

CHAPTER I

INTRODUCTION

Background of the Study

An increasing amount of research has been conducted to understand the impacts of tourism development from the resident's perspective (Ap, 1992; Belisle & Hoy, 1980; Getz, 1993; Jurowski, Uysal, & Williams, 1997; King, Pizam & Milman 1993; Lankford, 1994; Lankford & Howard, 1994; Lindberg & Johnson, 1997; Liu & Var, 1986; Pizam & Poketela, 1985; Pearce, 1989). The driving force behind these phenomena can be attributed to the fact that the tourism business has fueled the economic growth of both the community and the nation (Davis, Allen, & Consenza, 1988; Getz, 1986; Perdue, Long, & Allen, 1990), and has additionally played a vital role in social, cultural, and environmental impacts on people, destinations and countries (Fesenmaire, O'Leary, & Uysal, 1996).

These consequences also are due to the fact that better long term strategic planning for tourism development must be conducted with a clearer understanding of how community residents perceive and react to the complex phenomena of tourism (Pearce, Moscardo, & Ross, 1996). The reasons are that tourism has brought both benefits and negative effects into their community life (Fleming & Toepper, 1990; Lankford et al., 1994; Liu & Var, 1986; Long, Perdue, & Allen, 1990; McCool & Martin, 1994; Prentice, 1993; Ross, 1992). For example, tourism brings an increase of income and employment opportunities, as

well as enhancing residents' quality of life in tourism destinations. It also provides additional taxes, and embellishment of tourism resources and public physical facilities. In spite of these various kinds of economic boons, tourism development also creates some negative effects and costs such as crowding, noise, crime, pollution, and environmental destruction (Aki, Peristianis, & Warner, 1996; Caneday & Zeiger, 1991; Johnson, Snepenger, & Akis, 1994; Liu et al., 1986; Liu, Sheldon, & Var, 1987; Macintosh & Goeldner, 1986).

In addition, to better understand the benefits and costs derived from tourism development, various studies have centered on the issues related to residents' perceived impacts of tourism (Belisle & Hoy, 1980; Brougham & Butler, 1981; Davis, et al., 1988; Keogh, 1990; Lankford et al., 1994; Liu et al., 1986; Madrigal, 1993; McCool & Martin 1994; Murphy, 1983; Perdue, Long, & Kang, 1995; Ross, 1992; Sheldon, 1984; Thomson, Crompton, & Kamp, 1979; Um & Crompton, 1987; Williams, McDonald, Riden, & Uysal, 1995). The above studies suggested that the distinguishing of residents' perception on the impacts of tourism is to overcome a lack of understanding of development impacts for successful tourism planning (Uysal, Pomeroy, & Potts, 1992).

Indeed, the determinants affect residents' perceptions of tourism development. Especially, only few studies centered on urban resident' perceived tourism impacts. For these reasons, this research was an attempt to investigate a relationship between determinants and urban residents' perceived tourism impacts. This information could provide for better understanding and explanations for residents' perceptions of tourism impacts.

Statement of the Problem

Many studies have addressed the recognition of tourism impacts when tourism is being evaluated. Methieson and Wall (1982) suggested conceptually that tourism development generated economic, physical, and social impacts in the destination area. Liu, Sheldon, and Var (1987) justified the economic benefits and the costs of social, cultural, and environmental impacts of tourism. Lankford and Howard (1994) labeled "concern for local tourism development" and "personnel and community benefits" as tourism impacts, while developing the tourism impacts attitude scale. Each study used different approaches, techniques, and procedures to assess tourism development impacts and to identify residents' characteristics.

On the other hand, even though there are some studies that focused on determinants affecting residents' perceptions of tourism impacts, each study examines only few determinants and addresses inconsistent results instead of examining them simultaneously. Moreover, there are few studies that investigate a relationship between determinants and residents' perceived tourism impacts. Also, there is a limited standardized scale and measurement to identify a relationship between determinants and the perceived tourism impacts.

In addition, some determinants might affect residents' perceptions more heavily than others. For example, their tourism policy participation could have more influence on residents' perception than birthplace and length of residents' residency (Lankford & Howard, 1994). Thus, residents could have different

perceptions on such dimensions of perceived tourism impacts according to their determinants. Consequently, this study was designed to solve the above issues by achieving the following objectives.

Objective of the Study

This study attempted to understand urban residents' perceived impacts of tourism by considering determinants affecting residents' perceptions. The more specific objectives of this study are:

1. To investigate if there are underlying dimensions of urban residents' perceived tourism impacts dominantly discussed in the tourism literature.
2. To examine the relationship between determinants and the underlying dimensions of perceived tourism impacts generated from this study.

Several determinants can be adapted from previous studies. These characteristics, labeled as determinants by tourism scholars, include community attachment, length of residency, birthplace, interaction with tourists, tourism related jobs, tourism policy participation, community growth, and level of tourism development (Belisle & Hoy, 1980; Brougham & Butler, 1981; Hernandez,

Cohen, & Garcia, 1996; Husband, 1989; Lankford & Howard, 1994; Milman & Pizam, 1988; Long, et al., 1990; Sheldon & Var, 1984).

It is hoped that this study will provide a better understanding of residents' perception of tourism development impacts, thereby helping tourism planners, promoters, and business decision-makers so as to address residents' concerns and to implement appropriate directions and strategies for tourism planning and development.

Contributions of the Study

This study contributed to the advancement of the theoretical and practical viewpoints in tourism literature. Most of the tourism studies attempted to examine either the impacts of tourism development or the differences of residents' attitudes and perceptions in evaluating tourism impacts based on different characteristics of residents. This study addressed a relationship between determinants and perceived tourism impacts in considering both the benefits and costs of tourism development. Thus, this study advanced a common approach of the tourism studies motivated from the residents' perspective. It is believed from this study that since tourism impacts yield complex phenomena among tourists, host communities, and destinations, residents' perspective should be considered simultaneously to evaluate the impacts of tourism development and lead their supporting for future tourism development.

In this study, the Williamsburg and Virginia Beach areas as popular tourist destinations, have been providing a fine assortment of multi-faced tourists, generating numerous tourists, and playing a major role becoming the third largest retail industry in Virginia (Virginia Tourism Corporation, 1998). Thus, these areas have been influencing the host community's life. Therefore, this study was based on somewhat extensively developed tourist destinations. Thus, the investigation of the underlying dimensions of tourism impacts provided a better insight of perceived tourism impacts in a well-developed tourism area. Furthermore, the determinants discussed in this study explained the variations of residents' perceptions when the perceived impacts of tourism are measured, emphasizing that this study examined urban residents' perceived impacts. This study also compared with other studies conducted in Virginia. For example, Jurowski, et al. (1997) study which centered on the impacts in a rural community. The above two statements help signify this study.

Definitions of Terms

Four terms and concepts upon their operational value were defined and described for the effectiveness of this study.

Tourism impacts	Results from a complex process of interchange between tourists, host communities, and destinations (Methieson & Wall, 1982)
Residents	Individuals living in the study area on a full time basis
Determinants	Factors, variables or characteristics affecting residents' perceptions of tourism development
Perceptions	Residents' view, attitudes, and reaction of tourism development

CHAPTER II

LITERATURE REVIEW

Introduction

The research framework of this study was focused on determinants affecting residents' perceived impacts of tourism development. This chapter reviews various studies of tourism impacts. First, the social exchange theory was discussed, with explanations of some critical concepts and phenomena related to tourism development. This underpinning theory has been widely used as theoretical propositions to delineate both benefits and cost aspects derived from tourism development. Second, the dimensions of tourism development impacts are reviewed, including a discussion of the perceived economic, social/cultural, and environmental impacts of tourism development. Third, the determinants articulated by tourism scholars are elaborated.

Theoretical Background of the Study

The tourism research of the 1960s focused on the positive aspects of tourism and the 1970s emphasized the negative, while the 1980s had a balanced approach to both positive and negative impacts of tourism (Jafari, 1986). Recently, as the host population has become a key element for the successful tourism business in the tourist destination, more researchers focused on explaining the nature of residents' perceptions of tourism impacts with different theories (Akis, Peristianis, & Warner, 1996; Ap, 1992; Getz, 1994; Hernandez, Cohen, & Garcia, 1996; Jurowski, et al., 1997; Lankford, 1994; Lindberg & Johnson, 1996; Long, Perdue, & Allen, 1990).

Among these theories, the social exchange theory (Ap, 1992; Jurowski et al., 1997; Long et al., 1990) was introduced. Social exchange theory has demonstrated that tourism creates benefits as well as costs to host populations in tourism development areas. Accordingly, the social exchange theory stimulates further studies on the impacts of tourism development. This theory has become a cornerstone for this research approach of investigating residents' perceptions of tourism impacts. Thus, the following section will address in more detail the above issues concerning the impacts of tourism development.

Social Exchange Theory

Social exchange theory is based on how residents assess the expected cost and benefits of tourism (Ap, 1990, 1992; Lindberg & Johnson, 1997; Perdue, Long, & Allen, 1990). Madrigal (1993) said that this theory is likened to an economic analysis of interaction that focuses on the exchange and mutual dispensation of rewards and costs between tourism actors. He also pointed out that the underlying assumption of this exchange is a disposition of maximizing the rewards and minimizing the costs of residents' experience. This proposition is that residents will be willing to exchange with tourists if they can acquire some benefits without incurring unacceptable costs (Jurowski et al., 1997; Turner, 1986). And also, people who perceive benefits from tourism to be greater than costs may be willing to participate in the exchange and support tourism development (Allen et al., 1994; Getz, 1994). According to Ap (1992),

In developing and attracting tourism to a community, the goal is to achieve outcomes that obtain the best balance of benefits and costs for both residents and tourism actors. The preceding discussion suggests that residents evaluate tourism in terms of social exchange, that is, evaluate it in terms of expected benefits or costs obtained in return for the service they supply. Hence, it is assumed host resident actors seek tourism development for their community in order to satisfy their economic, social, and psychological needs and to improve the community's well being.

In this perspective, tourism scholars have demonstrated that residents positively perceive the economic benefits of tourism. And also they perceive tourism costs as social, cultural and environmental impacts (Jurowski et al.,

1997; Liu & Var, 1986; Milman & Pizam, 1988; Pizam, 1978; Prentice, 1993). On the contrary, some scholars had different points of view in that tourism has economic costs such as general local infrastructure, tourism resource maintenance and operating costs, and increased cost of living commodities (Martin, 1994; Murphy, 1985). Furthermore, tourism provides, not only a greater understanding of different cultures and societies, but also opportunities for the conservation and preservation of natural areas, archaeological sites, and historic monuments (Martin, 1994; Mathieson & Wall, 1982).

Some researchers have evaluated the impacts of tourism, according to residents' characteristics, by using the social exchange theory. Lankford and Howard (1994) showed that residents who are employed in the tourism industry had increased favorable reactions of tourism (Husband, 1989; Rothman, 1978; Perdue et al., 1990). And also, Um & Crompton (1987) articulated that the residents who lived in their community longer than other residents had more negative impacts of tourism.

With a respect to this, social exchange theory has been viewed as one of the representative major concepts available for understanding why residents' perceptions are expressed positively or negatively. It has been also regarded as a possible method for predicting residents' attitudes toward tourism (Ap, 1992; Hernandez et al., 1996).

Accordingly, as long as this theory deals with perceived benefits and costs of tourism, it is possible to have some method for evaluating the impacts of tourism development, along with identifying determinants on which may affect

residents' attitudes. Therefore, this study can assume that if residents perceive the benefit from tourism development, they will have a favorable view of tourism. If tourism creates more costs than benefits or adversely affects a community's well-being, residents will not have a favorable view of tourism development.

Dimensions of Perceived Tourism Impacts

Tourism players consist of people and organizations (hosts, tourist and product distributors), attractions and events (natural and man-made), infrastructure, transportation, and information (Var & Kim, 1989). Mathieson et al. (1982) also stated that among these entities of tourism industries, there are specific carrying capacities for the economic, physical and social sub-systems of the destination area. The magnitude and direction of the tourist impact is determined by the tolerance limits for each subsystem.

Most of the past tourism literature have suggested and recognized three major types of impacts when tourism is being evaluated. These are economic, social/cultural, and physical/environmental impacts (Akis, Peristianis, & Warner, 1996; Belisle & Hoy, 1980; Brayley, Var, & Sheldon, 1992; Caneday & Zeiger, 1991; Gartner, 1996; Haralambopoulos & Pizam, 1996; Jurowski, 1994; Johnson, Snepenger, & Akis, 1994; Jurowski, Uysal, & Williams, 1997; Liu et al., 1986; Martin, 1994; McCool & Martin, 1994; Murphy, 1985; Nelson, 1996; Perdue, et al., 1987; Ross, 1992; Stanfield, 1985). The above tourism scholars have attempted to identify three dimensions in both positive and negative aspects.

Economic Impacts of Tourism

One of the critical benefits and costs of tourism development often discussed by tourism scholars is the economic aspects (Akis et al., 1996; Hubsand, 1989; Liu et. al., 1981, 1986; Liu, Sheldon, & Var, 1987; Milman & Pizam, 1987; Nelson, 1995; Prentice, Terrace, & Road, 1993; Ritchie, 1988; Sheldon et al., 1984). According to Fleming and Toepper (1990), recognition of the potential economic benefits of increased travel (e. g., jobs, wages, and tax revenues) has led many nations, states, and local communities to intensify their tourism development.

In terms of measuring the economic impacts of tourism, there are well-established methodologies to assess them, such as benefits-costs analysis by economic metrics (Lindberg & Johnson, 1997), multipliers, input-output analysis, and barometers (Gartner, 1996; Mathieson et al., 1982). However, this study was only focused on the residents' perceived economic impacts of tourism.

Tourism researchers have explored various criteria in the assessment of the perceived economic impacts of tourism. Among these criteria, the most prominent benefits of tourism discussed in the literature are tied to employment opportunities. In reality, many studies demonstrated respondents' agreement or positive perception of tourism development on employment opportunities. 84 % of respondents (Belisle & Hoy, 1980), 81% of respondents (Liu & Var, 1984), 94% of respondents (Liu & Var, 1986), 94% of students (Davis et al., 1988),

79.1% of respondents (more than agree) McCool (1994), and 23.5% of respondents (agree) (Akis et al., 1996) had positive perceptions.

Additionally, many other studies on residents' perceived impacts of tourism have been conducted. They also found significant criteria of economic benefits and costs associated with tourism. These are: the changing of investment and spending (Akis, et al., 1996; McCool & Martin, 1994); economic gain (Getz, 1994; Haralambopoulos & Pizam, 1996; Jurowski et al., 1997; Madrigal, 1993; Ross, 1992); standard of living (Akis et al., 1996; Haralambopoulos et al., 1996; Johnson et al., 1994; Milman & Pizam, 1988); income distributions for hosts and government (Milman & Pizam, 1988; Perdue et al., 1987); prices of goods and services (Haralambopoulos et al., 1996; Johnson et al., 1994); costs of land and housing (Caneday & Zeiger, 1990; Perdue et al., 1987); costs of living (Liu et al., 1986), development and maintenance of infrastructure, and resources (Brayley et al., 1990; Liu et al., 1986).

Social/Culture Impacts of Tourism

As with the economic impacts of tourism, there are both positive and negative social/cultural consequences of tourism. These are about the effects on the communication or interaction by the host population with their direct and indirect associations in connection with the tourism industry.

Fox (1977) stated that the social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual

behavior, family relationship, collective life styles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organization (Maethieson et al., 1982). Johnson et al. (1994) viewed tourism as providing cultural exchange opportunities, more recreational facilities, and disrupting various quality of life factors. Their findings provided that few residents (7%) perceived that tourism will offer valuable social and cultural exchanges with visitors, and a majority (63%) state that tourism will cause change in the traditional culture of the region.

In fact, the reason discussed by several tourism scholars on the social and cultural impact on the host population is that the host society provides more than a service function, as they may be part of the attraction base of the tourist destinations (Gartner, 1996). Besides, in many tourist destinations, social and cultural structures have changed considerably under the influence of tourism (King, Pizam, & Milman, 1993).

With respect to social/cultural benefits and costs of tourism development, several tourism scholars have found that residents perceived tourism as creating congestion, traffic jams, and noise (Gunn, 1988; Johnson et al., 1994; King et al., 1993; Rothman, 1978; Liu et al., 1987; Loukissas, 1982; Prentice, et al., 1993; Ritchie, 1988; Sheldon et al., 1984; Travis, 1982), and increasing crime (Belisle et al., 1980; Cohen, 1984; Milman & Pizam, 1988).

Researchers also found that with regards to residents' attitudes, tourism improved local public services (Keogh, 1990), cultural activity (McCool & Martin

1994), changing traditional culture (Akis et al., 1996; Johnson et al., 1994;) and allowing preservation or identity of local culture (Liu & Var. 1986)

Physical/Environmental Impacts of Tourism

The existing tourism literature has proposed that the major concerns of physical/ environmental impacts of tourism are associated with various entities, which may affect the life of the host population and community. The negative impacts of tourism in the host community, destruction of natural resources, pollution, deterioration of cultural or historical resources, and changes in community appearance have commonly been mentioned and surveyed. (Davis, Allen, & Cosenza, 1988; Gartner, 1987; Liu et al., 1987; Martin, 1994; Milman & Pizam, 1988; Murphy, 1983; Rothman, 1978; Travis, 1982; Var, Kendal, & Tarakcioglu, 1985).

On the contrary, some studies suggested that tourism provides compensation factors or benefits which are preserved historic sites and resources, recreation facilities, and higher quality of roads and facilities (Akis et al., 1996; Getz, 1993; Johnson et al., 1994; Kendal & Var, 1984; Lankfor & Howard, 1994; Liu et al., 1987; Perdue et al., 1987).

These studies implied that residents might have viewed tourism as having both positive and negative impacts in their community. Some researchers emphasized that environmental protection ranked more importantly than certain expected costs and benefits (Liu & Var, 1984; and Liu et al., 1987). However, as

environmental impacts are not immediate phenomena, but gradual and cumulative, a consistent environmental consideration is required for successful tourism planning. Allen et al. (1988) also pointed out that as environmental concerns appear to be the most sensitive to change in tourism development, tourism managers and developers must recognize these impacts and establish comprehensive efforts for the preservation of the environment in order to increase tourism activity.

Determinants of Residents Perceived Tourism Impacts

Most of studies have hypothesized that the perceptions of residents on the impacts of tourism may vary among different types or experiences of local residents. Some studies, however, have examined residents' attitudes in terms of demographic characteristics, but their inconsistent results have been discussed by other reliable reviews of tourism studies. (Allen et al., 1988; Ap, 1990; Milman & Pizam, 1988; Perdue et al., 1995). This may be due to different research sites and times, or different levels of tourism development. In spite of that, tourism scholars have studied and observed several determinants as being consistent with relationships or patterns of the impacts of tourism.

Birthplace

The tourism literature investigated if the birthplace of residents influences their attitudes toward tourism impacts (Brougham & Butler 1981; Davis et al 1988; Lankford & Howard 1994; Um & Crompton 1987). Some studies indicated that if people are born in their community, they tended to have less positive perceptions of tourism impacts. Thus, the proposition of this determinant for this study is that if respondents were born in the study area, they are likely to be more affected on perceived tourism impacts.

Length of Residency

This determinant has been found to influence residents' attitudes (Allen et al., 1988; Brougham & Butler 1981; Lankford et al., 1994; Liu & Var 1984; Madrigal 1993; McCool & Martin 1994; Pizam, 1978; Sheldon & Var, 1986; Um & et al., 1987). According to Sheldon et al. (1986), lifelong residents were more sensitive to the social/cultural impacts of tourism than were short-term residents. Pizam (1978) and Um et al. (1987) suggested that the longer residents live in an area, the less positively residents perceive the impacts of tourism development in their community. However, Lankford et al. (1994) argued that even if long term residents had less favorable attitudes, the discrepancy was not profound. Still, they found that length of residency has some influence on personal and community benefits in tourism development impacts.

Community Attachment

McCool and Martin (1994) suggested that the concept of community attachment (measured by 'sorrow to live' and 'prefer to live') is an important issue in the assessment of the social impacts, and they also defined it as the extent and pattern of social participation and integration into the community.

Normally, length of residency, birthplace, or community attachment has been used to gauge a combined community attachment (Jurowski, Uysal, & Williams 1997; Lankford et al., 1994; McCool & Martin 1994; Williams, et al., 1995). In fact, Um and Crompton (1987) concluded that the greater the level of attachment was, the less positively residents perceive the impacts of tourism on their community. McCool and Martin (1994) argued that strongly attached respondents rated more positive dimensions of tourism than the unattached respondents, but they were more concerned about sharing the costs of tourism development.

On the other hand, Jurowski et al (1997) indicated that attached residents appear to evaluate the economic and social impacts positively, but the environmental impacts negatively. Here, this study only employed the community attachment (sorrow to live), previously used in the study of McCool and Martin.

Tourism Related Jobs

Many studies found out that respondents (or their relatives, friends, and neighbors) who depend upon a tourism-related job had, a statistically significant positive relationship with the positive tourism factors (Lankford, 1994; Milman & Pizam, 1988; Murphy, 1980, 1983; Pizam, Milman, & King, 1994; Tyrell & Spaulding, 1984). This means that residents who are economically related to tourism industry are more likely to recognize the benefits of the tourism development.

Recreation Activities

Perdue, Long, and Allen (1987) found out that there are no differences between recreational participants and non-participants. In addition, as the perceived impact of tourism on outdoor recreational opportunities increases, the desirability of additional tourism development decreases significantly. This results from a symbiotic relationship between tourism and recreation (Allen, Hafer, Long, & Perdue 1993). This means that:

An improvement in park and recreation facilities and opportunities increases the attraction of an area, while increased attraction of visitors adds revenues which can be reinvested to improve facilities and opportunities for local residents. However, if market forces create a situation where the price of the attraction is raised beyond the local residents' ability or willingness to pay, the cycle can negatively affect local residents' attitudes toward tourism development.

Consequently, the proposition for this study is based on that the more frequently respondents participate in the recreation activity, the more they are likely to be affected by perceived tourism impacts.

Tourists Contacts

Tourism studies suggested that the level of contact with tourists by residents might affect residents' attitudes (Brougham & Butler, 1981; Lankford & Howard, 1994; Martin, 1994; Murphy, 1985; Rothman, 1978). While Pizam (1978) said residents having more contact with tourists negatively perceive tourism, Rothman (1978) found that residents who had a high contact with tourists were associated with positive attitudes. In addition, Martin (1994) concluded that the more contact people had with tourists, the more favorable their attitudes were toward the positive dimensions of tourism and the less favorable their attitudes were toward the negative dimensions.

Tourism Policy Participation

Tourism policy participation is associated with the involvement of residents in tourism oriented communities in making and implementing any tourism related policy (Murphy, 1985). As tourism provides services to the host and local community, the supports and consultants from residents and community would be required. Generally, if residents are involved with community decision

making, they appear to be more favorable of community development (Allen & Gibson, 1987). In tourism planning, the industry could get some benefits from the community consultants and policy participation.

Level of Tourism Development

Several studies suggested that the degree of tourism development influences residents' attitudes (Allen, 1993; Liu et al., 1987; Long et al., 1990; Madrigal, 1993; Perdue et al., 1990). Some of these studies found a curvilinear relationship between residents' attitudes and the level of tourism. As a measure of the level of tourism development, they employed total retail sales (Long et al., 1990), and per capita income based on total economic activity (Allen et al. 1993).

Growth of Community

According to the study by Lankford and Howard (1994), perception of the rate of community growth on the two factors which are of concern for the local tourism development factor, and the personnel and community factor, has a significant influence on residents' attitudes toward tourism. Consequently, this determinant as a destination characteristic will affect residents' attitudes because the tourism impacts result from a complex process of interchange among tourists, host communities, and destination environments (Mathieson et al., 1982)

Travel Experience

This study added one more variable as a determinant such as residents' travel experience for the analysis. Previous research has not included this variable in spite of its being a critical variable related to tourism research. People who have more travel experiences may have different attitudes and perceptions. Accordingly, this study assumed that the more often people travel, the more they are likely to have effects on perceived tourism impacts.

Summary of Theoretical Background

Based on the objectives of the study, this chapter provided theoretical background. The social exchange theory was addressed. The dimensions of tourism impacts were elucidated in economic, social/cultural, environmental/physical impacts through literature review. Ten determinants selected by discussing earlier research were presented. These determinants are birthplace, length of residency, community attachment, tourism related job, recreational activity, tourist contacts, tourism policy participation, travel experience, level of tourism development, and growth of community.

CHAPTER III

RESEARCH METHODOLOGY

Introduction

This chapter guides the research method and procedures used to achieve the objective study. A research site was explained and a research framework was proposed. Based on this framework, two research questions were addressed. An overview of population, random sampling, sample size, and data collection method as research design were presented. The development of survey instrument, and validity and reliability of the instrument were explained. Finally, data analysis techniques were presented.

Research Site

Norfolk/Virginia Beach/Newport News areas were selected as the research site because these areas offer multi-faceted tourism attractions such as historic and cultural sites, theme parks, recreation facilities, leisure, and beach sites. This fine assortment of tourism attractions are well developed and could have influences on host residents' life and local community in terms of economic, social/cultural, and physical/environmental impacts.

These attractions are the first permanent English settlement at Jamestown, the first Capital of the American Colonies at Williamsburg, and the final battlefield of the American Revolutionary War in Yorktown. These three tourist destinations are called The Historic Triangle. Additionally, Busch Gardens and Water Country USA, adventure theme parks located in Williamsburg, also generate lots of tourists. Virginia Beach, one of the largest seaside resorts, is also one of the most popular tourist destination in the state of Virginia. These areas provide a variety of natural attractions and man-made theme parks throughout the city such as Ocean State Park and Seashore State Park. The National Maritime Center (Norfolk) and Virginia Air & Space Center (Hampton) provide tourists with a unique experience of diverse museums. Thus, it can be asserted that these research areas are highly developed as tourist destinations.

Due to the above various developed tourism attractions, Virginia hosts more than 50 million visitors each year, directly generating \$10.52 billion and another \$10 billion in induced and indirect revenues. Virginia ranked tenth in the

U. S. in tourism economic activity with a 2.9 percent market share. Especially, in the Norfolk/Virginia Beach/Newport News¹ area as research area of this study, travel business generated 169,800 jobs. Sales related to this business have risen to \$460 millions (Virginia Tourism Corporation, 1998). These contributions made travel business become the third largest retail industry in Virginia. According to the Virginia Tourism Corporation, in 1997 tourism created \$1.66 billions of travelers' spending and \$0.4 billions of travel payroll in the research area of this study.

Research Framework

This study was designed to investigate how residents perceive the impacts of tourism development and to identify a relationship between determinants and underlying dimensions of tourism impacts. The determinants as independent variables in this study were selected through the related tourism literature review. These are (1) birth place, (2) length of residency, (3) community attachment, (4) tourism related job, (5) recreation activity, (6) tourist contacts, (7) policy participation, (8) travel experience, (9) level of tourism development, and

¹ According to the Norfolk Visitors and Convention Bureau, this area is the thirty second largest MSAs (Metropolitan Statistical Areas) in the U.S. and it consists of Gloucester, York, Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, and Suffolk Counties and James, Virginia Beach and Williamsburg Cities, VA. This study did not include Chesapeake Portsmouth, and Suffolk Counties.

(10) growth of community. In the review of tourism literature, the above determinants were crucial factors affecting residents' perceptions of tourism impacts.

The dimensions of tourism impacts were treated as dependent variables in this study. These dimensions were generated from the tourism impact attributes presented in the next chapter. The tourism literature suggested that tourism often generates both benefits and costs to host communities. These can be summarized into various dimensions such as economic, social/cultural, physical/environmental impacts.

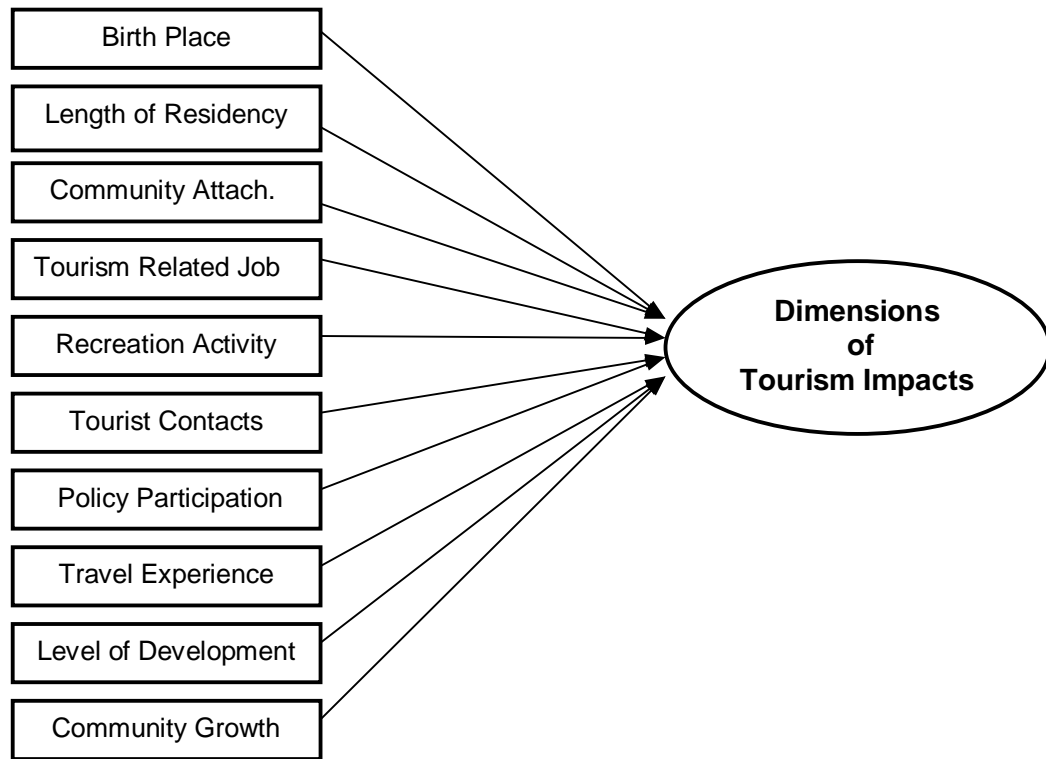


Figure 3.1 A Proposed Model of Determinants of Residents' Perceived Tourism Impacts

Research Questions

A proposed conceptual model on determinants of residents' perceived tourism impacts was developed to examine and answer the research questions as follows:

Q1: Are there underlying dimensions explaining perceived tourism impacts in the research area?

Q2: There are no relationships between the following selected determinants and underlying dimensions explaining perceived tourism impacts.

- | | |
|----------------------------------|--------------------------|
| (1) Birthplace | (2) Length of residency |
| (3) Community attachment | (4) Tourism related job |
| (5) Recreation activity | (6) Tourist contacts |
| (7) Tourism policy participation | (8) Travel experience |
| (9) Levels of tourism | (10) Growth of community |

Research Design

Population

The study population was household members in Norfolk/Virginia Beach/Newport News MSA (metropolitan statistical area). Specifically, this target population was residents who are over 18 year of age in the communities of Gloucester, York, Hampton, Newport News, Norfolk, Poquoson, Virginia Beach and Williamsburg Cities in Virginia.

Random Sampling

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole population (Zikmund, 1997). Sampling is an important method for increasing validity of the collected data, as well as ensuring the sample is representative of a population.

The data for this study were collected by a stratified random sampling method. A stratified random sample is used to reflect the diverse geographical distribution of the residential area of the community. This study area consists of 8 districted regions included in 2 counties and 6 cities. The population was estimated to be 1,118,600 in 1997 (Martin & Tolson, 1998).

Table 3.1
Geographic Distribution of Survey

City/County	Population^b	(%)	Target Population
Gloucester	33,200	(2.9)	70
York	55,100	(4.9)	118
Poquoson	11,300	(1.0)	24
Williamsburg ^a	54,400	(4.8)	115
Hampton	136,900	(12.5)	299
Newport News	178,300	(15.9)	382
Norfolk	231,700	(20.7)	497
Virginia Beach	417,700	(37.3)	895
Total	1,118,600	(100)	2,400

Note: a. includes James City b. Estimated population, July 1, 1996. provided by Weldon Cooper Center for Public Service

Thus, the proportional stratified sampling method was employed for collecting the data. In this method, the number of sampling units drawn from each stratum is in proportion to the relative population size of that stratum (Zikmund, 1997). Therefore, the sample size is based on the population size of each distinguished area of the study site. The collected data were analyzed to uncover a relationship between determinants and perceived tourism impacts.

Sample Size

To ensure that the sample size is appropriate to represent the opinions or attitudes of target population, Zikmund's (1997) formula for calculating sample size was used. The sample size was specified by the following three factors. These² are: (1) variance or heterogeneity of population, which refers to the standard deviation of the population; (2) magnitude of acceptable error; and (3) confidence level. The formula is:

$$N = Z^2 S^2 / E^2$$

Where:

N = Sample Size

Z = Standardization value indication a confidence level

S = Sample standard deviation or an estimate of the population standard deviation³

E = Acceptable magnitude of error

² Typical source of information is pilot study or rule of thumb, managerial judgement (E or Z) or calculation (E)

³ An estimated standard deviation can be calculated by the following formula: (Maximum value of the scale – Minimum value of the scale) / 6

Therefore, the desired sample size for this study, using a combination of a 95% confidence interval ($Z=1.96$), estimated standard deviation⁴ ($SD = 0.66$), and acceptable error level of (0.05) will be approximately 690 respondents. Accordingly, if the sample from the population is over 690 respondents, the error for this study will be decreased.

Data Collection Method

The type of data collection in this study was a mail survey. The questionnaires were sent to 2,400 residents who were living in Norfolk/Virginia Beach/Newport News MSAs. A random sample of individuals from this population was selected from the telephone directories (U.S. Telephone Search Directory (V.3.0, 1997)). As these areas were divided into 8 district regions, the number of mail questionnaires for each region was based on the proportional population of each region over the total population of the research site.

Survey Instrument and Scaling

A review of tourism literature produced numerous survey items (Lankford & Howard, 1994; Liu & Var, 1986; Milman & Pizam, 1988; Murphy, 1993; Perdue, Long, & Allen, 1990). The aims of these instruments were to measure determinants affecting their perceptions and attitudes toward tourism, perceived

⁴ A Five point Likert scale is applied to the questionnaire for this study

tourism impacts, or its relationships. The survey instrument for this study was developed by slightly modifying representative items and instruments used by previous scholars in tourism impacts studies. Questions have been substantially revised in wording and scaling to adapt to the research objectives as well as the particular survey site for this study.

As a result, the survey instrument consists of the cover letter and three parts. The cover letter contains the reason for this study and explains its sole focus on academic research. Part I has ten questions related to determinants of residents' attitudes, which are regarded as independent variables in this study (Table 3.2). Part II was designed for measuring tourism impacts (Table 3.3). Finally, respondents were asked about their general demographic information in Part III. The detailed questions and scaling will be addressed as follows.

Determinants of Residents' Perception

In terms of the measurement of scale for determinants, there are three dichotomous variables, including birthplace, tourism-related job, and policy participation. For these variables, respondents were asked to answer "Yes" or "No". Community attachment, level of tourism, and growth of community was measured by using a five Likert type scale. A ratio scale measured other determinants.

Table 3.2

Determinants of Residents' Perception

Determinants	Questions
1. Birthplace	Were you born in this community?
2. Length of Residency	How long have you lived in your community?
3. Community attachment	Suppose that for some reason you had to move away from this community, how sorry or pleased would you be to leave?
4. Tourism related job	Do you have any family (include yourself), friends, or relatives working in the tourism industry?
5. Tourists contacts	How many times have you had contact with tourists within the past 12 months?
6. Recreation activity	How many times have you participated in a recreation activity within the past 12 months?
7. Policy participation	Have you ever been involved or helped in making policy in your community?
8. Travel experience	How many times did you travel within the last three years that involved at least overnight travel?
9. Levels of tourism	How would you evaluate the degree of tourism development in you community?
10. Growth of community	How would you evaluate the degree of your community growth?

Perceived Tourism Impacts

Part II of the questionnaires assessed tourism impacts perceived by respondents in the survey areas. Several survey instruments in previous tourism impact studies have been developed and tested (Liu & Var, 1986; Liu, Sheldon, & Var, 1987; Perdue, Long, & Allen, 1990; Madrigal, 1993; Allen, Hafer, Long, & Perdue, 1993; Liu, Sheldon, & Akis, 1994; Lankford, 1994; McCool & Martin, 1994; Lankford, Buxton, Hetzler, & Little, 1995; Akis, Perostianis, & Warner, 1996).

The questionnaire consisted of a number of diverse items to evaluate tourism impacts, while considering both the benefits and costs of tourism. The tourism impacts statements developed by Liu and Var (1996), and Liu, Sheldon, and Var (1987) were the most representative instrument in tourism impact studies. Later, Johnson et al. (1994) and Akis et al. (1996) modified the instrument to assess potential impacts rather than existing perceived impacts.

Consequently, the study questionnaire was mirrored the works by Liu et al. (1986) and Akis et al. (1996). These survey statements contained a distinctive variety of items to assess tourism impacts on economic, social/culture, and physical/ environmental dimensions. These statements are addressed in Table 3.3.

Table 3.3

Tourism Impacts Assessment Items

1. Tourism has created more jobs for your community.
 2. Tourism has attracted more investment to your community.
 3. Tourism has led to more spending in your community.
 4. Our standard of living has increased considerably because of tourism.
 5. The prices of goods and services have increased because of tourism.
 6. Tourism has given economic benefits to local people and small businesses.
 7. Tourism revenues are more important for local government than revenues from the other industries.
 8. The costs of developing public tourist facilities are too much.
 9. Meeting tourists from other regions is a valuable experience to better understand their culture and society.
 10. Tourism has encouraged a variety of cultural activities by the local residents.
 11. Tourism has resulted in more cultural exchange between tourists and residents.
 12. Tourism has resulted in positive impacts on the cultural identity of our community.
 13. High spending tourists have negatively affected our way of life.
 14. Local residents have suffered from living in a tourism destination area.
 15. Tourism has changed our precious traditional culture.
 16. Tourism has increased the crime rate in your community.
 17. Construction of hotels and other tourist facilities have destroyed the natural environment.
 18. Tourism has resulted in traffic congestion, noise, and pollution.
 19. Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.
 20. Tourism provides more parks and other recreational area for local residents.
 21. Our roads and other public facilities are kept at a high standard.
 22. Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.
 23. Tourism has led to more vandalism in your community.
 24. Improving public tourist facilities is a waste of tax-payer money.
-

With the above tourism impact statements, the respondents were asked to determine the degree of agreement with each statement. A five point Likert-type scale was used as the response format. The assigned values of the scale were: 1=Strongly Disagree, 2=Disagree, 3=neutral, 4=Agree, and 5=Strongly Agree.

Part III consisted of some demographic variables. Respondents were asked questions to provide the information regarding their characteristics. These demographic variables are gender, age, marital status, educational level, income, occupation, and race.

Pretest of Survey Instrument

The survey instrument was revised in two stages. In the first stage, the questionnaire was circulated to 3 faculty staffs and 10 graduate students at Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University (Virginia Tech) to strengthen its validity. Based on the feedback received from the pre-tested sources, the questionnaire was modified. In the second stage, the questionnaire was tested through a group of convenience samples consisting of residents (N=30) in Virginia collected from a series of on-site interviews.

Validity and Reliability

The content validity refers to the subjective agreement among professionals. Scales of this study logically appeared to accurately reflect what it designs to measure (Zikmund, 1997). In this study, content validity was strengthened through an extensive review of literature.

To establish the reliability of the perceived tourism impact measurement used in the survey instrument, a reliability coefficient (Cronbach alpha) based on an internal consistency of test, was performed ($\alpha = .79$) with tourism impacts assessment attributes. The reliability of tests on residents' perceived tourism impacts was accomplished.

Data Analysis

All collected data were coded and analyzed using Statistical Package for Social Sciences (SPSS, V.7.5). Descriptive and inferential statistics techniques were used. First, descriptive statistics were performed to analyze demographic information, determinants of respondents, and tourism impacts statements. Second, the Inferential statistics included t-test, Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity, factor analysis, and multiple regression analysis.

In inferential statistics, a t-test was used to analyze non-response bias which were to find if there was a difference among the samples. Kaiser-Meyer-Olkin (KMO) was used to measure of sampling adequacy. KMO is an index for

comparing the magnitudes of the observed correlation coefficient between variables. The values of below 0.5 for the KMO indicate that a factor analysis of the variables is not appropriateness (SPSS 6.1, 1994). Bartlett's Test of Sphericity was used to check the assumption of factor analysis, which is to examine if there is the presence of correlation among the variables (Hair, Anderson, Tatham, & Black, 1998).

Factor analysis, Multivariate Analysis of Variance (MANOVA), and Multiple Regression Analysis were employed in this study. Factor analysis is a statistical technique used to identify a relatively small number of factors that can be used to represent relationships among sets of many interrelated variables (SPSS, 1994). In this study, the Varimax Rotated Method was employed to attempt to minimize a number of variables that have high loading on a factor. Thus, this technique could be used to examine research question one of this study.

Multiple regression analysis is a statistical technique used to examine the relationship between a single dependent variable and a set of independent variables (Hair, et al., 1998). This technique was performed to examine a relationship between determinants as independent variables and the dimension of tourism impacts as dependent variables.

Multivariate Analysis of Variance (MANOVA) is a statistical technique used to assess the statistical significance of differences between groups on multiple dependent variables (Hair, et al., 1998). This procedure was utilized to see differences in perceived tourism impacts among some demographic characteristics.

Composite mean scores on each factor for each respondent were computed and utilized in the study. MANOVA and ANOVA used two demographic variables as independent variables such as household income and ethnic group and used five dimensions of perceived tourism impacts as dependent variables.

Thus, MANOVA was used to examine if differences existed in the composite mean for five dimensions of perceived tourism impacts across household income and ethnic groups. After a significant difference from MANOVA was identified, ANOVA was used to examine where the differences left over among groups.

Summary of Research Methodology

In this chapter, a research site, a research framework, and two research questions were addressed. Further, data collection method as research design were presented. The development of survey instrument, validity, and reliability of the instrument were explained. Finally, data analysis techniques were presented. The results are presented in the following chapter.

CHAPTER IV

RESULTS

Introduction

In this chapter, the results from the data analyses were presented. These included an analysis of response rate, demographic characteristics of respondents, non-response bias, determinants of tourism impacts, and descriptive of tourism impact statement items. The results of statistical analysis were reported in regard to factor analysis, multiple regression analysis, and Multivariate Analysis of Variance (MANOVA).

Analysis of Overall Survey Results

The sample population for this study was residents, who lived in Norfolk/Virginia Beach/Newport News MSAs, Virginia. A total of 2,400 survey questionnaires were mailed to current residents randomly selected from the 'U.S. Telephone Search Directory (V. 3.0, 1997)' on September 10, 1998. Out of 2,400 questionnaires mailed, three (0.13%) were returned due to incomplete addresses. The survey sample became 2,397. Of a total of the mailed questionnaires, three hundred twenty one questionnaires were returned, which revealed an approximate 13.4% response rate. Five questionnaires were excluded due to a large percentage of missing value. Three hundred and sixteen questionnaires (13.2% of total population) were analyzed in this study.

Table 4.1

Overall Response Rate

	Number	Percent (%)
Total target population	2400	100
Non-delivered questionnaires	3	0.13
Total sample	2397	100
Total responses	321	13.4
Non-useful responses	5	0.2
Total useful samples	316	13.2

Demographic Characteristics of Respondents

Respondents' characteristics are presented in Table 4.2. Fifty-one and three percent of the respondents were female. The major age group of the respondents was the 41 - 50 years old group (25.7 %) followed by the 31 - 40 age group (23.2%), and the 51-60 years old group (17.7%). The majority of respondents were married (79%). In terms of the educational attainments of respondents; 33.4% of respondents had a graduate degree; 29.3% of respondents attained some college; and 24.8% had a college degree. Based on these results, the respondents tended to have a high educational level.

Of the household income level: 41.7% had an income over \$ 60,001 per year; 14.0% of respondents had between \$50,001 and \$60,000 per year; 11.3 % of respondents had between \$40,001 and \$50,000 per year. Respondents consisted of residents who had a somewhat higher income level. As for ethnic identity, most respondents were Caucasian (87.8%), followed by African American (5.5%), Hispanic (1.6), and Asian (1.3%) respectively.

Table 4.2
Demographic Characteristics of Respondents

Variables	Frequency	Percent (%)
<u>Gender</u> (n = 314)		
Male	153	48.7
Female	161	51.3
<u>Age</u> (n = 311)		
Under 20	2	.6
20 - 30	42	13.5
31 - 40	72	23.2
41 - 50	80	25.7
51 - 60	55	17.7
61 - 70	42	13.5
Over 71	18	5.8
<u>Marital status</u> (n = 314)		
Single	66	21.0
Married	248	79.0
<u>Education attainment</u> (n = 314)		
Less than high school	4	1.3
High school	35	11.1
Some college	92	29.3
College	78	24.8
Graduate	105	33.4
<u>Household income</u> (n = 300)		
Under \$20,000	17	5.7
\$20,001 - \$30,000	30	10.0
\$30,001 - \$40,000	52	17.3
\$40,001 - \$50,000	34	11.3
\$50,001 - \$60,000	42	14.0
Over \$60,001	125	41.7
<u>Occupation</u> (n = 314)		
Student	15	4.8
Professional/Engineering	101	32.2
Government officer	17	5.4
Business person	53	16.9
Self employer/Owner	2	.6
Retired	10	3.2
Unemployment	106	33.8
Others	10	3.2
<u>Ethnic</u> (n = 312)		
Caucasian	274	87.8
African American	17	5.5
Hispanic	5	1.6
Asian	4	1.3
Native American	3	.9
Others	9	2.9

Non-response Bias Tests

The potential non-response bias was examined through comparing responses of the early respondents to those of the late respondents. The early respondents ($n = 30$) received in the first week were compared to the late respondents ($n = 30$) received in the third and fourth week by using t-test with 24 tourism impact assessment items. The results of the t-test revealed that there was no significant difference between groups, thereby addressing the non-response bias. Therefore, this study concluded that there was no response bias.

Determinants of Perceived Tourism Impacts

Results from the descriptive analysis of determinants are presented in Table 4.3. The majority of respondents (78.2%) were not born in the survey area. Respondents of the community attachment indicated if they had to move away from their community, 31.6% would feel very sorry, and 38.9% would feel sorry. This means that they have a somewhat high community attachment. Most of respondents (88.5%) did not have friends, family, or relatives who are working for the tourism industry. Twenty-eight and four percent of respondents interacted with tourists more than 7 times within the last one year; 21.3%(3-4 times); the average of respondents' interaction with tourists was about three times.

In terms of the recreational activities of respondents, 54.1% of them enjoyed recreational activities more than 9 times within the last one year. 12.4%

had 5-6 recreational activities in one year. The average of their recreational activities was about 7.87 times, so they experienced quite a few recreational activities. Regarding the respondents' travel experiences, the results revealed that 24.8% of them took 3-4 trips within the last one year that involved at least an overnight stay. These included business and leisure travel. Most of the respondents (97.3%) answered that they had not been involved in making any tourism-related policies in their community.

Six and four percent of the respondents have been living in the area more than 51 years, and 31.9% also answered that their length of residency was between 21-35 years, and 17.0% (36-50 years). The average of the respondents' length of residency was 20.8 years. This means that most of the respondents have been living quite a long time in that area. Concerning the question about the degree of their community growth, 42.4% of respondents indicated their community growth was rapid; 31.6%, moderate community growth; 20.7%, very rapidly. The average of community growth was 3.77. These results imply that residents in the research area perceive that their community growth is fairly fast.

Thirty-four and three percent of the respondents indicated that the level of tourism development in their community was extensive; 35.1% answered for a moderate of level of tourism; 15.5% (very extensive). Respondents' perceived average of level of tourism was 3.5. This score was generated from that specific question using a five point Likert scale. These results mean that the research area provides a somewhat higher level of tourism developments.

Table 4.3**The Determinants of Respondents**

Variable	Frequency	Percent (%)	Mean (M)
Birthplace ($\underline{n} = 303$)			
Born	66	21.8	
Not born	237	78.2	
Community attachment ($\underline{n} = 301$)			
Very sorry	95	31.6	
Sorry	117	38.9	
No difference	51	16.9	
Pleased	29	9.6	
Very pleased	9	3.0	2.14 ^b
Related job ($\underline{n} = 304$)			
Yes	35	11.5	
No	269	88.5	
Interact with tourists ^a ($\underline{n} = 296$)			
0	65	22.0	
1-2	59	19.9	
3-4	63	21.3	
5-6	25	8.5	
7-more	84	28.4	3.09 ^b
Recreation activity ^a ($\underline{n} = 312$)			
0	32	10.1	
1-2	22	6.9	
3-4	37	11.7	
5-6	39	12.4	
7-8	9	2.9	
9-more	164	54.1	7.87 ^b
Travel experience ^a ($\underline{n} = 303$)			
0	25	8.3	
1-2	64	21.1	
3-4	75	24.8	
5-6	46	15.2	
7-8	30	9.9	
9- more	64	21.1	5.86 ^b
Policy participation ($\underline{n} = 302$)			
Yes	8	2.7	
No	294	97.3	

Note: a. it is regrouped from the ratio data of original questions.

b. Five point Likert scale was used.

Table 4.3**The Determinants of Respondents (Contd.)**

Variable	Frequency	Percent (%)	Mean (<u>M</u>)
Length of residency (year) ^a (n = 248)			
Less than 5	55	22.2	
5 -20	56	22.6	
21-35	79	31.9	
36-50	42	17.0	
51-65	11	4.4	
More than 66	5	2.0	20.80
Community growth (n = 304)			
Very slowly	5	1.6	
Slowly	11	3.6	
Moderate	96	31.6	
Rapidly	129	42.4	
Very rapidly	63	20.7	3.77 ^b
Level of tourism (n = 303)			
Very limited	10	3.3	
Limited	29	9.6	
Moderate	111	36.6	
Extensive	104	34.3	
Very extensive	49	16.2	3.51 ^b

Note: a. it is regrouped from the ratio data of original questions.

b. Five point Likert scale was used.

System missing is not included

As a whole, these results revealed that they have a fairly strong community attachment, while having a long time of residency in the research area. They spent multiple times in recreational activities and in taking a trip. They also perceived a somewhat rapid community growth and high level of tourism development. On the other hand, most of them were not born in the research area and did not have any experiences in making tourism policy.

Analysis of Perceived Tourism impacts

The descriptive analysis of respondents' perceived tourism impacts are presented in Table 4.4. The overall mean (M) and standard deviation (SD) for each assessment item are explained. Respondents rated the items on a five-point Likert scale with 1 = Strongly disagree, 2 = Disagree, 3 = Moderate, 4 = Agree, and 5 = Strongly agree.

The 24 questions that assess residents' perceived tourism impacts were related to economic, social, cultural, environmental, and physical impacts. Based on these results, respondents perceived that tourism has created more job (M=3.88), given economic benefits to local people and businesses (M=3.79), lead to more spending (M=3.76), and attracted more investment (M=3.73). However, they agreed that tourism has resulted in congestion, noise, and pollution (M=3.69). Tourism also has brought unpleasant overcrowding at the beaches, hiking trails, and parks (M=3.32).

Respondents indicated the neutral points of tourism in terms of encouraging a variety of cultural activities (M=3.23), positive impacts of cultural identity (M=3.02), and cultural exchange (M=2.96). Additionally, they also perceived that tourism has moderately increased their standard of life (M=2.96), and has provided more parks and other recreation areas (M=3.09). The construction of hotels and tourist facilities have destroyed the natural environment (M=3.07).

Table 4.4**Tourism Impact Assessment Attributes**

Assessment items	<u>M</u>	<u>SD</u>	<u>n</u>
1. Tourism has created more jobs for your community.	3.88	.99	315
2. Tourism has attracted more investment to your community.	3.73	1.00	315
3. Tourism has lead to more spending in your community.	3.76	1.04	315
4. Our standard of living has increased considerably because of tourism.	2.96	1.11	315
5. The prices of goods and services have increased because of tourism.	3.41	1.06	313
6. Tourism has given economic benefits to local people and small businesses.	3.79	.88	308
7. Tourism revenues are more important than revenues from the other industries for local government.	2.73	1.09	314
8. The costs of developing public tourist facilities are too much.	2.95	.99	309
9. Meeting tourists from other regions is a valuable experience to better understand their culture and society.	3.36	.99	314
10. Tourism has encouraged a variety of cultural activities by the local residents.	3.23	.94	315
11. Tourism has resulted in more cultural exchange between tourists and residents.	2.96	.92	314
12. Tourism has resulted in positive impacts on the cultural identity of our community.	3.02	.92	314
13. High spending tourists have negatively affected our way of life.	2.32	.94	314
14. Local residents have suffered from living in a tourism destination area.	2.52	1.09	314
15. Tourism has changed our precious traditional culture.	2.33	1.01	311
16. Tourism has increased the crime rate in your community.	2.57	1.06	313

Note: Likert-type scale was used to measure each item: 1 = Strongly disagree; 2 = Disagree; 3 = Moderate; 4 = Agree; 5 = Strongly agree.

M = mean. SD = Standard deviation. n = number of respondent

Table 4.4**Tourism Impact Assessment Attributes (contd.)**

Assessment items	<u>M</u>	<u>SD</u>	<u>n</u>
17. Construction of hotels and tourist facilities have destroyed the natural environment.	3.07	1.20	315
18. Tourism has resulted in traffic congestion, noise, and pollution.	3.69	1.15	312
19. Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.	3.32	1.15	314
20. Tourism provides more parks and other recreational area for local residents.	3.09	.98	314
21. Our roads and other public facilities are kept at a high standard.	2.76	1.06	314
22. Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.	3.39	1.03	314
23. Tourism has led the more vandalism in your community.	2.40	.93	313
24. Improving public tourist facilities is a waste of tax-payer money.	2.25	.90	312

Note: Likert-type scale was used to measure each item: 1 = Strongly disagree; 2 = Disagree; 3 = Moderate; 4 = Agree; 5 = Strongly agree.

M = mean. SD = Standard deviation. n = number of respondent

Underlying Dimensions of Perceived Tourism Impacts

Based on the purposes of this study, two research questions were proposed. Each question was reiterated below and then the results of statistical analysis were reported. The research question one was examined by means of the factor analysis. There were five factors that emerged from this procedure, which will be explained in the following section. These factors were utilized to answer two research questions as dependent variables, which was examined through a series of multiple regression analysis.

Research Question One

Q1: Are there any underlying dimensions explaining the perceived tourism impacts?

First of all, for determining the appropriateness of factor analysis, the Kaiser-Meyer-Olkin (KMO)' measure of sampling adequacy and Bartlett's Test of Sphericity were employed. In this study, the results of the KMO measure of sampling adequacy revealed .857, which is sufficient for further analysis such as multiple regression. Bartlett's Test of Sphericity revealed a significance at a level of .001 ($\chi^2 = 2472.44$, df = 171). Thus the variables must be related to each other for the factor analysis to be appropriate.

In order to examine underlying dimensions of the perceived tourism impacts, a factor analysis with a varimax rotation was performed. The results are

presented in Table 4.5. After the initial factor analysis, five assessment items were dropped due to the failure of loading on any factor at the level of 0.40 (or higher), or double loaded on two or more factors. These variables were 'increasing prices of goods and services, tourism revenue for government, costs of developing public tourist facilities, increasing crime rate, and providing parks and recreation area.'

As the underlying dimensions for perceived tourism impacts, five factors emerged with eigenvalues of 1.0 or higher. These five dimensions, used in subsequent analysis, explained 67.6% of the variance in the assessment items. The five underlying dimensions of the residents' perceived tourism impacts were labeled as follows: 1. Economic benefits; 2. Social costs; 3. Cultural enrichment; 4. Environmental deterioration; and 5. Physical enhancement. In addition, reliability was performed on each of the five factors, based on the assessment items retained in each dimension.

Factor one, which identified as economic benefits, explained 27.55 percent of the variance with an eigenvalue of 5.23 and a reliability coefficient of 0.86. This factor explained some economic benefits due to tourism development. This exhibits that the surveyed respondents perceived that tourism has lead to "more spending", "created more jobs", "attracted more investment", "given economic benefits to local people and small business", and "Increased the standard of life in their community."

Table 4.5

Factor Analysis of Tourism Impact Attributes

Impact Attributes	Factor Loading	Eigen-Value	Var. Expd.	Reliability Alpha
<u>Factor 1: Economic benefits</u>		5.23	27.55	.86
Tourism has lead to more spending in your community.	.876			
Tourism has created more jobs for your community.	.832			
Tourism has attracted more investment to your community.	.824			
Tourism has given economic benefits to local people and small businesses.	.713			
Our standard of living has increased considerably because of tourism.	.629			
<u>Factor 2: Social costs</u>		3.66	19.13	.80
Tourism has changed our precious traditional culture.	.803			
High spending tourists have negatively affected our way of life.	.798			
Local residents have suffered from living in a tourism destination area.	.765			
Improving public tourist facilities is a waste of tax-payer money.	.628			
Tourism has led the more vandalism in your community.	.557			
<u>Factor 3: Cultural enrichment</u>		1.70	8.95	.83
Tourism has encouraged a variety of cultural activities by the local residents.	.821			
Tourism has resulted in more cultural exchange between tourists and residents.	.816			
Meeting tourists from other regions is a valuable experience to better understand their culture and society.	.766			
Tourism has resulted in positive impacts on the cultural identity of our community.	.691			

Table 4.5

Factor Analysis of Tourism Impact Attributes (Contd.)

Impact attributes	Factor Loading	Eigen-Value	Var. Expd.	Reliability Alpha
<u>Factor 4: Environmental deterioration</u>		1.17	6.15	.86
Tourism has resulted in traffic congestion, noise, and pollution.	.876			
Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.	.844			
Construction of hotels and tourist facilities have destroyed the natural environment.	.731			
<u>Factor 5: Physical enhancements</u>		1.11	5.83	.51
Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.	.779			
Our roads and other public facilities are kept at a high standard.	.759			
Total variance explained		67.6		

Note: Principle component analysis

Varimax with Kaiser Normalization

Likert-type scale was used to measure each item:

1 = Strongly disagree 2 = Disagree 3 = Moderate 4 = Agree 5 = Strongly agree.

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = .857

Bartlett's Test of Sphericity: $p = .001$ ($\chi^2 = 2472.44$, $df = 171$)

Var. Expd. = Variance explained

Factor two, which is labeled as social costs, explained 19.13 percent of the variance with an eigenvalue of 3.66 and a reliability coefficient of 0.80. This factor was related to some social concerns caused by tourism. These items were “changing residents’ precious traditional culture”, “high spending tourists’ negative affection of their life”, “suffering from living in a tourism destination area”, and “having leading the more vandalism in their community.”

Factor three, which is interpreted as cultural enrichments, explained 8.95 percent of the variance with an eigenvalue of 1.70 and a reliability coefficient of 0.83. All assessments included in this factor were related to residents’ cultural impacts, which were “concerns about encouraging a variety of cultural activities”, “providing more cultural exchange”, “providing valuable cultural experiences from the tourists”, and “identifying community’ cultural.”

Factor four, which is named as environmental deterioration, explained 6.15 percent of the variance with an eigenvalue of 1.17 and a reliability coefficient of 0.86. This factor included the assessment item that could be considered to have a negative impact upon their community. These contended that tourism has resulted in “traffic congestion”, “noise pollution”, and “unpleasantly overcrowding.” Additionally, “construction for hotels and tourists facilities has destroyed the natural environment.”

Factor five, which is referred to physical enhancements, explained 5.83 percent of the variance with an eigenvalue of 1.11 and a reliability coefficient of 0.51. Two items were included in this factor, which revealed that tourism has provided “n incentive for the restoration of historical buildings and the

conservation of natural resources” as well as “tourism providing high standard public roads and facilities.”

As a result, factor analysis revealed that there were five dimensions of tourism impacts that were perceived by current residents in the research areas such as Williamsburg and Virginia Beach. Thus, this study concluded that tourism development could influence residents’ viewpoint of the economic, social, cultural, environmental, and public physical factors of the host community.

Demographic Differences on Perceived Tourism Impacts

Multivariate analysis of variance (MANOVA) and analysis of variance (ANOVA) were used to determine whether residents’ perceived tourism impacts were related to their demographic variables. The results of analysis are presented in Table 4.6.

The results of MANOVA revealed that respondents’ mean scores for the dimensions of perceived tourism impacts were differing by household income (Wilks’ Lambda $\underline{F} = 25, 1.94, p < .01$). The results of ANOVA shown that the household income groups differed only on social costs of tourism impacts ($\underline{F} = 5, 3.21, p < 0.01$). The groups who had more than \$60,000 provided the lowest mean score, indicating concerns of social costs.

Table 4.6

Summary of MANOVA and ANOVA on Perceived Tourism Impacts

<u>Household Income</u> (N=299)	Econ	Social	Cultural	Environ	Physi
Under \$20,000 (n =17)	3.21	2.37	3.40	2.80	3.09
\$20,001- \$30,000 (n =29)	3.52	2.48	3.28	3.56	3.02
\$30,001- \$40,000 (n =52)	3.53	2.51	3.00	3.43	2.95
\$40,001- \$50,000 (n =34)	3.84	2.57	3.35	3.44	3.06
\$50,001- \$60,000 (n =42)	3.61	2.54	3.27	3.55	3.12
\$60,001 or more (n =125)	3.74	2.18	3.10	3.29	3.03
Total	3.65	2.37	3.16	3.37	3.03
Univariate \underline{F} (df = 5)	2.13	3.21	1.96	1.75	.20
p	.062	.008**	.084	.124	.197
Multivariate \underline{F} (25. 1.94) Wilks'Lambda)	p = .004**				

<u>Ethnic Group</u> (N=311)	Econ	Social	Cultural	Environ	Physi
Caucasian (n=273)	3.66	2.39	3.11	3.41	3.04
Non-Caucasian (n= 38)	3.41	2.26	3.43	3.00	3.05
Total	3.63	2.37	3.25	3.36	3.04
Univariate \underline{F} (df = 1)	3.05	1.02	6.03	5.44	.01
p	.082	.313	.015*	.020*	.934
Multivariate \underline{F} (5. 2.74) (Wilks'Lambda)	p = .019*				

Note: Value are mean scores.

* p < .05 ** p < .01

1. Econ = Economic benefits
2. Social = Social costs
3. Cultural = Cultural enrichment
4. Environ = Environmental deterioration
5. Physi = Physical enhancement

In addition, MANOVA showed that significant differences were identified across ethnic groups (Wilks' Lambda $F = 5, 2.74, p < .05$). From the results of ANOVA, the differences of means scores between Caucasian group and Non-Caucasian groups were found on both cultural enrichment ($F = 1, 6.03, p < .05$) and environmental deterioration ($F = 1, 5.44, p < .05$). The Caucasian group indicated higher mean scores than the Non-Caucasian group on environmental deterioration, and Non-Caucasian indicated higher than Caucasian group on cultural enrichment. From these findings, it can be stated that Non-Caucasian group agreed more that tourism provides cultural enrichment and the Caucasian group had more concerns on environmental deterioration.

A Relationship of Determinants and Perceived Tourism Impacts

Research Question Two

Q2: There are no relationships between the following selected determinants and the underlying dimensions of perceived tourism impacts.

- | | |
|-----------------------------------|-------------------------|
| (1) Birth Place | (2) Length of residency |
| (3) Community attachment | (4) Tourism related job |
| (5) Recreation activity | (6) Tourists contact |
| (7) Tourism policy participation | (8) Travel Experience |
| (9) Degree of Tourism Development | |
| (10) Growth of Community | |

The above research question was assessed through a series of multiple regression analyses. Here, the determinants were considered independent variables and the five tourism impact dimensions were considered dependent

variables. To perform multiple regression, the data collected from the survey were analyzed by using the "enter" method and "listwise" command for the treatment of cases with missing values. The multiple correlation coefficient (R) and coefficient determinant (R^2) between the independent variables and dependent variables have been explained. The beta, t-statistic, and p-value of each independent variable have been presented. Particularly, the beta value of independent variables was arranged based on from the highest beta weight to the lowest in order to explain the extent to which they affect dependent variables. The results of analysis were addressed in the following.

Determinants and Perceived Economic Benefits

The results of the multiple regression analysis concerning the relationship between determinants and perceived economic benefits of tourism are presented in Table 4.7. The coefficient of determination (R^2) for the perceived economic benefits indicated that 33.3% of the variation in residents' perceived tourism impacts demonstrated a statistical correlation with the determinants (independent variables). This model revealed a significance at .001 of the P-value ($F=10, 12.56$). The beta coefficient (β) indicated that four determinant variables have significant effects on the perceived economic tourism impacts. These were "level of tourism" ($\beta = .399, p < .001$), "community attachment" ($\beta = -.234, p < .001$), "length of residency" ($\beta = -.146, p < .05$), and "growth of community" ($\beta = .129, p < .05$).

Table 4.7**Regression Analysis of Determinants on Economic Benefits**Analysis of Variance

Source	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Regression	81.49	10	8.15	12.56	.000
Residual	163.52	252	.84		
Total	245.01	262			

Note: $R = .577$ $R^2 = .333$

Regression Analysis

Independent variables	<u>β</u>	<u>SE</u>	<u>p</u>
(Constant)		.472	.000
Level of Tourism	.399	.060	.000 **
Community Attachment	-.234	.050	.000 **
Length of Residency	-.146	.004	.022 *
Growth of Community	.129	.069	.041 *
Birthplace	-.087	.139	.146
Interact with Tourists	.065	.017	.236
Travel Experience	.043	.016	.445
Recreation Activity	-.043	.014	.453
Policy Participation	-.031	.319	.560
Related Job	.020	.163	.700

Note: * $p < .05$. ** $p < .001$.

From these results, it implied that residents perceived differently the economic benefits of tourism according to the levels of tourism, community attachment, length of residency and growth of community. These results also implied that the more extensive level of tourism development and rapid growth of community, the more economic impacts influenced residents' perception of tourism development. On the other side, residents who had a stronger community attachment and had been living in the area for a shorter time were influenced by the more economic impacts of tourism development.

Determinants and Perceived Social Costs

The results of multiple regression to investigate a relationship between determinants and perceived social costs of tourism are presented in Table 4.8. There was a statistical correlation between determinants and perceived social impacts of tourism, explaining 16% of the coefficient of determination (R^2) in variation of the residents' perceived tourism impacts. This model found a significance at .001 of the P-value ($F=10, 4.91$). There were four determinant variables found in this model that had significant effects on perceived social tourism impacts. These were "birth place" ($\beta = -.197, p < .05$), "community attachment" ($\beta = -.181, p < .05$), "travel experience" ($\beta = -.128, p < .05$), and "policy participation" ($\beta = .120, p < .05$).

The findings indicated that residents could have a different perception about the social impacts of tourism, according to four determinants. It can be suggested that residents who were born in the research area, who had stronger

community attachment, and who have less travel experience, could have more concerns about the social impacts of tourism. In addition residents who had not been involved in making any tourism-related policies could be more influenced by the social impacts of tourism.

Table 4.8

Regression Analysis of Determinants on Social Costs

Analysis of Variance

Source	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Regression	41.62	10	4.16	4.91	.000
Residual	213.57	252	.84		
Total	255.19	262			

R = .40 R² = .16

Regression Analysis

Independent variables	<u>β</u>	<u>SE</u>	<u>p</u>
(Constant)		.540	.016
Birthplace	-.197	.159	.004 *
Community Attachment	-.181	.057	.003 *
Travel Experience	-.128	.019	.045 *
Policy Participation	.120	.365	.045 *
Interact with Tourists	.121	.020	.052
Recreation Activity	-.117	.017	.067
Growth of Community	.117	.079	.099
Level of Tourism	.101	.069	.137
Length of Residency	-.091	.005	.198
Related Job	.053	.187	.368

Note: * p < .05. ** p < .001.

Determinants and Perceived Cultural Enrichments

The results of multiple regression in order to investigate a relationship between determinants and perceived cultural enrichments of tourism are presented in Table 4.9. These findings differed from other regression models in that there were no statistical significant relationship between determinants and perceived cultural impacts of tourism. As a result, no determinants were likely to influence residents' perceived cultural enrichments of tourism.

Determinants and Perceived Environmental Deterioration

The results of multiple regression in order to investigate a relationship between determinants and perceived environmental deterioration of tourism are presented in Table 4.10. The model revealed a statistical correlation between them at .001 of P-value ($F=10, 3.61$). 12.5% (R^2) of the variation. Two determinant variables have significant effects on perceived environmental deterioration of tourism. These were "level of tourism" ($\beta = .204, p < .05$) and "length of residency" ($\beta = -.178, p < .05$). These findings suggested that residents who had not been living there long and who had the more extensive level of tourism residents perceive, the more concerns they had with environmental deterioration such as traffic congestion, noise, pollution, and overcrowd.

Table 4.9**Regression Analysis of Determinants on Cultural Enrichments**Analysis of Variance

Source	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Regression	12.81	10	1.28	1.28	.240
Residual	163.52	252	.84		
Total	245.01	262			

$R = .220$ $R^2 = .048$

Regression Analysis

Independent variables	<u>β</u>	<u>SE</u>	<u>p</u>
(Constant)		.586	.270
Level of Tourism	.115	.075	.113
Recreation Activity	-.099	.018	.146
Interact with Tourists	.096	.096	.146
Community Attachment	-.087	.062	.181
Length of Residency	-.077	.005	.307
Birthplace	-.059	.173	.413
Policy Participation	-.052	.052	.411
Travel Experience	-.045	.020	.508
Growth of Community	.039	.085	.601
Related Job	.020	.203	.747

Note: * $p < .05$. ** $p < .001$.

Table 4.10**Regression Analysis of Determinants on Environmental Deterioration**

Analysis of Variance

Source	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Regression	30.99	10	3.10	3.61	.000
Residual	216.50	252	.86		
Total	247.49	262			

$\underline{R} = .354$ $\underline{R}^2 = .125$

Regression Analysis

Independent variables	<u>β</u>	<u>SE</u>	<u>p</u>
(Constant)		.544	.072
Level of Tourism	.204	.069	.004 *
Length of Residency	-.178	.005	.015 *
Birthplace	-.127	.160	.065
Growth of Community	.103	.079	.153
Community Attachment	.101	.057	.105
Travel Experience	-.089	.019	.168
Recreation Activity	.073	.017	.263
Interact with Tourists	.056	.020	.378
Related Job	-.031	.188	.608
Policy Participation	-.021	.367	.736

Note: * $p < .05$. ** $p < .001$.

Determinants on Physical Enhancements

The results of multiple regression analysis regarding a relationship between determinants and physical enhancements of tourism are presented in Table 4.11. The coefficient of determination (R^2) for the perceived physical enhancements indicated that 6.2% of the variation in residents' perceived tourism impacts demonstrated a statistical correlation with the determinants (independent variables). This model revealed no significance at .05 of the P-value ($F=10, 1.62$). However, four determinant variables have significant effects on residents' perceived physical enhancements. These were "length of residency" ($\beta = -.175, p < .05$), "birth place" ($\beta = -.161, p < .05$), "recreational activity" ($\beta = -.155, p < .05$), and "community attachment" ($\beta = -.143, p < .05$).

These findings explained that residents who have not been living long in the research area, were born, had less recreational activities, and had no strong community attachment were more likely to have affect on physical enhancements of tourism. It can be stated that they considered tourism an incentive for the restoration of historical buildings and for the conservation of natural resources. The research areas' public roads and facilities were kept at a high standard due to tourism development.

Table 4.11**Regression Analysis of Determinants on Physical Enhancements**

Analysis of Variance

Source	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Regression	16.15	10	1.62	1.66	.091
Residual	245.54	252	.97		
Total	261.69	262			

$\underline{R} = .248$ $\underline{R}^2 = .062$

Regression Analysis

Independent variables	$\underline{\beta}$	<u>SE</u>	<u>p</u>
(Constant)		.579	.102
Length of Residency	-.175	.005	.020 *
Birthplace	-.161	.171	.025 *
Recreation Activity	-.155	.018	.022 *
Community Attachment	-.143	.061	.027 *
Interact with Tourists	.070	.021	.288
Travel Experience	-.068	.020	.312
Related Job	-.058	.200	.360
Level of Tourism	-.030	.074	.675
Growth of Community	-.012	.084	.876
Policy Participation	-.008	.391	.903

Note: * $p < .05$. ** $p < .001$.

Summary of the Findings

Summary of Research Question One

The first research question was to test if there are underlying dimensions explaining the perceived tourism impacts. The summary of these results is presented in Figure 4.1. Through the factor analysis, five underlying dimensions were found, which are economic benefits, social costs, cultural enrichments, environmental deterioration, and physical enhancement. A total 67% of the variance of the perceived tourism impacts was explained by these factors. The KMO indicated .857 and Bartlett's Test of Sphericity revealed significance at the level of .001. The internal consistency of four factors created over 80% Cronbach alpha.

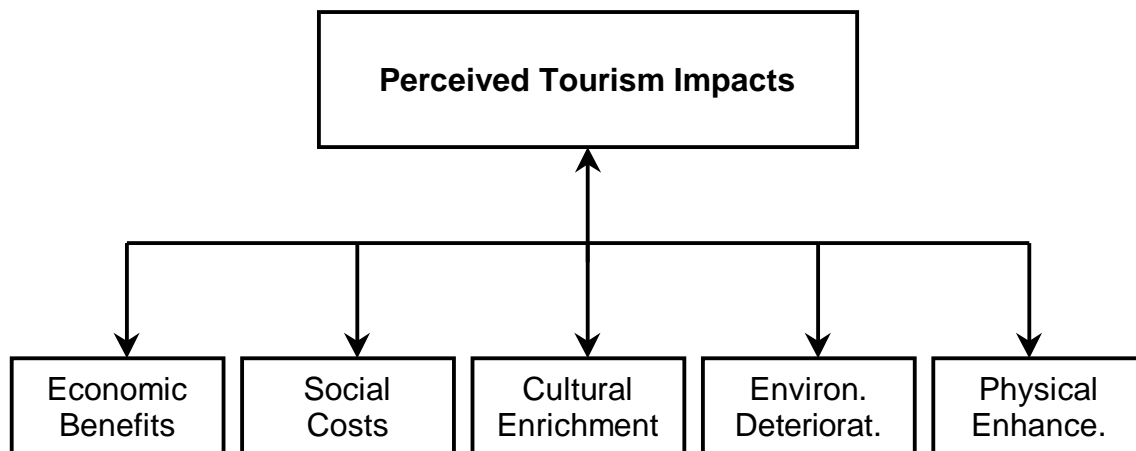


Figure 4.1 Underlying Dimensions of Perceived Tourism Impacts

Summary of Research Question Two

The second research question was to examine if there is a relationship between determinants and the underlying dimensions generated from the perceived tourism impacts in this study. With five dimensions found in the first research question, five multiple regression analyses were performed, while considering both determinants as independent variables and five dimensions as dependent variables. The summary of this analysis is presented in Table 4.12.

The results of regression analysis for determinants and economic benefits revealed 33.3% (R^2) of variance in residents' perceived tourism impacts and significance ($F= 10. 12.59$, $p = .001$). Among ten determinants, four determinants had a relationship of economic impacts. These are level of tourism, community attachment, length of residency, and community growth.

The results of regression analysis for determinants and social costs demonstrated statistical correlation between them, indicating 16.3% (R^2) of variance in perceived tourism impacts ($F=10. 4.91$, $p=.001$). Community attachment, birthplace, travel experience, and policy participation had a relationship with the social impacts of tourism

The results of regression analysis for the determinants on cultural enrichments of tourism did not reveal any significance in both total model and individual independent variables. This implied that there was no relationship between determinants (independent variables) and cultural enrichments (dependent variable).

Table 4.12

Relationship of Determinants and Perceived Tourism Impacts

Determinants (Independent variables)	Perceived Tourism Impacts (Dependent variables)				
	Econ.	Social	Cultural	Envirio.	Physi.
Level of tourism ^d	β, p^{**}			β, p^*	
Community attachment ^b	$-\beta, p^{**}$	$-\beta, p^*$			$-\beta, p^*$
Length of residency ^e	$-\beta, p^*$			$-\beta, p^*$	$-\beta, p^*$
Birthplace ^a		$-\beta, p^*$			$-\beta, p^*$
Growth of community ^c	β, p^*				
Travel experience ^e		$-\beta, p^*$			
Recreation activity ^e					$-\beta, p^*$
Policy participation ^a	β, p^*				
Interact with Tourists					
Related Job ^a					
<u>R</u>	.577	.404	.220	.354	.248
<u>R</u> ²	.333	.163	.048	.125	.062
Significance	p^{**}	p^{**}		p^{**}	

Note: β = Standardized Coefficients. * $p < .05$. ** $p < .001$.

Blank = No Significant (ns).

a. Dummy Coded: 0 = Yes, 1 = No.

b. 1 = Very Sorry (high community attachment)
5 = Very Pleased (low community attachment)

c. 1= Very Slowly (Very Limited), 5 = Very Rapidly (Very Extensive)

d. 1= Very Limited, 5 = Very Extensive

e. Ratio Data

The results of regression analysis for determinants on environmental deterioration illustrated a significant relationship between independent variables and dependent variables, explaining 4.8% (R^2) of variance in residents' perceived tourism impacts ($F=10.361$, $p=.001$). Two out of ten determinants, which are community attachment and length of residency, had a relationship with environmental impacts.

The results of regression analysis for determinants on public physical impacts of tourism did not find any statistical relationship of the total model ($R^2 = .024$, $p=.09$, $F=10.166$). Some of the determinants, however, delineated individually a relationship of public physical impacts. These are community attachment, length of residency, birthplace, and recreational activity.

CHAPTER V CONCLUSION

Summary of the study

The purposes of this study were to identify underlying dimensions explaining perceived tourism impacts and to investigate a relationship between determinants and residents' perceived tourism impacts. In earlier tourism studies, it has been acknowledged that tourism development yields benefits and costs into the host and local communities (Aki, Peristianis, & Warner, 1996; Caneday & Zeiger, 1991; Johnson, Snepenger, & Akis, 1994; Liu, Sheldon, & Var, 1987; Macintosh & Goeldner, 1986; Murphy, 1985; Perdue, Long, & Allen, 1987; Ross, 1992; Stanfield, 1985). Some studies suggested that according to the level of tourism development, residents' attitudes and perceptions of tourism development impacts were different (Allen, Long, Perdue, & Kieselbach, 1988; Ap & Crompton, 1993; Cooke, 1982; D' Amore, 1983; Doxey, 1976; Getz, 1992; Hernandez, et al., 1996; Johnson, et al., 1994; Martin & Uysal, 1990; Pearce, Moscardo, & Ross, 1996).

From above studies, it is emphasized that the investigation of determinants affecting residents' perceptions and dimensions of tourism impacts are needed. It is believed that these research efforts would help tourism practitioners and planners have a better understanding of the impacts of tourism development from the residents' perspective and formulate better tourism

strategy and planning (Dowling, 1993; Getz, 1983, 1994; Loukissas, 1982; Martin & Uysal, 1990; Murphy, 1983). In fact, the tourism impact study from residents' perspective is due to the fact that residents have been playing a vital role to bring a successful tourism development (Methieson & Wall, 1982). It is believed that residents are more inclined to support, the positive impacts are more apparent to them (Gez, 1994; Jurowaki, Uysal, and Williams, 1997).

Theoretical Standpoint

From a theoretical perspective, the concepts of the social exchange theory were introduced to guide this study. The social exchange theory explains how residents evaluate benefits and costs due to tourism development in their community. Based on this theory, the dimensions of tourism impacts were addressed, while explicating economic, social/cultural, and environmental/physical impacts through literature review. Additionally, ten determinants were identified from the past research on the tourism impacts: birthplace, length of residency, community attachment, tourism related jobs, recreational activity, tourist contacts, tourism policy participation, travel experience, level of tourism development, and growth of community.

Methodological Standpoint

From a methodological standpoint, Norfolk/Virginia Beach/Newport News MSAs area as a research site was selected because this area is regarded as a well-developed tourism zone in Virginia. The research framework and model were presented. Both current residents and professional experts were asked to revise the study questionnaire according to an existing literature review. The questionnaire consisted of determinants, tourism impacts assessments, and demographic information. A total of 2,400 questionnaires were distributed to randomly selected current residents in the research areas. Two research questions were proposed. Factor analysis and multiple regression analysis were performed to examine the proposed questions. Additionally, multivariate analysis of variance (MANOVA) was used to determine if there were differences of perceived tourism impacts across demographic variables.

Summary of General Findings

Three hundred and twenty-one surveys out of 2,397 mailed questionnaires were returned and 316 final responses (13.2%) were utilized for this study. The demographic information about respondents and a profile of determinants were presented.

In general, respondents tended to be married, and also to have a high educational level with a high-income level. Most respondents were not born in

the research area, were not related to anybody who worked for the tourism industry, and were not involved in making any tourism policy. However, they had strong community attachments and had been residing in the survey area for a long period of time. They also perceived a somewhat extensive level of tourism development and rapid growth of community.

Results of Statistical Analysis

Based on the objectives of the study, two research questions were presented and tested. Factor analysis and multiple regression analysis were performed. From the factor analysis, five factors were found, indicating 67% of variance, .857 of KMO, and significance at the level of .001(Bartlett's Test of Sphericity). The impact factors found in this study are economic benefits, social costs, cultural enrichment, environmental deterioration, and physical enhancement. From the multiple regression, eight out of ten determinants had statistically significant relationships with perceived tourism impacts. For further information, MANOVA revealed that significant differences of the respondents' mean scores for the dimensions of perceived tourism impacts were found across household income and ethnic group. Discussions regarding the study findings are provided as follows.

Discussion on Determinants and Perceived Tourism Impacts

The study compared similar studies reported within the field of tourism literature. Of the perceived tourism impacts, the findings were congruent with some previous research. Similarly, Mathieson and Wall (1982) introduced conceptually economic, physical, and social impacts of tourism. Liu, Sheldon, and Var (1986) also identified these impacts in their research, while clarifying the economic benefits and the costs of social, cultural, environmental impacts of tourism. King, Pizam, and Milman (1993) demonstrated similar factors such as legal/environmental impacts, social conduct impacts, and economic impacts.

However, the finding of this study was different from the work by Lankford and Howard (1994) because they used different variables. This might also be due to different target populations and research areas.

The results provided by the multiple regression analysis showed the relationships between determinants and perceived tourism impacts. These results were supported by some previous research; level of tourism (Allen et al. 1988; Liu et al., 1987; Madrigal, 1993; Perdue et al., 1990), and growth of community (Lankford & Howard, 1994; Mathieson et al., 1982).

Namely, residents who had viewed a more extensive level of tourism and a more rapid growth of community were more likely to be influenced on economic and environmental impacts of tourism development in their community. For this perspective, it could be concluded that tourism development has created both economic benefits and detrimental effects on the environment in their community.

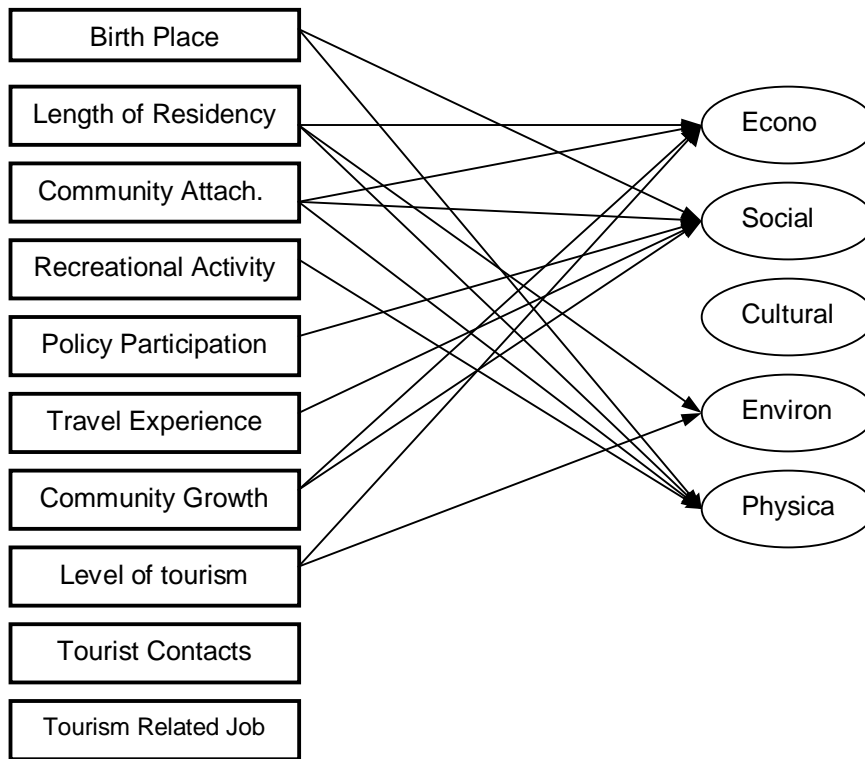


Figure 5.1 A Model of Determinants of Residents' Perceived Tourism Impacts

Note: Economic benefits, Social costs, Cultural enrichment, Environmental deterioration, and Physical enhancement

In addition, community attachment (Jurowski, Uysal, & Williams, 1997; McCool & Martin, 1994; Um & Crompton, 1987; Williams, McDonald, Riden, & Uysal, 1995), length of residency (Brougham & Butler, 1981; Liu & Var, 1986; Pizam, 1978), and birth place (Davies, Allen, & Consenza, 1988; Um et al., 1987; Sheldon & Var, 1984) influenced residents' perceptions of tourism impacts.

Namely, residents who had a stronger community attachment and who were natives were more aware of economic and/or social impacts of tourism

development. Residents who had been living in the research area for a shorter time period had more concerns about economic and/or social impacts of tourism.

In terms of the tourism policy participation, Allean and Gibson (1987), Cooke (1982), and Lankford and Howard (1994) concluded that residents involved in making policies were more likely to have favorable comments toward tourism. However, in this study, residents who have participated in making a tourism-related policy appeared more concerned about the social impacts of tourism.

Furthermore, residents' travel experience, a determinant that was at first introduced, appeared to influence their attitudes toward tourism impacts. In this study, residents who have less travel experience had more concerns about the social impacts of tourism development.

Implication for Tourism Planning and Development

Even though it is considerably difficult to develop an appropriate tourism planning and policy and to evaluate impacts of tourism development, many studies have been conducted to solve the above issues. Still, due to the dynamic and complicated structure of the tourism industry, it has been required to clarify the impacts of tourism. Moreover, since the goals of tourism planning and development to seek maximization of benefits and minimization of detrimental effects of tourism, and to decrease any discord between host community and tourism developers, it is clear that the effective evaluation of the tourism impacts

will be valuable information for tourism planners and developers in formulating and implementing better strategies.

For these reasons, this research could allow a foundation for tourism planners. It could provide specific procedures and techniques for assessing the impacts of tourism development and it could assist in the identification of determinants affecting residents' attitudes and perceptions. Because the results of this study were associated with benefits and costs of tourism in destination areas, planners should consider counterbalancing tourism impacts. Since residents' perceptions of tourism are influenced by a variety of factors, elements or such determinants discussed in this study should be assessed.

For other implications, tourism planners should inspect the level of tourism development and the growth of community, as both the earlier studies and this study on destination life cycle have illustrated. Consequently, the tourism impact assessment tools and determinants utilized in this study could be applied in other tourism destination areas.

As a result, the findings and discussions suggested in this study play a significant role in the explanation of the impacts of tourism development. The identification of the determinants could help formulate better tourism strategic planning for tourism when tourism product development and operation are conducted. Although the findings and discussions of this study could be a cornerstone for understanding the impacts of tourism development, additional research efforts would be required in order to get a more thorough explanation to advance tourism management in destination areas.

Limitations of the study

The determinants chosen as independent variables could be discussed as a limitation of this study. There might be other variables that were did not use in this study, such as distance from tourist area, occupations, and knowledge of tourism. In reality, previous researchers found there was a relationship between distance from a tourist site and the impacts of tourism development (Butler & Hoy, 1980; Sheldon & Var, 1986; Mansfield, 1992). Also, people living closer to proposed tourist sites had a relationship with more negatively perceived impacts (Keogh, 1990). However, since the research design discussed in this research does not assume specific tourist destinations, such a variable is not adapted for analysis. In addition, the population sample obtained by the survey instrument presents some challenges due to insufficient information. It results from a one-time measurement for the data collection, unlisted population in the telephone directory, a limited survey questionnaire, and a survey of seasons so that the results might be limited when an attempt to generalize the results to the entire population is made. However, it is hoped that such limitations will suggest and encourage additional directions and guidelines for future research.

Suggestion for Future Research

From this study, some suggestions and recommendations are addressed to improve future tourism research as follows. It could also elucidate why residents are influenced by such determinants and could examine other determinants that are not discussed in this study. Methodologically, other procedures and techniques, such as tourism impacts development scale or cluster analysis, could be applied to clarify tourism impacts and to classify residents based on their characteristics. This type of analysis could be repeated to see any changing of tourism impacts from a longitudinal perspective.

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Virginia Tech

VIRGINIA POLYTECHNIC INSTITUTE
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September 1, 1998

Dear Residents

I am a Graduate Student in the Department of Hospitality and Tourism Management at Virginia Tech and am working on my theses on **the subject of tourism development impacts surrounding your community (Hampton Roads)**.

The attached questionnaire is related to ***your personal opinions*** about ***tourism development impacts***. The answers will be ***only*** used for ***an academic purpose***. Please answer ***all of the questions*** carefully. I would very much appreciate if you or someone in your household would fill out it. Please be advised that all information you provide will be strictly confidential.

Once you have completed the questionnaire, please put it into the enclosed **postage-paid envelope** and **drop it in any mail box** at your convenience. Thanks for your time and participation.

Sincerely

Yooshik Yoon

Enclosure

Survey of Residents' Attitudes toward Tourism Development Impacts

Part I Determinants affecting Residents' Attitudes toward tourism impacts

The following questions are related to determinants affecting your attitudes toward tourism development impacts surrounding your community (**Hampton Roads**). There are no right or wrong answers. Please read it and provide your answer carefully. **Please circle the most appropriate number.**

1. Were you born in this community? (1) Yes (2) No
2. Are you currently residing in this community (1) Yes (2) No
3. If for some reason you had to move away from this community, How sorry or pleased would you be to leave?
(1) Very sorry (2) Sorry (3) No difference (4) Pleased (5) Very pleased.
4. Do you have any family (include yourself), friends, or relatives working in the tourism industry? (1) Yes (2) No
5. How many times did you interact with tourists within the past 12 months?
(1) 0 (2) 1 (3) 2 (4) 3 (5) 4 (6) 5 (7) 6 (8) 7 (8) more than 8
6. How many times have you participated in a recreation activity within the last 12 months? (Ex; swimming, hiking, climbing mountain, sport, and other recreation activities)
(1) 0 (2) 1 (3) 2 (4) 3 (5) 4 (6) 5 (7) 6 (8) 7 (9) 8 (10) 9 (11) more than 10
7. How many trips did you take within the last 12 months that involved at least overnight stay included business and leisure travel (any place)?
(1) 0 (2) 1 (3) 2 (4) 3 (5) 4 (6) 5 (7) 6 (8) 7 (9) 8 (10) 9 (11) more than 10
8. Have you ever been involved in making any tourism-related policy for your community?
(1) Yes (2) No
9. How long have you lived in this community? ____Year(s)____Month(s)
10. How would you evaluate the degree of your community growth?

Very slowly	Slowly	Moderate	Rapidly	Very Rapidly
1	2	3	4	5

11. How would you evaluate the level of tourism development in your community?

Very limited	Limited	Moderate	Extensive	Very xtensive
1	2	3	4	5

Part II Statements on Tourism Development Impacts

The following questions are related to tourism development impacts measurement on the scale from 1 to 5. Please read each item carefully and **circle the appropriate number** that indicates how much you agree or disagree with each statement.

**Scale: 1 = Strongly Disagree 2= Disagree 3 = Moderate
4 = Agree 5 = Strongly Agree**

Statements	SD	D	M	A	SA
1. Tourism has created more jobs for your community.	1	2	3	4	5
2. Tourism has attracted more investment to your community.	1	2	3	4	5
3. Tourism has lead to more spending in your community.	1	2	3	4	5
4. Our standard of living has increased considerably because of tourism.	1	2	3	4	5
5. The prices of goods and services have increased because of tourism.	1	2	3	4	5
6. Tourism has given economic benefits to local people and small businesses.	1	2	3	4	5
7. Tourism revenues are more important than revenues from the other industries for local government.	1	2	3	4	5
8. The costs of developing public tourist facilities are too much.	1	2	3	4	5
9. Meeting tourists from other regions is a valuable experience to better understand their culture and society.	1	2	3	4	5
10. Tourism has encouraged a variety of cultural activities by the local residents.	1	2	3	4	5
11. Tourism has resulted in more cultural exchange between tourists and residents	1	2	3	4	5
12. Tourism has resulted in positive impacts on the cultural identity of our community.	1	2	3	4	5
13. High spending tourists have negatively affected our way of life.	1	2	3	4	5
14. Local residents have suffered from living in a tourism destination area.	1	2	3	4	5
15. Tourism has changed our precious traditional culture.	1	2	3	4	5
16. Tourism has increased the crime rate.	1	2	3	4	5
17. Construction of hotels and other tourist facilities have destroyed the natural environment	1	2	3	4	5
18. Tourism has resulted in traffic congestion, noise, and pollution.	1	2	3	4	5

19. Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community.	1	2	3	4	5
20. Tourism provides more parks and other recreational area for local residents	1	2	3	4	5
Statements	SD	D	M	A	SA
21. Our roads and other public facilities are kept at a high standard.	1	2	3	4	5
22. Tourism has provided an incentive for the restoration of historical buildings and for the conservation of natural resources.	1	2	3	4	5
23. Tourism has led the more vandalism in your community.	1	2	3	4	5
24. Improving public tourist facilities is a waste of tax-payer money.	1	2	3	4	5

Part III Demographic Information

Please provide me with some information about yourself by checking the response that best describe you. Your response will be very important for this study.

1. Gender: (1) Male (2) Female

2. Age: _____

3. Marital Status: (1) Single (2) Married

4. Educational Attainments:

(1) Less than high school (2) High school (3) Some college (4) College (5) Graduate

5. Household Income(before taxes)

(1) Under \$20,000 (2) \$20,001 - \$30,000 (3) \$30,001 – \$40,000

(4) \$40,001 – \$50,000 (5) \$50,001 - \$60,000 (6) \$60,001 or more

6. Occupations

(1) Students (2) professional/Engineering (3) Government officer

(4) Businessman (4) Self employed /Business owner (7) Laborer/Worker/Farmer

(8) Retired (9) Unemployment (10) Others

7. Ethnic groups

(1) Caucasian (2) African American (3) Hispanic (4) Asian (5) Native American

(6) Others _____

Thanks for your thoughtfulness

VITA

Yooshik Yoon

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INTERESTING RESEARCH AREAS

Tourism Marketing, Tourism Analysis and Research, Tourism Planning,
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EDUCATIONAL BACKGROUND

- Ph. D Student** Currently enrolled in
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Virginia Polytechnic Institute and State University
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- M.S. (1998)** Virginia Polytechnic Institute and State University
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Title of Thesis: Determinants of Urban Residents' Perceived
Tourism Impacts: A Study on the Williamsburg and Virginia
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- MBA (1994)** Sejong University, Seoul, South of Korea
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- B.A. (1992)** Hanshin University, Suwon, South of Korea.
Department of English Linguistic and Literature

RESEARCH AND WORK EXPERIENCES

January 1999 to present 1999

Graduate Teaching Assistant

HTM 3474 Hospitality Facility Planning and Management in Department of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University.

January 1997 to May 1997

Research Assistant

Service Learning Project in the Department of Hospitality and Tourism Management at Virginia Tech. Participated research areas were residents' attitudes and perceptions of tourism, travel motivation and behavior related to culture and natural oriented park, and visitor satisfaction of travel information center in Virginia.

March 1994 to February 1996

Instructor

Department of Tourism Management at Kimchon College, Kimchon, South of Korea. Taught tourism management and tourism English.

March 1993 to February 1994

Research Assistant

Korea Tourism Industry Research Institute, Seoul, South of Korea. Participated research areas were tourism marketing, tourism planning and development, and hospitality marketing and management.

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Journal of Hotel and Tourism Management Research published by Korea Tourism Industry Research Institute in Korea.

Dec. 1992 to February 1993

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Convention Center, Front Office, and Food & Beverage at Sheraton Walkerhill Hotel, Seoul, South of Korea.

PUBLICATIONS AND REFEREED PROCEEDINGS

Yoon, Y., & Chen, J. (1999). A Regional Analysis of the Consequences of Tourism Development from a Community Perspective. *11th Northeastern Recreation Research symposium: Public Land, Recreation, and Tourism Management for the 21st Century*, Northeast Recreation Research. (in press)

Chen, J., Sue, M., Yoon, Y., & Hun, J. (1998). Choice Factors and Destination Loyalty. *29th Annual Conference Proceedings*, Tourism and Travel Research Association, p.97-103.

CURRENT RESEARCH IN PROGRESS

Yoon, Y., & Chen, J. (1999). An Investigation of Determinants Affecting Urban Residents' Perceived Tourism Impacts. *Tourism Analysis*.

Chen, J., & Yoon, Y. (1999). A Path Analytical Approach to Tourism Impacts Assessment Model. *30th Annual Conference Proceedings*, Tourism and Travel Research Association.