
		2	1298	1737	68.0%	18
	<b>20200</b>		<b>5529</b>	<b>2467</b>	<b>8.4%</b>	<b>25</b>
		1	1889	852	34.5%	9
		2	1578	692	28.1%	7
		3	2062	919	37.3%	9
	<b>20300</b>		<b>6127</b>	<b>3053</b>	<b>10.4%</b>	<b>31</b>
		1	2752	1290	42.3%	13
		2	3375	1763	57.7%	18
	<b>20400</b>		<b>5448</b>	<b>2485</b>	<b>8.5%</b>	<b>25</b>
		1 (Bo. Mill)	1765	797	32.1%	8
		2	2436	1086	43.7%	11
		3 (Rky Mt)	1247	602	24.2%	6
	<b>20500</b>		<b>8135</b>	<b>3669</b>	<b>12.5%</b>	<b>38</b>
		1	2031	976	26.6%	10
		2	2223	1028	28.0%	11
		3	1916	818	22.3%	8
		4	1965	847	23.1%	9
	<b>20600</b>		<b>3774</b>	<b>1725</b>	<b>5.9%</b>	<b>18</b>
		1	2239	694	40.2%	7
		2	1535	1031	59.8%	11
	<b>20700</b>		<b>5914</b>	<b>2877</b>	<b>9.8%</b>	<b>29</b>
		1	1983	915	31.8%	9
		2	1249	655	22.8%	7
		3	1528	697	24.2%	7
		4	1154	610	21.2%	6
	<b>20800</b>		<b>6566</b>	<b>2999</b>	<b>10.2%</b>	<b>31</b>
		1 (Rky Mt)	1470	658	21.9%	7
		2 (Rky Mt)	758	448	14.9%	5
		3 (Rky Mt)	1231	546	18.2%	6
		4	1192	508	16.9%	5
		5	1915	839	28.0%	9
	<b>20900</b>		<b>6964</b>	<b>3183</b>	<b>10.9%</b>	<b>33</b>
		1	1370	638	20.0%	7
		2	2129	965	30.3%	10
		3	2184	996	31.3%	10
		4	1281	584	18.3%	6

## APPENDIX B. PROJECT INFORMATION SHEET GIVEN TO RESPONDENTS



**Department of Hospitality and Tourism Management**  
Bynum Boley  
PhD Candidate  
360 Wallace Hall  
Blacksburg, Virginia 24061-0429  
Phone: 540/231-3169 Fax: 540/231-8313  
E-mail: [bboley@vt.edu](mailto:bboley@vt.edu)

### Study of Floyd County Residents' Attitudes Toward Tourism

Hello and thank you for your time. My name is Bynum Boley and I am a Ph.D. student at Virginia Tech. For my dissertation, I am examining resident attitudes toward tourism in your county.

Your household has been randomly selected for our study. The survey will take approximately 10 minutes to complete. Would the head of the household with the most recent birthday please fill out the provided survey? Once finished, please place the survey back in the provided envelope and place on your porch in a location that will be sheltered from the wind and rain and where it will be visible.

Your input is very valuable to us. Because of this, your responses will remain strictly confidential and your name and address will not be linked to your responses in any way.

If you have any questions or concerns regarding this study, please contact Bynum Boley (Principal Investigator) at 540-231-3169 or [bynum.boleyn@vt.edu](mailto:bynum.boleyn@vt.edu). You may also contact the Virginia Tech Institutional Review Board at 540-231-1835 if you have questions regarding your rights as research participants. Once again, we thank you for taking the time to complete this survey.

Sincerely,

A handwritten signature in black ink that reads "Bynum Boley".

Bynum Boley  
Ph.D. Candidate  
Department of Hospitality and Tourism Management  
Virginia Tech

*Invent the Future*

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY  
*An equal opportunity, affirmative action institution*

**APPENDIX C. DRAFT OF FINAL SURVEY FOR PRIMARY DATA COLLECTION**

**Survey of Resident Attitudes Toward Tourism in  
Floyd County**



(Image by Nathan Murphy)

This study is being conducted in order to better understand Floyd County *residents' attitudes toward tourism* occurring in Floyd County. Your responses are confidential and completely voluntary. You may choose to withdraw from participation at any time. Your responses are much appreciated! Thank you for your time!

**1. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
In general, the positive benefits of tourism outweigh negative impacts in Floyd Co.	1	2	3	4	5
I believe tourism should be actively encouraged in Floyd County	1	2	3	4	5
I support tourism and want to see it remain important to Floyd County	1	2	3	4	5
Floyd County should remain a tourist destination	1	2	3	4	5
Floyd County should support the promotion of tourism	1	2	3	4	5

**2. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tourism in Floyd County helps me pay my bills	1	2	3	4	5
A portion of my income is tied to tourism in Floyd County	1	2	3	4	5
I would economically benefit from more tourism development in Floyd County	1	2	3	4	5
My family’s economic future depends upon tourism in Floyd County	1	2	3	4	5

**3. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

Tourism in Floyd County ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Makes me proud to be a Floyd County resident	1	2	3	4	5
Embarrasses me	1	2	3	4	5
Makes me feel special because people travel to see my county’s unique features	1	2	3	4	5
Makes me want to tell others about what we have to offer in Floyd County	1	2	3	4	5
Makes me want to hide the fact that I live in Floyd County	1	2	3	4	5
Reminds me that I have a unique culture to share with visitors	1	2	3	4	5
Makes me want to work to keep Floyd County special	1	2	3	4	5

**4. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

Tourism in Floyd County ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Makes me feel more connected to my community	1	2	3	4	5
Fosters a sense of 'community spirit' within me	1	2	3	4	5
Alienates me	1	2	3	4	5
Provides ways for me to get involved in my community	1	2	3	4	5
Destroys my community's ability to work together	1	2	3	4	5
Discourages me from working closely with other Floyd County residents	1	2	3	4	5

**5. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

I feel like...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My voice is excluded from the tourism planning process in Floyd County	1	2	3	4	5
I have a voice in Floyd County tourism development decisions	1	2	3	4	5
I have access to the decision making process when it comes to tourism in Floyd Co.	1	2	3	4	5
Those in positions of power disregard my concerns about tourism in Floyd County	1	2	3	4	5
My vote makes a difference in how tourism is developed in Floyd County	1	2	3	4	5
I have an outlet to share my concerns about tourism development in Floyd County	1	2	3	4	5

**6. Do you agree or disagree with the following statements about Floyd County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Floyd County's future seems vague and uncertain	1	2	3	4	5
Floyd County can look forward to more good times than bad times	1	2	3	4	5
Floyd County's future looks bright	1	2	3	4	5
The number of future jobs available in Floyd County looks promising	1	2	3	4	5

**7. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Tourism development increases traffic problems in Floyd County	1	2	3	4	5	dk
Tourism provides incentives for protection and conservation of natural resources in Floyd County	1	2	3	4	5	dk
Tourism development increases the quality of life in Floyd County	1	2	3	4	5	dk
Tourism development increases the amount of crime in Floyd County	1	2	3	4	5	dk
Tourism encourages more public development in Floyd County (e.g., roads, public facilities)	1	2	3	4	5	dk
Increasing the number of tourists visiting Floyd County improves the local economy	1	2	3	4	5	dk
Tourism contributes to income and standard of living in Floyd County	1	2	3	4	5	dk



**8. Do you agree or disagree with the following statements about tourism in Floyd County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Tourism results in more litter in Floyd County	1	2	3	4	5	dk
Shopping, restaurants, and entertainment options are better in Floyd County as a result of tourism	1	2	3	4	5	dk
Tourism results in an increase of the cost of living in Floyd County	1	2	3	4	5	dk
Tourism helps preserve the cultural identity and restoration of historical buildings in Floyd County	1	2	3	4	5	dk
Tourism causes Floyd County to be overcrowded	1	2	3	4	5	dk
Tourism development increases the number of recreational opportunities for local homeowners in Floyd County	1	2	3	4	5	dk
An increase in tourists in Floyd County will lead to friction between homeowners and tourists	1	2	3	4	5	dk
Tourism provides incentives for new park development in Floyd County	1	2	3	4	5	dk
Tourism development improves the physical appearance of Floyd County	1	2	3	4	5	dk

**9. Please rate both the level of personal importance, as well as the performance of the following actions within Floyd County. First, think about how important each item is to you personally and circle your answers in the first column.**

Next, think about how well Floyd County implements each of these actions and circle your answers in the second column.

Actions	How important are these actions to you?	How well is Floyd County doing?
	1= Not At All Important 2=Somewhat Unimportant 3=Neutral 4= Somewhat Important 5 = Extremely Important	1=Poor 2=Fair 3=Good 4= Very Good 5= Excellent
Supporting local tourism businesses in Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Making Floyd County a four season tourism destination	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing tourism jobs within Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Providing Floyd County tourists with a quality visitor experience	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Providing opportunities for everyone in Floyd County to participate in tourism development decisions	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing residents' quality of life in Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Preserving Floyd County's culture and heritage	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Enacting land zoning polices in Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing partnerships amongst community members in Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Protecting Floyd County's water quality	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Conserving Floyd County's natural environment	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Protecting Floyd County's air quality	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Developing green certified tourism businesses within Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Limiting tourism development to the appropriate scale for Floyd County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Ensuring tourism development does not exceed Floyd County's resources	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

**10. How would you rate your level of knowledge about the tourism industry in Floyd County?**

- Not at all knowledgeable (1)     
  Somewhat Knowledgeable (3)     
  Very Knowledgeable (5)  
 Barely Knowledgeable (2)     
  Moderately Knowledgeable (4)

**Background Information: This information is completely confidential and will only be used to determine if we have surveyed a representative group of Floyd County residents.**

**11. What is your gender?**

- Male     Female

**12. Do you work in the tourism industry?**

- Yes     No

**13. Does someone in your immediate family work in the tourism industry?**

- Yes     No

**14. Which category best describes your ethnicity?**

- African American                       Asian                                       Hispanic  
 American Indian                       Caucasian                               Other: \_\_\_\_\_

**15. Were you born in Floyd County?**

- Yes     No

**16. How many years have you been a permanent resident of Floyd County? (Please write in number)**

\_\_\_\_\_ years

**17. How many people live in your household as permanent residents? (Please write in number)**

\_\_\_\_\_

**18. What year were you born? (Please write specific year)**

\_\_\_\_\_

**19. What is the highest level of education you have completed so far?**

- Less than high school                       Some college (includes junior college)     Master's Degree  
 High School or GED                       4-year college                               Ph.D./Professional Degree  
 Technical, vocational or trade school

**20. What is your approximate annual household income before taxes?**

- Less than \$30,000                       \$90,000-\$119,999                       \$180,000-\$209,999  
 \$30,000-\$59,999                       \$120,000-\$149,999                       \$210,000 or more  
 \$60,000-\$89,999                       \$150,000-\$179,999

**21. Please share any additional comments that you would like to add:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you for taking the time to complete the survey!  
We appreciate your time and willingness to share your opinions**

If you have any additional questions please contact Bynum Boley in the Hospitality and Tourism Management Department at Virginia Tech \* [bbboley@vt.edu](mailto:bbboley@vt.edu) \* 540-231-5515 \* 362 Wallace Hall Virginia Tech Blacksburg, VA 24061

## APPENDIX D. NOTES FROM PILOT TEST AND SITE VISIT

<p><b>Floyd County</b> Debra Weir &amp; Floyd Co. Residents</p>	<ul style="list-style-type: none"> <li>• At what point does tourism get too big and the potential benefits of psychological empowerment turn into cultural commodification?</li> <li>• We lost over 200 farm during the last real estate boom</li> <li>• Some percentage of tourists that visit Floyd county want to buy land here. Most of them will not use it for farming</li> <li>• There are a wide variety of opinions held in Floyd Co.</li> <li>• The lead tourism stakeholders have done a lot of work to develop tourism in Floyd</li> <li>• About 65% of our residents commute out of the county for work             <ul style="list-style-type: none"> <li>○ May have a better chance catching them after 4:30 PM</li> </ul> </li> <li>• During our comprehensive planning we had three meetings to involve stakeholders             <ul style="list-style-type: none"> <li>○ One in Floyd</li> <li>○ One in Indian Valley</li> <li>○ One in Check</li> </ul> </li> <li>• Comments on Survey             <ul style="list-style-type: none"> <li>○ It would be nice to have more negatively worded questions</li> <li>○ What about a question on how important is it to use government resources on tourism with the limited resources the county has?</li> <li>○ We ask residents how the county should be spending money and tourism ranked 15 out of 30</li> <li>○ The question about economic leakage is confusing                 <ul style="list-style-type: none"> <li>▪ Maybe just write                     <ul style="list-style-type: none"> <li>• “Supporting local businesses”</li> </ul> </li> </ul> </li> <li>○ Water is a huge issue in Floyd County                 <ul style="list-style-type: none"> <li>▪ Rather than ask about water quality maybe just refer to protecting water in general</li> </ul> </li> <li>○ It would be nice to have a question asking if people want to live in Floyd                 <ul style="list-style-type: none"> <li>▪ How satisfied are you with living in Floyd County</li> </ul> </li> <li>○ Social empowerment questions                 <ul style="list-style-type: none"> <li>▪ Tourism increases conflict between me and my neighbors</li> <li>▪ Tourism increases conflict between businesses in Floyd County</li> <li>▪ Tourism in Floyd County Alienates me</li> <li>▪ Depletes trust</li> <li>▪ Depletes my community sprit</li> </ul> </li> <li>○ Psychological empowerment                 <ul style="list-style-type: none"> <li>▪ Embarrasses me is good</li> </ul> </li> <li>○ Support for tourism                 <ul style="list-style-type: none"> <li>▪ Maybe included                     <ul style="list-style-type: none"> <li>• “Tourism is a priority for government spending                         <ul style="list-style-type: none"> <li>○ I think this is already covered in the Support for Tourism section</li> </ul> </li> </ul> </li> </ul> </li> <li>○ It might be good to have questions about “emotional solidarity”</li> </ul> </li> </ul>
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**APPENDIX D. NOTES FROM PILOT TEST AND SITE VISIT (Continued)**

<p><b>Botetourt County</b>          Lisa Moorman &amp;          Botetourt Co. Residents</p>	<ul style="list-style-type: none"> <li>• When conducting the survey make sure you let residents know that you are not from the tourism office and that you do not work for the county</li> <li>• We discussed having a “don’t know” questions versus using just neutral with no really conclusion on which is best.</li> <li>• People that are transplants to the county might have a hard time answering questions about the county’s heritage or know what is going on as far as tourism</li> <li>• Survey             <ul style="list-style-type: none"> <li>○ Biggest concerns                 <ul style="list-style-type: none"> <li>▪ The lack of knowledge among residents about tourism in Botetourt County</li> <li>▪ Maybe include a few questions about how much people know about tourism                     <ul style="list-style-type: none"> <li>• How much do you know about tourism in Botetourt County?</li> <li>• Do you feel knowledgeable about Botetourt County tourism?</li> <li>• Are you aware of tourism initiatives in Botetourt County?</li> <li>• Are you aware of Botetourt Co’s heritage</li> </ul> </li> <li>▪ People will not think that tourism affects them personally</li> </ul> </li> <li>○ Maybe included questions about level of involvement in community organizations</li> <li>○ Question about awareness of there being a tourism office</li> <li>○ The more plain and simple the better</li> <li>○ Maybe a question about satisfaction with life in Botetourt County                 <ul style="list-style-type: none"> <li>▪ Do they want to live here or move somewhere else?</li> </ul> </li> <li>○ Time to survey                 <ul style="list-style-type: none"> <li>▪ Lots of older folks that can be reached anytime of the day</li> <li>▪ Most everyone else works traditional business hours</li> </ul> </li> </ul> </li> <li>• Three incorporated towns/communities             <ul style="list-style-type: none"> <li>○ Troutville                 <ul style="list-style-type: none"> <li>▪ Now labeled an Appalachian Trail Community</li> </ul> </li> <li>○ Buchanan                 <ul style="list-style-type: none"> <li>▪ James River</li> <li>▪ Downtown with antiques and soda fountain</li> <li>▪ Blue Ridge Parkway</li> </ul> </li> <li>○ Fincastle                 <ul style="list-style-type: none"> <li>▪ Historic Fincastle /Museum</li> </ul> </li> </ul> </li> <li>• The three towns don’t see the connections between each other. Not in competition, but just do not work together very much</li> <li>• The county government is in support of tourism</li> <li>• Feedback from residents             <ul style="list-style-type: none"> <li>○ Confusing questions                 <ul style="list-style-type: none"> <li>▪ Questions about joining community organizations are somewhat confusing                     <ul style="list-style-type: none"> <li>• What about “makes me feel like I fit in”</li> <li>• Makes me feel a part of the community</li> </ul> </li> <li>▪ Question pertaining to “ Grants access to democratic channels of power is confusing”</li> <li>▪ Question about better understanding other residents</li> </ul> </li> <li>○ Two of the younger residents I interviews 18-25 felt like they were able to answer the questions. The older the resident, the tougher it was for them to speak to tourism’s impacts</li> <li>○ There is a potential for negatively worded questions to confuse people</li> </ul> </li> </ul>
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**APPENDIX D. NOTES FROM PILOT TEST AND SITE VISIT (Continued)**

<p><b>Franklin County</b> Debra Weir &amp; Franklin Co. Residents</p>	<ul style="list-style-type: none"> <li>• The county first became interested in tourism in 2006             <ul style="list-style-type: none"> <li>○ Strategic planning</li> <li>○ The strategic plan has not been pushed at all</li> <li>○ Partnered with a lot of groups to make it</li> </ul> </li> <li>• Brand “A natural setting for opportunity”</li> <li>• Tourism initiatives             <ul style="list-style-type: none"> <li>○ Fishing tournaments                 <ul style="list-style-type: none"> <li>▪ Smith Mountain Lake</li> <li>▪ Philpott lake</li> </ul> </li> <li>○ Blueways</li> <li>○ 20 hiking trails</li> <li>○ Round the Mountain Artisans</li> <li>○ Start of the Crooked Road</li> <li>○ White lighting tours</li> <li>○ Capitalizing off of Movies                 <ul style="list-style-type: none"> <li>▪ Lawless</li> <li>▪ Wettest County in the World (book)</li> <li>▪ Lake effects</li> </ul> </li> <li>○ CEED Building in Rocky Mount                 <ul style="list-style-type: none"> <li>▪ LEED certified</li> </ul> </li> </ul> </li> <li>• The Smith Mountain Lake Chamber of Commerce has been very active             <ul style="list-style-type: none"> <li>○ Very productive</li> <li>○ Developed a town center at the lake</li> <li>○ Vicki Gardner CVB Director</li> </ul> </li> <li>• 3 sections of the county that are very different             <ul style="list-style-type: none"> <li>○ Blue Ridge area in the west                 <ul style="list-style-type: none"> <li>▪ Ferrum</li> </ul> </li> <li>○ Rocky Mount and 220</li> <li>○ Smith Mountain Lake</li> </ul> </li> <li>• Rocky Mount bed tax goes to the general fund and not necessarily back into tourism</li> <li>• Town gets millions of dollars from bed tax and meals tax</li> <li>• NASCAR fills up hotels when in Martinsville</li> <li>• 2 artisan centers             <ul style="list-style-type: none"> <li>○ The town gives them no money to operate or promote themselves</li> </ul> </li> <li>• Other folks to talk to             <ul style="list-style-type: none"> <li>○ Kevin Costello – Abingdon</li> <li>○ Dave Mikula                 <ul style="list-style-type: none"> <li>▪ Branding for Botetourt Co. Wine Trail</li> </ul> </li> </ul> </li> <li>• Meeting with residents             <ul style="list-style-type: none"> <li>○ Knocked on 6 doors</li> <li>○ 2 long conversations</li> <li>○ I really need to make the wording as simple as possible</li> </ul> </li> <li>• May get rid of “existing tourism development and just have tourism</li> <li>• Remove “Fosters a sense of individuality within me”</li> <li>• People had a hard time with negatively worded questions</li> <li>• Make personal economic benefit very clear that it is personal</li> <li>• In the “support for tourism development section” the control environmental impacts should be removed. It was one of the lowest in Woosnam’s test</li> </ul>
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**APPENDIX E. PRETEST SURVEY**

**Survey of Resident Attitudes Toward Tourism in  
Giles County**



(Image by Nathan Murphy)

This study is being conducted in order to better understand Giles County residents' attitudes toward tourism occurring in Giles County. Your responses are confidential and completely voluntary. You may choose to withdraw from participation at any time. Your responses are much appreciated! Thank you for your time!

**1. Do you agree or disagree with the following statements about tourism in Giles County?  
The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I support tourism and want to see it remain important to Giles County	1	2	3	4	5
I believe tourism should be actively encouraged in Giles County	1	2	3	4	5
Giles County should support the promotion of tourism	1	2	3	4	5
I support new tourism facilities that will attract new visitors to Giles County	1	2	3	4	5
Giles County should remain a tourist destination	1	2	3	4	5
In general, the positive benefits of tourism outweigh negative impacts in Giles Co.	1	2	3	4	5
The tourism sector will continue to play a major role in the Giles County economy	1	2	3	4	5

**2. Do you agree or disagree with the following statements about tourism in Giles County?  
The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Tourism in Giles County helps me pay my bills	1	2	3	4	5
Tourism in Giles County provides me financial gain	1	2	3	4	5
A portion of my income is tied to tourism in Giles County	1	2	3	4	5
I would economically benefit from more tourism development in Giles County	1	2	3	4	5
My family's economic future depends upon tourism in Giles County	1	2	3	4	5

**3. Do you agree or disagree with the following statements about Giles County?  
The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Giles County's future looks bright	1	2	3	4	5
Giles County can look forward to more good times than bad times	1	2	3	4	5
Giles County's future seems vague and uncertain	1	2	3	4	5
All I can see ahead for Giles County is unpleasantness	1	2	3	4	5
The future business conditions for Giles County are bright	1	2	3	4	5
The number of future jobs available in Giles County look promising	1	2	3	4	5

**4. Do you agree or disagree with the following statements about tourism in Giles County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

Tourism in Giles County ...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Makes me feel special because people travel to see my county’s unique features	1	2	3	4	5
Embarrasses me	1	2	3	4	5
Makes me proud to be a Giles County resident	1	2	3	4	5
Makes me want to work to keep Giles County special	1	2	3	4	5
Makes me want to tell others about what we have to offer in Giles County	1	2	3	4	5
Reminds me that I have a unique culture to share with visitors	1	2	3	4	5
Makes me want to hide the fact that I live in Giles County	1	2	3	4	5
Makes me feel more connected to my community	1	2	3	4	5
Fosters a sense of ‘community spirit’ within me	1	2	3	4	5
Alienates me	1	2	3	4	5
Provides ways for me to get involved in my community	1	2	3	4	5
Creates public spaces where I can interact with my fellow Giles County residents	1	2	3	4	5
Destroys my community’s ability to work together	1	2	3	4	5
Discourages me from working closely with other Giles County residents	1	2	3	4	5

**5. Do you agree or disagree with the following statements about tourism in Giles County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

I feel like...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have a voice in Giles County tourism development decisions	1	2	3	4	5
My voice is excluded from the tourism planning process in Giles County	1	2	3	4	5
I have access to the decision making process when it comes to tourism in Giles Co.	1	2	3	4	5
Those in positions of power disregard my concerns about tourism in Giles Co.	1	2	3	4	5
The tourism development process in Giles County provides me opportunities to connect with those in leadership positions	1	2	3	4	5
My vote makes a difference in how tourism is developed in Giles County	1	2	3	4	5
I have an outlet to share my concerns about tourism development in Giles County	1	2	3	4	5

**6. Do you agree or disagree with the following statements about tourism in Giles County?**

The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.” (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Tourism development increases the traffic problems of in Giles County	1	2	3	4	5	dk
Tourism provides incentives for protection and conservation of natural resources in Giles County	1	2	3	4	5	dk
Tourism-related jobs are low paying in Giles Co.	1	2	3	4	5	dk
Tourism provides desirable jobs for local homeowners in Giles County	1	2	3	4	5	dk
Tourism development increases the quality of life in Giles County	1	2	3	4	5	dk
Tourism provides incentives for purchase of open space in Giles County	1	2	3	4	5	dk
Tourism development unfairly increases property taxes in Giles County	1	2	3	4	5	dk
Tourism provides incentives for new park development in Giles County	1	2	3	4	5	dk
Tourism encourages more public development in Giles County (e.g., roads, public facilities)	1	2	3	4	5	dk
Increasing the number of tourists visiting Giles County improves the local economy	1	2	3	4	5	dk

**7. Do you agree or disagree with the following statements about tourism in Giles County?**

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Tourism contributes to income and standard of living in Giles Co.	1	2	3	4	5	dk
Tourism results in more litter in Giles Co.	1	2	3	4	5	dk
Shopping, restaurants, and entertainment options are better in Giles Co. as a result of tourism	1	2	3	4	5	dk
Tourism results in an increase of the cost of living in Giles Co.	1	2	3	4	5	dk
Tourism helps preserve the cultural identity and restoration of historical buildings in Giles Co.	1	2	3	4	5	dk
Tourism causes Giles Co. to be overcrowded	1	2	3	4	5	dk
Tourism development increases the number of recreational opportunities for local homeowners in Giles Co.	1	2	3	4	5	dk
An increase in tourists in Giles Co. will lead to friction between homeowners and tourists	1	2	3	4	5	dk
Tourism development increases the amount of crime in Giles Co.	1	2	3	4	5	dk
Tourism development improves the physical appearance of Giles County	1	2	3	4	5	dk

**8. Please rate both the level of personal importance, as well as the performance of the following actions within Giles County.**

First, think about how important each item is to you personally and circle your answers in the first column.

Next, think about how well Giles County implements each of these actions and circle your answers in the second column.

Actions	How important are these actions to you?	How well is Giles County doing?
	1= Not At All Important 2=Somewhat Unimportant 3=Neutral 4= Somewhat Important 5 = Extremely Important	1=Poor 2=Fair 3=Good 4= Very Good 5= Excellent
Supporting local tourism businesses	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Making Giles County a four season tourism destination	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing tourism jobs within Giles County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Providing tourists with a quality visitor experience	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Providing opportunities for everyone in the community to participate in tourism development decisions	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing residents' quality of life in Giles County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Preserving Giles County's culture and heritage	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Enacting land zoning polices in Giles County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Increasing partnerships amongst community members	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Protecting water quality	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Conserving the natural environment	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Protecting air quality	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Developing green certified tourism businesses	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Limiting tourism development to the appropriate scale for Giles County	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Ensuring tourism development does not exceed Giles County's resources	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

**9. How would you rate your level of knowledge about the tourism industry in Giles County?**

- Not at all knowledgeable (1)                       Somewhat Knowledgeable (3)                       Very Knowledgeable (5)  
 Barely Knowledgeable (2)                       Moderately Knowledgeable (4)



**Background Information: This information is completely confidential and will only be used to determine if we have surveyed a representative group of Giles County residents.**

**10. What is your gender?**

- Male     Female

**11. Do you work in the tourism industry?**

- Yes     No

**12. Does someone in your immediate family work in the tourism industry?**

- Yes     No

**13. Which category best describes your ethnicity?**

- African American                       Asian                                       Hispanic  
 American Indian                       Caucasian                                       Other: \_\_\_\_\_

**14. Were you born in Giles County?**

- Yes     No

**15. How many years have you been a permanent resident of Giles County? (Please write in number)**

\_\_\_\_\_ years

**16. How many people live in your household as permanent residents? (Please write in number)**

\_\_\_\_\_

**17. What year were you born? (Please write specific year)**

\_\_\_\_\_

**18. What is the highest level of education you have completed so far?**

- Less than high school                       Some college (includes junior college)     Master's Degree  
 High School or GED                       4-year college                                       Ph.D./Professional Degree  
 Technical, vocational or trade school

**19. What is your approximate annual household income before taxes?**

- Less than \$30,000                       \$90,000-\$119,999                                       \$180,000-\$209,999  
 \$30,000-\$59,999                       \$120,000-\$149,999                                       \$210,000 or more  
 \$60,000-\$89,999                       \$150,000-\$179,999

**20. Please share any additional comments that you would like to add:**

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**Thank you for taking the time to complete the survey!  
We appreciate your time and willingness to share your opinions**

If you have any additional questions please contact Bynum Boley in the Hospitality and Tourism Management Department at Virginia Tech \* [bbboley@vt.edu](mailto:bbboley@vt.edu) \* 540-231-5515 \* 362 Wallace Hall Virginia Tech Blacksburg, VA 24061


## APPENDIX F. PRETEST RESULTS

**Table 22. EFA and Reliability Analysis of the “Support for Tourism” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Support for Tourism Scale</i>		5.42	77.47	.94
I support tourism and want to see it remain important to Giles County	.921			(.932)
I believe tourism should be actively encouraged in Giles County	.940			(.929)
Giles County should support the promotion of tourism	.923			(.929)
I support new tourism facilities that will attract new visitors to Giles County	.804			(.943)
Giles County should remain a tourist destination	.947			(.928)
In general, the positive benefits of tourism outweigh negative impacts in Giles Co.	.845			(.939)
The tourism sector will continue to play a major role in the Giles County economy	7.64			(.951)

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.92; Bartlett’s Test of Sphericity: p=.000

**Table 23. Revised “Support for Tourism” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Support for Tourism Scale</i>		4.23	85.7	.96
I support tourism and want to see it remain important to Giles County	.931			
I believe tourism should be actively encouraged in Giles County	.958			
Giles County should support the promotion of tourism	.932			
Giles County should remain a tourist destination	.940			
In general, the positive benefits of tourism outweigh negative impacts in Giles Co.	.866			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.91; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 24. EFA and Reliability Analysis of the “Perceived Personal Economic Benefit” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Perceived Personal Economic Benefit</i>		<b>4.27</b>	<b>85.43</b>	<b>.96</b>
Tourism in Giles County helps me pay my bills	.949			.939
Tourism in Giles County provides me financial gain	.974			.933
A portion of my income is tied to tourism in Giles County	.897			.952
I would economically benefit from more tourism development in Giles County	.903			.950
My family’s economic future depends upon tourism in Giles County	.895			.953

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.88; Bartlett’s Test of Sphericity: p=.000

**Table 25. Revised “Perceived Personal Economic Benefit” Scale for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Perceived Personal Economic Benefit</i>		<b>3.33</b>	<b>83.4</b>	<b>.933</b>
Tourism in Giles County helps me pay my bills	.943			
A portion of my income is tied to tourism in Giles County	.898			
I would economically benefit from more tourism development in Giles County	.909			
My family’s economic future depends upon tourism in Giles County	.903			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.84; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 26. EFA and Reliability Analysis of the “Psychological Empowerment” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Psychological Empowerment Scale</i>		<b>4.74</b>	<b>67.66</b>	<b>.91</b>
Makes me feel special because people travel to see my county’s unique features	.841			.897
(-) Embarrasses me*	.742			.907
Makes me proud to be a Giles County resident	.892			.889
Makes me want to work to keep Giles County special	.903			.892
Makes me want to tell others about what we have to offer in Giles County	.868			.896
Reminds me that I have a unique culture to share with visitors	.823			.901
(-) Makes me want to hide the fact that I live in Giles County*	.660			.918

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.86; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 27. EFA and Reliability Analysis of the “Social Empowerment” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Social Empowerment Scale</i>		<b>4.05 / 1.4</b>	<b>57.8</b>	<b>.88</b>
Makes me feel more connected to my community	.796			.853
Fosters a sense of ‘community spirit’ within me	.817			.849
(-) Alienates me*	.760			.859
Provides ways for me to get involved in my community	.759			.859
Creates public spaces where I can interact with my fellow Giles County residents	.644			.876
(-) Destroys my community’s ability to work together*	.788			.857
(-) Discourages me from working closely with other Giles County residents*	.756			.859

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.79; Bartlett’s Test of Sphericity: p=.000

**Table 28. Revised “Social Empowerment” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigenvalue	Variance	Cron. Alpha
<i>Social Empowerment Scale</i>		<b>3.7 / 1.3</b>	<b>61 / 21</b>	<b>.88</b>
Makes me feel more connected to my community	.762			
Fosters a sense of ‘community spirit’ within me	.794			
(-) Alienates me*	.816			
Provides ways for me to get involved in my community	.728			
(-) Destroys my community’s ability to work together*	.815			
(-) Discourages me from working closely with other Giles County residents*	.796			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.77; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 29. EFA and Reliability Analysis of the “Political Empowerment” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Political Empowerment Scale</i>		<b>4.1 &amp; 1.0</b>	<b>58.9</b>	<b>.88</b>
I have a voice in Giles County tourism development decisions	.857			.84
(-) My voice is excluded from the tourism planning process in Giles County*	.718			.861
I have access to the decision making process when it comes to tourism in Giles Co.	.813			.849
(-) Those in positions of power disregard my concerns about tourism in Giles Co.*	.424			.896
The tourism development process in Giles County provides me opportunities to connect with those in leadership positions	.788			.855
My vote makes a difference in how tourism is developed in Giles County	.863			.843
I have an outlet to share my concerns about tourism development in Giles County	.818			.850

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.84; Bartlett’s Test of Sphericity: p=.000

**Table 30. Revised “Political Empowerment” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Political Empowerment Scale</i>		<b>3.56</b>	<b>59.6</b>	<b>.86</b>
I have a voice in Giles County tourism development decisions	.885			
(-) My voice is excluded from the tourism planning process in Giles County*	.758			
I have access to the decision making process when it comes to tourism in Giles Co.	.835			
(-) Those in positions of power disregard my concerns about tourism in Giles Co.*	.447			
My vote makes a difference in how tourism is developed in Giles County	.825			
I have an outlet to share my concerns about tourism development in Giles County	.800			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.81; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 31. EFA and Reliability Analysis of the “Positive Impacts of Tourism” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Positive Impacts of Tourism</i>		5.7; 1.2; 1.2	47.38	.89
Tourism provides incentives for protection and conservation of natural resources in Giles County	.599			.886
Tourism provides desirable jobs for local homeowners in Giles County	.469			.892
Tourism development increases the quality of life in Giles County	.784			.873
Tourism provides incentives for purchase of open space in Giles County	.589			.885
Tourism provides incentives for new park development in Giles County	.710			.879
Tourism encourages more public development in Giles County (e.g., roads, public facilities)	.769			.875
Increasing the number of tourists visiting Giles County improves the local economy	.694			.880
Tourism contributes to income and standard of living in Giles Co.	.684			.880
Shopping, restaurants, and entertainment options are better in Giles Co. as a result of tourism	.535			.891
Tourism helps preserve the cultural identity and restoration of historical buildings in Giles Co.	.731			.878
Tourism development increases the number of recreational opportunities for local homeowners in Giles Co.	.802			.871
Tourism development improves the physical appearance of Giles County	.797			.876

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.82; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 32. Revised “Positive Impacts of Tourism” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Positive Impacts of Tourism</i>		<b>5.03</b>	<b>50.3</b>	<b>.87</b>
Tourism provides incentives for protection and conservation of natural resources in Giles County	.630			
Tourism development increases the quality of life in Giles County	.759			
Tourism provides incentives for new park development in Giles County	.696			
Tourism encourages more public development in Giles County (e.g., roads, public facilities)	.744			
Increasing the number of tourists visiting Giles County improves the local economy	.667			
Tourism contributes to income and standard of living in Giles Co.	.719			
Shopping, restaurants, and entertainment options are better in Giles Co. as a result of tourism	.589			
Tourism helps preserve the cultural identity and restoration of historical buildings in Giles Co.	.697			
Tourism development increases the number of recreational opportunities for local homeowners in Giles Co.	.780			
Tourism development improves the physical appearance of Giles County	.785			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.85; Bartlett’s Test of Sphericity: p=.000



**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 33. EFA and Reliability Analysis of the “Negative Impacts of Tourism” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Negative Impacts of Tourism</i>		<b>2.9; 1.3; 1.3</b>	<b>36.63</b>	<b>.70</b>
Tourism development increases the traffic problems of in Giles County	.406			.698
Tourism-related jobs are low paying in Giles Co.	.120			.736
Tourism development unfairly increases property taxes in Giles County	.405			.683
Tourism results in more litter in Giles Co.	.479			.686
Tourism results in an increase of the cost of living in Giles Co	.753			.623
Tourism causes Giles Co. to be overcrowded	.788			.648
An increase in tourists in Giles Co. will lead to friction between homeowners and tourists	.679			.656
Tourism development increases the amount of crime in Giles Co.	.841			.618

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.72; Bartlett’s Test of Sphericity: p=.000

**Table 34. Revised “Negative Impacts of Tourism” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Negative Impacts of Tourism</i>		<b>3.2</b>	<b>53.8%</b>	<b>.82</b>
Tourism development increases the traffic problems of in Giles County	.594			
Tourism results in more litter in Giles Co.	.624			
Tourism results in an increase of the cost of living in Giles Co	.714			
Tourism causes Giles Co. to be overcrowded	.831			
An increase in tourists in Giles Co. will lead to friction between homeowners and tourists	.749			
Tourism development increases the amount of crime in Giles Co.	.852			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.78; Bartlett’s Test of Sphericity: p=.000

**APPENDIX F. PRETEST RESULTS (CONTINUED)**

**Table 35. EFA and Reliability Analysis of the “Community Future” Scale**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha (If Deleted)
<i>Community Future Scale</i>		<b>4.062</b>	<b>67.69</b>	<b>.90</b>
Giles County’s future looks bright	.875			.874
Giles County can look forward to more good times than bad times	.881			.873
(-) Giles County’s future seems vague and uncertain*	.806			.887
(-) All I can see ahead for Giles County is unpleasantness *	.762			.894
The future business conditions for Giles County are bright	.794			.888
The number of future jobs available in Giles County look promising	.812			.886

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.86; Bartlett’s Test of Sphericity: p=.000

**Table 36. Revised “Negative Impacts of Tourism” Scale Used for Primary Data Collection**

SCALE	Factor Loading	Eigen Value	Variance	Cron. Alpha
<i>Community Future Scale</i>		<b>2.976</b>	<b>74.4</b>	<b>.88</b>
Giles County’s future looks bright	.893			
Giles County can look forward to more good times than bad times	.909			
(-) Giles County’s future seems vague and uncertain*	.835			
The number of future jobs available in Giles County look promising	.809			

Note: KMO (Kasier-Meyer-Olkin Measure of Sampling Adequacy) =0.82; Bartlett’s Test of Sphericity: p=.000

## APPENDIX G. DESCRIPTIVE ANALYSIS OF SCALED ITEMS

Variables	N	Mean	SD	Skew.	Kurt.	( $\bar{x}-m$ )/s
<b><i>Support for Tourism Scale</i></b>						
In general, the positive benefits of tourism outweigh negative impacts in ____ Co.	696	4.02	0.91	-1.12	1.53	0.02
I believe tourism should be actively encouraged in ____ County	701	4.10	0.86	-1.13	1.74	0.12
I support tourism and want to see it remain important to ____ County	699	4.09	0.84	-1.08	1.68	0.11
____ County should remain a tourist destination	697	4.12	0.85	-1.18	1.95	0.14
____ County should support the promotion of tourism	703	4.09	0.91	-1.17	1.59	0.10
<b><i>Perceived Personal Economic Benefit</i></b>						
Tourism in ____ County helps me pay my bills	701	2.30	1.09	0.64	-0.20	0.28
A portion of my income is tied to tourism in ____ County	696	2.15	1.10	0.81	-0.06	0.14
I would economically benefit from more tourism development in ____ County	696	2.57	1.22	0.37	-0.82	0.47
My family's economic future depends upon tourism in ____ County	699	2.12	1.05	0.82	0.20	0.12
<b><i>Psychological Empowerment Scale</i></b>						
Makes me proud to be a ____ County resident	700	3.76	0.89	-0.56	0.40	-0.27
(-) Embarrasses me*	695	4.16	0.91	-1.10	1.21	-0.17
Makes me feel special because people travel to see my county's unique features	698	3.68	0.91	-0.63	0.50	-0.35
Makes me want to tell others about what we have to offer in ____ County	686	3.80	0.86	-0.80	1.03	-0.23
(-) Makes me want to hide the fact that I live in ____ County*	695	4.37	0.79	-1.24	1.61	0.81
Reminds me that I have a unique culture to share with visitors	695	3.77	0.83	-0.50	0.35	-0.27
Makes me want to work to keep ____ County special	703	3.85	0.79	-0.55	0.72	-0.19
<b><i>Social Empowerment Scale</i></b>						
Makes me feel more connected to my community	701	3.30	0.91	-0.33	0.16	0.33
Fosters a sense of 'community spirit' within me	699	3.42	0.91	-0.53	0.26	-0.64
(-) Alienates me*	694	4.08	0.90	-0.88	0.62	-0.09
Provides ways for me to get involved in my community	695	3.29	0.94	-0.50	0.25	0.31
(-) Destroys my community's ability to work together*	696	4.11	0.87	-0.90	0.76	-0.13
(-) Discourages me from working closely with other ____ County residents*	701	4.11	0.86	-0.85	0.65	-0.13
<b><i>Political Empowerment Scale</i></b>						
(-) My voice is excluded from the tourism planning process in ____ County*	703	2.94	0.88	0.06	0.26	0.07
I have a voice in ____ County tourism development decisions	698	2.63	0.92	0.02	-0.23	-0.41
I have access to the decision making process when it comes to tourism in ____ Co.	701	2.55	0.98	0.14	-0.46	-0.46
(-) Those in positions of power disregard my concerns about tourism in ____ Co.*	701	3.08	0.89	-0.04	0.63	-0.09
My vote makes a difference in how tourism is developed in ____ County	703	2.97	0.95	-0.29	-0.13	-0.03
I have an outlet to share my concerns about tourism development in ____ County	703	2.82	0.95	-0.20	-0.33	-0.19
<b><i>Positive Impacts of Tourism</i></b>						
Tourism provides incentives for protection and conservation of natural resources in ____ County	664	3.60	0.88	-0.61	0.30	-0.46
Tourism development increases the quality of life in ____ County	680	3.52	0.93	-0.60	0.17	-0.51
Tourism provides incentives for new park development in ____ County	682	3.81	0.85	-1.10	1.64	-0.22

## APPENDIX G. DESCRIPTIVE ANALYSIS OF SCALED ITEMS (Continued)

Variables	N	Mean	SD	Skew.	Kurt.	( $\bar{x}$ -m)/s
Tourism encourages more public development in ____County (e.g., roads, public facilities)	690	4.15	0.78	-1.21	2.56	0.19
Increasing the number of tourists visiting ____ County improves the local economy	675	3.79	0.92	-0.80	0.58	-0.23
Tourism contributes to income and standard of living in ____ Co.	673	3.66	0.95	-0.81	0.38	-0.36
Shopping, restaurants, and entertainment options are better in ____ Co. as a result of tourism	674	3.71	0.87	-0.98	1.18	-0.33
Tourism helps preserve the cultural identity and restoration of historical buildings in ____ Co.	672	3.59	0.99	-0.76	0.16	-0.42
Tourism development increases the number of recreational opportunities for local homeowners in ____ Co.	647	3.72	0.86	-0.85	0.99	-0.33
Tourism development improves the physical appearance of ____County	675	3.64	0.94	-0.83	0.58	-0.39
<b><i>Negative Impacts of Tourism</i></b>						
Tourism development increases the traffic problems of in ____ County	676	3.32	1.10	-0.15	-1.04	-0.62
Tourism results in more litter in ____ Co.	633	2.69	0.96	0.47	-0.18	-0.32
Tourism results in an increase of the cost of living in ____ Co	649	3.33	1.00	-0.34	-0.64	-0.67
Tourism causes ____ Co. to be overcrowded	612	3.10	0.96	0.22	-0.64	0.10
An increase in tourists in ____ Co. will lead to friction between homeowners and tourists	670	2.56	1.02	0.88	0.24	0.55
Tourism development increases the amount of crime in ____Co.	651	2.61	0.94	0.61	0.07	0.65
<b><i>Community Future Scale</i></b>						
(-)____ County's future seems vague and uncertain*	701	3.37	0.97	-0.44	-0.47	0.65
____ County can look forward to more good times than bad times	701	3.58	0.78	-0.85	1.02	-0.53
____ County's future looks bright	700	3.51	0.80	-0.68	0.73	-0.61
The number of future jobs available in ____ County look promising	700	2.75	1.01	-0.12	-0.69	-0.24
<b><i>Importance of Sustainable Actions</i></b>						
Supporting local tourism businesses in ____ County	691	3.58	1.05	-0.72	0.20	-0.39
Making ____ County a four season tourism destination	687	3.26	1.15	-0.44	-0.47	0.23
Increasing tourism jobs within ____ County	670	3.66	1.04	-0.69	0.14	-0.32
Providing ____ County tourists with a quality visitor experience	682	3.80	1.02	-0.87	0.62	-0.19
Providing opportunities for everyone in ____ County to participate in tourism development decisions	688	3.69	1.03	-0.64	0.10	-0.30
Increasing residents' quality of life in ____ County	682	4.18	0.91	-1.11	1.16	0.20
Preserving ____ County's culture and heritage	680	4.23	0.86	-1.17	1.45	0.27
Enacting land zoning polices in ____ County	669	3.58	1.12	-0.53	-0.15	-0.38
Increasing partnerships amongst community members in ____ County	687	3.59	0.99	-0.46	0.17	-0.42
Protecting ____ County's water quality	688	4.52	0.84	-2.00	4.25	-0.58
Conserving ____ County's natural environment	686	4.49	0.80	-1.74	3.36	-0.65
Protecting ____ County's air quality	677	4.50	0.83	-1.89	3.75	-0.60
Developing green certified tourism businesses within ____ County	689	3.70	1.16	-0.75	-0.04	-0.26
Limiting tourism development to the appropriate scale for ____ County	686	3.85	1.03	-0.78	0.39	-0.15

## APPENDIX G. DESCRIPTIVE ANALYSIS OF SCALED ITEMS (Continued)

Variables	N	Mean	SD	Skew.	Kurt.	( $\bar{x}-m$ )/s
Ensuring tourism development does not exceed ____ County's resources	685	4.25	0.91	-1.23	1.50	-0.39
<i>County Performance of Sustainable Actions</i>						
Supporting local tourism businesses in ____ County	642	2.86	0.84	0.14	0.21	0.27
Making ____ County a four season tourism destination	629	2.41	0.90	0.33	-0.02	-0.16
Increasing tourism jobs within ____ County	621	2.45	0.90	0.21	-0.13	0.46
Providing ____ County tourists with a quality visitor experience	629	2.82	0.92	0.06	-0.12	0.50
Providing opportunities for everyone in ____ County to participate in tourism development decisions	642	2.28	0.96	0.38	-0.33	-0.20
Increasing residents' quality of life in ____ County	635	2.66	0.92	0.14	-0.11	0.29
Preserving ____ County's culture and heritage	634	3.03	0.95	-0.01	-0.15	-0.37
Enacting land zoning polices in ____ County	608	2.56	0.92	-0.02	-0.21	0.03
Increasing partnerships amongst community members in ____ County	622	2.59	0.86	0.16	0.18	-0.48
Protecting ____ County's water quality	630	2.96	0.97	-0.10	-0.06	-0.47
Conserving ____ County's natural environment	632	2.97	0.94	0.00	-0.15	-0.04
Protecting ____ County's air quality	623	3.04	0.93	0.06	0.17	-0.03
Developing green certified tourism businesses within ____ County	622	2.63	0.94	0.27	-0.03	0.04
Limiting tourism development to the appropriate scale for ____ County	625	2.73	0.82	0.00	0.34	-0.39
Ensuring tourism development does not exceed ____ County's resources	628	2.73	0.86	0.10	0.31	-0.33

\*Indicate variables that have been recoded because of negative wording

## APPENDIX H. DEMOGRAPHIC COMPARISONS OF SAMPLE AND CENSUS

	Floyd County			Botetourt County			Franklin County			
	N	%	Census	N	%	Census	N	%	Census	
Gender	<b><math>P(\chi^2 &gt; 0.058) = 0.81</math></b>			<b><math>P(\chi^2 &gt; 0.115) = 0.73</math></b>			<b><math>P(\chi^2 &gt; 0.065) = 0.80</math></b>			
Male	112	48.5	50.2	113	47.1	49.5	116	50.9	49.1	
Female	119	51.5	49.8	127	52.9	50.5	112	49.1	50.9	
Ethnicity	<b><math>P\chi^2 &gt; 2.610) = 0.76</math></b>			<b><math>P(\chi^2 &gt; 7.835) = 0.17</math></b>			<b><math>P(\chi^2 &gt; 4.645) = 0.46</math></b>			
African American	4	1.8	1.8	10	4.2	0.3	13	5.8	8.1	
American Indian	2	0.9	0.9	0	0.0	3.0	4	1.8	0.2	
Asian	2	0.9	0.9	0	0.0	0.5	0	0.0	0.4	
Caucasian	217	93.1	95.2	223	94.1	94.9	206	91.2	87.4	
Hispanic	0	0.0	2.7	1	0.4	1.1	0	0.0	2.5	
Other	3	1.3	1.3	3	1.3	0.3	3	1.3	1.4	
Education	<b><math>P(\chi^2 &gt; 1.487) = 0.22</math></b>			<b><math>P(\chi^2 &gt; 5.299) = 0.02</math></b>			<b><math>P(\chi^2 &gt; 1.846) = 0.17</math></b>			
(Age 25 and over, 2007-2011)										
Less than Bachelor's Degree	163	72.4	80.7	141	61.8	77.1	164	74.5	82.4	
4-year college	59	26.2	19.3	86	37.7	22.9	56	25.5	17.6	
Age	(20-24)	<b><math>P(\chi^2 &gt; 4.791) = 0.44</math></b>			<b><math>P(\chi^2 &gt; 2.777) = 0.73</math></b>			<b><math>P(\chi^2 &gt; 2.730) = 0.74</math></b>		
20 to 24 years	1	.4	6.0%	3	1.3	5.4%	3	1.3	7.4%	
25 to 29 years	7	3.1	6.7%	7	3.0	5.1%	7	3.1	6.2%	
30 to 34 years	14	6.2	7.2%	13	5.6	5.7%	11	4.9	6.3%	
35 to 39 years	21	9.3	8.3%	13	5.6	8.2%	10	4.5	7.6%	
40 to 44 years	16	7.1	9.0%	23	10.0	9.8%	16	7.2	8.7%	
45 to 49 years	18	8.0	10.4%	28	12.1	11.6%	17	7.6	10.2%	
	(50-79)	<b><math>P(\chi^2 &gt; 1.412) = 0.92</math></b>			<b><math>P(\chi^2 &gt; 4.721) = 0.45</math></b>			<b><math>P(\chi^2 &gt; 1.034) = 0.9598</math></b>		
50 to 54 years	20	8.8	9.6%	19	8.2	11.5%	29	13.0	10.5%	
55 to 59 years	31	13.7	10.1%	19	8.2	11.2%	33	14.8	10.0%	
60 to 64 years	23	10.2	9.8%	28	12.1	10.0%	24	10.8	10.1%	
65 to 69 years	32	14.2	7.9%	29	12.6	7.3%	32	14.3	8.3%	
70 to 74 years	19	8.4	5.7%	28	12.1	5.4%	16	7.2	5.7%	
75 to 79 years	11	4.9	3.7%	8	3.5	3.9%	18	8.1	4.2%	
	(80+)	<b><math>P(\chi^2 &gt; 0.597) = 0.44</math></b>			<b><math>P(\chi^2 &gt; 0.032) = 0.86</math></b>			<b><math>P(\chi^2 &gt; 0.886) = 0.35</math></b>		
80 to 84 years	4	1.8	3.1%	8	3.5	2.8%	6	2.7	2.7%	
85 years and over	9	4.0	2.7%	5	2.2	2.2%	1	.4	2.2%	
Household Income										
Less than \$30,000	63	31.2		22	11.8		51	25.9		
\$30,000-\$59,999	69	34.2	\$40,76	57	30.5	\$65,63	69	35.0	\$47,60	
\$60,000 or More	70	34.7		108	57.8		77	39.0		
Average Household size	232	2.6	<b>2.4</b>	239	2.8	<b>2.5</b>	227	2.5	<b>2.4</b>	

\*Chi-square calculator used from <http://turner.faculty.swau.edu/mathematics/math241/materials/contablecalc/>

\*Census population percentages were recalculated by divide population in category by total population since categories included those under 18.

\*Equivalent comparison cannot be made on household income or education based upon differences in data collection between the census and sample.

**APPENDIX I. SCALE PURIFICATION USING PRIMARY DATA COLLECTION**

SCALE	Factor Loading	Eigenvalue	Variance	Cron. Alpha
<i>Support for Tourism Scale</i>		4.2	84.6	0.95
I support tourism and want to see it remain important to ____ County	.847			
I believe tourism should be actively encouraged in ____ County	.947			
____ County should support the promotion of tourism	.943			
____ County should remain a tourist destination	.927			
In general, the positive benefits of tourism outweigh negative impacts in ____ Co.	.931			
<i>Perceived Personal Economic Benefit</i>		<b>3.1</b>	<b>76.7</b>	<b>0.90</b>
Tourism in ____ County helps me pay my bills	.880			
A portion of my income is tied to tourism in ____ County	.889			
I would economically benefit from more tourism development in ____ County	.885			
My family's economic future depends upon tourism in ____ County	.848			
<i>Psychological Empowerment Scale</i>		<b>4.1 / 1.1</b>	<b>57.9 / 15.8</b>	<b>0.90/ 0.73</b>
	<i>Factor 1</i>	<i>Factor 2</i>		
Makes me proud to be a ____ County resident	.736			
(-) Embarrasses me*		.866		
Makes me feel special because people travel to see my county's unique features	.835			
Makes me want to tell others about what we have to offer in ____ County	.834			
(-) Makes me want to hide the fact that I live in ____ County*		.869		
Reminds me that I have a unique culture to share with visitors	.833			
Makes me want to work to keep ____ County special	.829			
<i>Psychological Empowerment Scale (Unrotated)</i>				<b>0.88</b>
Makes me proud to be a ____ County resident	.807			
(-) Embarrasses me*	.586			
Makes me feel special because people travel to see my county's unique features	.824			
Makes me want to tell others about what we have to offer in ____ County	.853			
(-) Makes me want to hide the fact that I live in ____ County*	.597			
Reminds me that I have a unique culture to share with visitors	.806			
Makes me want to work to keep ____ County special	.802			

\*Indicates version of scale used in CFA

SCALE	Factor Loading	Eigenvalue	Variance	Cron. Alpha
<b>*Revised Psychological Empowerment Scale</b>		<b>3.5</b>	<b>70.7</b>	<b>0.90</b>
Makes me proud to be a ____ County resident	.807			
Makes me feel special because people travel to see my county's unique features	.856			
Makes me want to tell others about what we have to offer in ____ County	.871			
Reminds me that I have a unique culture to share with visitors	.836			
Makes me want to work to keep ____ County special	.832			
<b>Social Empowerment Scale</b>		<b>3.4 / 1.3</b>	<b>57.4 / 21.2</b>	<b>0.88 / 0.83</b>
	<i>Factor 1</i>	<i>Factor 2</i>		
Makes me feel more connected to my community	.899			
Fosters a sense of 'community spirit' within me	.881			
(-) Alienates me*		.801		
Provides ways for me to get involved in my community	.841			
(-) Destroys my community's ability to work together*		.866		
(-) Discourages me from working closely with other ____ County residents*		.873		
<b>Social Empowerment Scale (Unrotated)</b>				<b>0.85</b>
Makes me feel more connected to my community	.803			
Fosters a sense of 'community spirit' within me	.822			
(-) Alienates me*	.642			
Provides ways for me to get involved in my community	.716			
(-) Destroys my community's ability to work together*	.784			
(-) Discourages me from working closely with other ____ County residents*	.765			
<b>*Revised Social Empowerment Scale</b>		<b>2.4</b>	<b>80.2</b>	<b>0.88</b>
Makes me feel more connected to my community	.925			
Fosters a sense of 'community spirit' within me	.921			
Provides ways for me to get involved in my community	.839			
<b>Political Empowerment Scale</b>		<b>3.2 / 1.0</b>	<b>52.6 / 17.1</b>	<b>0.83 / 0.61</b>
	<i>Factor 1</i>	<i>Factor 2</i>		
(-) My voice is excluded from the tourism planning process in ____ County*	.418	.684		
I have a voice in ____ County tourism development decisions	.848			
I have access to the decision making process when it comes to tourism in ____ Co.	.858			
(-) Those in positions of power disregard my concerns about tourism in ____ Co.*		.922		
My vote makes a difference in how tourism is developed in ____ County	.684			
I have an outlet to share my concerns about tourism development in ____ County	.780			

\*Indicates version of scale used in CFA



SCALE	Factor Loading	Eigenvalue	Variance	Cron. Alpha
<b><i>Political Empowerment Scale (Unrotated)</i></b>				<b>0.81</b>
(-) My voice is excluded from the tourism planning process in ____ County*	.685			
I have a voice in ____ County tourism development decisions	.802			
I have access to the decision making process when it comes to tourism in ____ Co.	.810			
(-) Those in positions of power disregard my concerns about tourism in ____ Co.*	.459			
My vote makes a difference in how tourism is developed in ____ County	.740			
I have an outlet to share my concerns about tourism development in ____ County	.794			
		<b>2.67</b>	<b>66.8</b>	<b>0.83</b>
<b><i>*Revised Political Empowerment Scale</i></b>				
I have a voice in ____ County tourism development decisions	.841			
I have access to the decision making process when it comes to tourism in ____ Co.	.851			
My vote makes a difference in how tourism is developed in ____ County	.756			
I have an outlet to share my concerns about tourism development in ____ County	.819			
		<b>5.3</b>	<b>53.1</b>	<b>0.90</b>
<b><i>*Positive Impacts of Tourism</i></b>				
Tourism provides incentives for protection and conservation of natural resources in ____ County	.709			
Tourism development increases the quality of life in ____ County	.772			
Tourism provides incentives for new park development in ____ County	.709			
Tourism encourages more public development in ____ County (e.g., roads, public facilities)	.725			
Increasing the number of tourists visiting ____ County improves the local economy	.751			
Tourism contributes to income and standard of living in ____ Co.	.632			
Shopping, restaurants, and entertainment options are better in ____ Co. as a result of tourism	.736			
Tourism helps preserve the cultural identity and restoration of historical buildings in ____ Co.	.788			
Tourism development increases the number of recreational opportunities for local homeowners in ____ Co.	.713			
Tourism development improves the physical appearance of ____ County	.739			

\*Indicates version of scale used in CFA

SCALE	Factor Loading	Eigenvalue	Variance	Cron. Alpha
<b>*Negative Impacts of Tourism</b>		<b>3.3</b>	<b>54.3</b>	<b>0.83</b>
Tourism development increases the traffic problems of in ____ County	.756			
Tourism results in more litter in ____ Co.	.694			
Tourism results in an increase of the cost of living in ____ Co	.723			
Tourism causes ____ Co. to be overcrowded	.686			
An increase in tourists in ____ Co. will lead to friction between homeowners and tourists	.780			
Tourism development increases the amount of crime in ____ Co.	.775			
<b>*Community Future Scale</b>		<b>2.7</b>	<b>66.7</b>	<b>0.82</b>
(-) ____ County's future seems vague and uncertain*	.774			
____ County can look forward to more good times than bad times	.878			
____ County's future looks bright	.896			
The number of future jobs available in ____ County look promising	.706			

\*Indicates version of scale used in CFA

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