

**STAKEHOLDERS' ATTITUDES TOWARDS SUSTAINABLE TOURISM  
DEVELOPMENT IN COASTAL COMMUNITIES**

by

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As North Carolina's coastal communities face challenges in maintaining the quality of the natural and cultural resources that drive their tourism economy the need for sustainable actions in tourism development is made apparent. Should tourism planners chart a new course in tourism development, one that includes sustainable actions, stakeholders who will affect or will be affected by the change must be consulted. Residents are critical stakeholders in the tourism development process, as they must regularly contend with the impacts of tourism. There are many second homeowners in the communities examined in this study who must also contend with change that tourism creates. Therefore property owners, both permanent residents and second homeowners, were examined to determine if there are groups of property owners who hold different attitudes toward sustainable actions in tourism development. A sociodemographic profile for each group was created to help planners identify the group's members. By understanding the varying attitudes towards sustainable actions in tourism development and being able to identify property owners who hold those attitudes, planners can ensure that all stakeholders are included in the tourism planning process.



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DEVELOPMENT IN COASTAL COMMUNITIES**

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M.S. Sustainable Tourism

by

Whitney Knollenberg

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## CHAPTER 1: INTRODCUTION

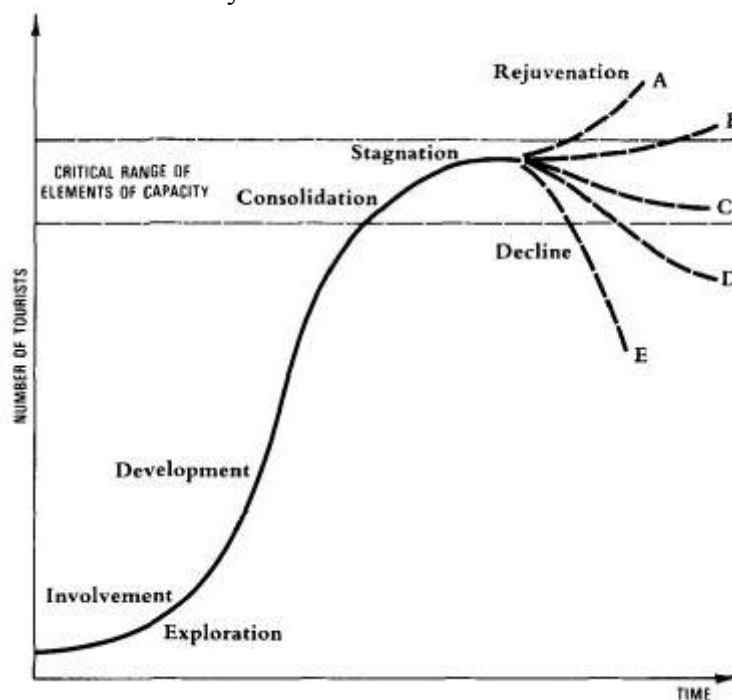
### **Overview**

For many years North Carolina's coastal communities have served as a tourism destination for domestic and international travelers. The region's natural resources, climate and reputation as a family destination continue to attract over seven million travelers a year (North Carolina Division of Tourism, Film and Sports Development, 2009a). With the high levels of visitation there have been increasing numbers of accommodations, restaurants and attractions built to serve the visitors. Brunswick, Currituck, and Pender are three coastal North Carolina counties who share in these high visitation numbers and demonstrate the infrastructure growth associated with an increasing number of tourists.

Coastal communities around the world are popular vacation destinations. To address the changes seen in vacation destination communities caused by visitation over time Butler (1980) developed the tourism area cycle of evolution model (Figure 1.1.). The model, which "is based upon the product life cycle concept, whereby sales of a product proceed slowly at first, experience a rapid rate of growth, stabilize, and subsequently decline" (Butler, 1980, p. 6), describes several stages that a tourism destination passes through. First is the Exploration stage, where the destination is initially discovered by a small number of tourists. These tourists are attracted by the unique cultural or natural resources of the area and have a great deal of contact with the local citizens as there are no designated tourist accommodations. At this stage there is very little impact on the society or economic base of the destination. The impact of tourists begins to increase in the next stage labeled Involvement. Here, residents in the destination begin to develop infrastructure specifically for tourists and subsequently more tourists arrive. A tourist

season becomes established and residents working in the tourism industry have an increased level of contact with visitors. In the next stage, Development, visitation increases rapidly and local control of development decreases. As more tourists arrive external companies begin to establish larger facilities for their use. Additionally foreign labor is brought in to staff such facilities. In the Development stage the resources that initially attracted tourists to the area are developed and additional man-made attractions are introduced. Local residents may become resentful of the new facilities and commodification of the resources they used to have control of. The type of tourist changes as well, with increased levels of marketing bringing in those who are accustomed to visiting areas that are well-developed.

Figure 1.1: Butler's Tourism Area Cycle of Evolution



Reprinted with permission (see Appendix B) from Butler, R.W. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. *The Canadian Geographer*, 24(1), 5 – 12.

Marketing efforts increase even more so in the next stage, Consolidation. Here visitation continues to grow, but not at the rapid pace seen in the Development stage. Slowed visitation leads to negative impacts on the economy which at this point is extremely dependent on tourism, and the negative impacts on the natural and cultural resources which initially attracted visitors can be seen as well. For example, the unique aspects of the destination may have been replaced with chain operations. This loss of identity and marketing efforts made to extend the tourist season may lead to resentment among local residents. As visitation peaks the destination moves into the Stagnation stage. By now the destination is well-known but relies heavily on repeat visitors, leading to a further increase in marketing efforts. Additionally, the man-made attractions in the area have now superseded the natural and cultural attractions that originally brought visitors to the area. From this stage a destination may move in one of two directions. It may move away from a tourism-based economy, into the Decline stage. Or, it may reinvent its image, and attempt to appeal to a new type of tourist market, moving into the Rejuvenation stage.

The counties examined as a part of this study all benefit from tourism but are different in the amount of tourism expenditures they earn, the attractions that bring tourists to the area, and the level of economic dependence they have on tourism. Tourism has been present in all three counties for several decades, but only within the past three decades has it established itself as a major economic contributor. Therefore, all three counties may be considered moving through Butler's Development stage but each are at a different place along the continuum of change from development to Consolidation. Tourism in Brunswick County started to develop in the 1980s (M. York, personal communication, August 11, 2010). The beaches, famous Calabash seafood, historic towns, and unique environments like the one on Bald Head Island bring visitors to Brunswick County. Tourism has continued to grow steadily over the past ten years with

visitation revenues of \$353.79 million in 2009 (Table 1.1), a 47% increase over 1999 revenues (North Carolina Division of Tourism, Film and Sports Development, 2009b).

Table 1.1: Tourism's Revenue Trends Creation in Brunswick, Currituck, and Pender Counties

	<b>Brunswick</b>		<b>Currituck</b>		<b>Pender</b>	
	Revenue \$(Millions)	Change from prior year	Revenue \$(Millions)	Change from prior year	Revenue \$(Millions)	Change from prior year
2009	\$353.79	-9.94 %	\$106.15	-5.78 %	\$67.55	-0.57 %
2008	\$392.83	0.16 %	\$112.66	-6.12 %	\$67.94	2.49 %
2007	\$392.19	6.61 %	\$120.01	-0.20 %	\$66.29	-0.88 %
2006	\$367.87	9.31 %	\$120.25	9.87 %	\$66.88	9.64 %
2005	\$336.55	7.78 %	\$109.45	9.83 %	\$61.00	5.65 %
2004	\$312.25	14.55 %	\$99.65	-0.17 %	\$57.74	7.14 %
2003	\$272.58	0.99 %	\$99.82	10.44 %	\$53.89	1.39 %
2002	\$269.92	8.84 %	\$90.38	22.60 %	\$53.15	4.63 %
2001	\$248.00	1.84 %	\$73.72	1.56 %	\$50.80	2.05 %
2000	\$243.51	2.31 %	\$72.59	3.20 %	\$49.78	4.54 %
1999	\$238.01	10.70 %	\$70.34	10.96 %	\$47.62	7.16 %

Source: North Carolina Division of Tourism, Film and Sports Development, 2009b

In 2009 tourism contributed \$41.15 million to the county's tax revenues (Table 1.2) and provided 4,510 jobs (North Carolina Division of Tourism, Film and Sports Development, 2009b) which represented 16% of all jobs in the county (United States Department of Labor, 2011). The increasing revenues brought by tourism, the focus on natural and cultural resources as tourism attractions, and the economic reliance on tourism for the county indicates that Brunswick County is well into Butler's Development stage. However, because there is little indication of visitation slowing in the county it may not be approaching the Consolidation stage as rapidly as others.

Currituck County however, may be considered a destination that is approaching the Consolidation stage at a more rapid rate. Though their visitation revenues (Table 1.1) have increased 51% over the past ten years (North Carolina Division of Tourism, Film and Sports Development, 2009b) the peak of the growth was seen in 2006. Tourism began to take off in the



county in the 1980s, but was focused mainly on inland hunting resorts and game preserves (B. Woody, personal communication, February 22, 2010). In the late 1980s into the 1990s tourism expanded and through the early 1990s revenues increased rapidly. Currituck County has built its tourism reputation on natural features such as herds of wild horses and an off-road area where driving 4x4 vehicles on the beach is allowed. Additionally Currituck County has permitted the construction of a limited number of homes in the sand dunes in the northern part of the county. Therefore Currituck County is able to offer visitors a very unique beach experience but one that relies heavily on fragile natural resources. These experiences helped to fuel the tourism economy (Table 1.2) which provided \$10.24 million in tax revenue in 2009 as well as 1,350 jobs (North Carolina Division of Tourism, Film and Sports Development, 2009b) representing 25% of all jobs in the county (United States Department of Labor, 2011). The county's heavy reliance on fragile natural resources, which are subjected to heavy use each tourist season, as well declining levels of revenues over the past few years may signal that Currituck County is approaching the Consolidation stage of Butler's cycle.

Pender County may be the destination that is farthest from the Consolidation stage. The tourism economy became established in the 1980s (A. Libby, personal communication, July 12, 2010) but has not achieved the same notoriety of some of the other beach communities in North Carolina. The area has recently been discovered though as a family-friendly destination that is quieter and moves at a slower pace than the Outer Banks of North Carolina and South Carolina's Myrtle Beach (A. Libby, personal communication, July 12, 2010). As seen in Table 1.1 Pender County has the least amount of revenues generated by tourism in these three counties but has been growing at a slow and steady pace. The tourism economy took a hit in 1996 when Hurricane Fran hit the communities of North Topsail Beach, Topsail Beach, and Surf City and

did significant damage to the homes and businesses there. But the beaches and their family-friendly atmosphere have recovered and continue to be the biggest attraction for Pender County. The Pender County tourism economy (Table 1.2) contributed \$8.23 million to tax revenues in 2009, created \$12.12 million in payroll (North Carolina Division of Tourism, Film and Sports Development, 2009b) for 710 jobs which represented 7% of the jobs in the county (United States Department of Labor, 2011). Pender County seems to have a lower level of dependence on tourism than the other two counties, but its established tourism economy is growing at a steady rate. Therefore, Pender County may be considered in the Development stage, but at an early phase of development than Brunswick or Currituck County.

Table 1.2: Profile of Tourism’s Impact on Brunswick, Currituck, and Pender Counties in 2009

	<b>Tax Revenues (Millions)</b>	<b>Jobs Provided</b>	<b>Payroll Generated (Millions)</b>
Brunswick	\$41.15	4,510	\$71.14
Currituck	\$10.24	1,350	\$21.01
Pender	\$8.23	710	\$12.12

Source: North Carolina Division of Tourism, Film and Sports Development, 2009b

As Brunswick, Currituck, and Pender Counties, like many other North Carolina’s coastal communities, continue to actively market their natural resources, climate and family-friendly environment they will move through Butler’s (1980) tourism area cycle of evolution to the Consolidation stage. Here, Butler identifies areas where tourism is a major component of the area’s economy, visitor numbers are beginning to decline consequently leading to an increase in marketing efforts, and rising discontent among permanent residents (Butler, 1980).

Similar situations have been identified in tourism areas such as Waikiki Beach of Oahu, Hawaii. Sheldon and Abenoja (2001) discuss the challenges of declining visitation numbers in a highly developed destination. In Hawaii, Waikiki’s declining visitation numbers signaled trouble

for the whole state as 50% of statewide tourism expenditures occur there. After examining multiple studies with recommendations for improving the visitation numbers Sheldon and Abenoja (2001) took the suggested remedies to the residents of Waikiki in the form of a self-report survey. The resident's responses exposed new issues and helped to shape the ultimate solution to the visitation problem (Sheldon & Abenjoa, 2001).

The coastal communities of North Carolina are similar to Waikiki in that they produce a great deal of visitor spending dollars for the state. Therefore when these communities, such as those in Brunswick, Currituck, and Pender Counties face declining visitation numbers strategies should be in place to identify solutions. Simultaneously these solutions can address Butler's next stage, Stagnation. Here, visitation and development has peaked and a community must decide to rejuvenate the area or let it fall into decline (Butler, 1980). To reach the Rejuvenation stage Butler prescribes "a complete change in the attractions on which tourism is based" (Butler, 1980).

As Brunswick, Currituck, and Pender Counties make their way through Butler's Life Cycle, the time to address these challenges and changes draws closer. Sheldon and Abenoja (2001) illustrate how understanding residents' opinions can help address the challenges of the Consolidation stage. The literature suggests that the best way to address the changes required to move from Stagnation to Rejuvenation is to continue Sheldon and Abenoja's approach of eliciting resident's opinions. For Brunswick, Currituck, and Pender Counties the "local acceptability" of tourism development strategies designed to transition the tourism areas from Stagnation into Rejuvenation must be determined.

## **Statement of Problem**

In the past tourism development focused on maximizing profits for business owners with little regard for the natural resources and resident's of the community influenced by tourism. Recently however a new paradigm in tourism development has taken on growing importance, that of sustainable tourism development. Choi and Sirakaya (2005) address this paradigm shift, explaining that sustainable tourism development "seems to enhance the existing conceptual frameworks on tourism planning and development by making the residents its focal point" (Choi & Sirakaya, 2005, p. 381). This study will examine how the new paradigm of sustainable tourism development could play a role in the change required to rejuvenate Brunswick, Currituck, and Pender Counties when their tourism areas begin to stagnate.

Though the literature provides a thorough examination of resident's attitudes towards tourism development (Andereck & Vogt 2000; Akis, Peristianis & Warner, 1996; Allen, Long, Perdue & Kieselbach, 1998; Sirakaya, Teye, & Sonmez, 2002) a thorough examination of attitudes towards sustainable actions in tourism development has just begun. Therefore it is difficult to predict residents of Brunswick, Currituck and, Pender Counties attitudes' towards sustainable tourism development.

## **Theoretical Perspective**

There are many theories that may be used to examine tourism development. Social exchange theory is frequently used, as it provides a conceptual base for understanding the exchange of resources between individuals and groups (Ap, 1992). This may be especially pertinent to understanding resident's attitudes towards sustainable development if their relationship to the tourism industry can be determined. Though social exchange theory has been used in past replicates of this study to examine resident attitudes, a theoretical framework that

would help explain why property owners held different attitudes towards sustainable actions in tourism was desired.

Therefore, Stakeholder Theory was used to shape the instrument and analysis of the data from this study. Stakeholder Theory developed by Freeman (1984) details how an organization is made up of various groups and individuals who are all affected by the organization or can affect the organization. This can be translated into a community where tourism development may occur. Stakeholders may be considered full time residents, second homeowners, business owners, political leaders, activist groups, and tourists. This study will focus on permanent residents and second homeowners due to evidence that suggests that understanding residents' attitudes towards tourism allows tourism to be developed in a more sustainable way. Those residents may also be more deeply involved in the community as business owners, members of environmental groups or may serve in a political office. Stakeholder Theory states that each of these stakeholder groups may affect or be affected by changes in the organization, in this case, their community. Therefore it would be important to gain an understanding of their attitudes towards a potential change such as sustainable tourism development.

Property owners all have different relationships with tourism and their community so it is possible that they will hold different attitudes towards tourism. Because Stakeholder Theory suggests that it is critical to identify and engage all stakeholders in the planning process this study will attempt to determine if there are multiple groups within the population of property owners that could be considered attitude-specific stakeholders. Members of these groups would hold the same attitudes towards sustainable actions in tourism development. However, planners would not be able to identify members of each group without knowing the sociodemographic characteristics that are unique to each group. Past studies such as the work of Andereck and

McGehee (2008) examined personal characteristics such as, gender, age, education and length of residency to determine if these variables were related to residents' perceptions of the impact of tourism. They also examined the effect of personal benefits such as employment in tourism. In this study as well these sociodemographic characteristics will be used to create a profile for each group of attitude-specific groups.

### **Purpose of the Study**

The purpose of this study is to determine whether there are different groups of property owners in amenity-rich coastal communities in North Carolina who have different levels of support for sustainable actions in tourism development. This study will also attempt to provide a sociodemographic profile for each group. These results will prove useful for addressing the changes needed to keep tourism viable in the studied counties. By understanding what factors of sustainable tourism development are seen as most important by the residents, and who feels that they are most important, policy changes may be made to address those selected sustainable tourism practices.

As this study is a part of a prior study first conducted in Dare County (home to similar coastal communities) and Macon County (home to similarly tourism dependent mountain communities) its results will also aid in developing a broader understanding of resident's attitudes toward sustainable tourism development. And, though the results of this study may not be generalized beyond coastal communities, it may be possible for the instrument, methodology, and theoretical framework to be applied in other tourism areas.

## **Objectives**

This study will attempt to address two research questions. These research questions were developed to determine whether there are attitude-specific stakeholder groups within the population of three coastal counties in North Carolina and if there are any sociodemographic variables which will create a distinct profile for each group.

Research Question One: Among coastal community property owners, are there different stakeholder groups based on their perceptions of sustainable actions in tourism development?

Research Question Two: How do these stakeholder groups compare in terms of sociodemographic characteristics?

The answers to these research questions may provide useful information to coastal tourism planners who are attempting to incorporate sustainable actions into tourism development in their communities. The answers may also contribute to the field by providing further information about the need for resident involvement in tourism development. Though there have been many studies that examine residents' attitudes towards tourism development and sustainable actions in tourism development, most do not include second homeowners in their populations. By doing so in this study additional knowledge may be gained that would prove useful to tourism planners and may help to create a better understanding of how tourism can be developed in a sustainable manner. This study further contributes to the field by specifically examining groups of property owners based on their attitudes towards sustainable tourism development. Other studies have examined attitudes towards many aspects of traditional tourism development (Williams &

Lawson, 2001) but few have explored resident groups based on their attitudes towards sustainable actions in tourism development.

It is possible that the residents of these communities will not hold any significantly different attitudes towards sustainable actions in tourism development and therefore no attitude-specific groups may be identified. It is also possible that the groups may not reveal any significantly different sociodemographic characteristics that would provide a profile of the group members. Even if this is true it is still critical that tourism planners are aware of how property owners feel about sustainable actions in tourism development and the results will provide useful information for coastal tourism planners.



## CHAPTER 2: LITERATURE REVIEW

### **Tourism Development**

In the years following the Second World War tourism grew exponentially as individual business owners and governments capitalized on the increased mobility and spending power of tourists (Murphy, 1985, p.1). As the demand for tourism grew, supplying the infrastructure and amenities to accommodate tourists became an economic development strategy for many communities. The economic contributions that tourism provides, such as increased tax flow and jobs has benefited communities around the world (Sirakaya, Jamal & Choi, 2001, p. 411). The economic benefits of tourism reach many parties including residents, members of the industry, developers and regional governments. These groups are positively influenced by the direct and indirect revenues that tourism generates (Weaver, 2006, p. 5). Residents may benefit directly through employment in the tourism industry or indirectly through the use of commodities and services supported by the tax dollars that tourism generates. The hotels, restaurants, and other services that the tourism industry depends on generate taxes that regional governments can use to improve the communities they serve. Because tourists do not live in the communities and contribute annually through taxes, the money they spend and taxes they generate represent a new source of hard currency that can provide more support to the local economy. Because of the economic benefits brought by tourism the resources that attract tourists, such as environmental or cultural elements, are often preserved. Additionally the interactions between hosts and guests can promote a greater understanding of different cultures for both parties (Weaver, 2006, p. 5).

These benefits were cited by individuals, private businesses and trade associations as reasons to expand tourism's purpose as an economic development tool. In his organization of a

framework to describe tourism's growth over the past 60 years, Jafari (2001, p. 29) suggests that the promotion of these benefits helped fuel the Advocacy approach to tourism development (Table 2.1). After World War II several factors led to more demand for tourism including a larger middle class with more discretionary income, easier traveling due to peaceful worldwide relations, and improved technology. This led to the rapid expansion of tourism infrastructure in many destinations where the economic benefits were reaped and the environmental and cultural resources that attracted tourists seemed to be endlessly available (Weaver, 2006, p. 5). This phenomenon has come to be described as mass tourism. The rapid growth of tourism led to change - which without proper planning and management strategies can cause negative economic, environmental, social and cultural impacts (Choi & Sirkaya, 2005 p. 383). Jafari (2001, p. 29) describes the concerns raised by those interested in the protection of natural and cultural resources who observed the negative impacts of tourism in the 1970's. Jafari contends that these observations combined with the fact that tourism had many economic disincentives (such as seasonal, low-paying jobs) led to the development of the Cautionary Platform (Table 2.1). No longer was tourism touted as a perfect economic development solution. Instead, unplanned development was questioned because of its social and environmental costs and the economic benefits of tourism were given a more critical examination.

Although there are many economic benefits gained from tourism, it is also likely that the community as a whole may suffer from economic leakages. High levels of foreign investments and an increased reliance on imported goods are two examples of where economic leakage may occur (Choi & Sirkaya, 2005 p. 383). In fact, although tourism is touted as an economic savior to many communities it is likely that "no more than 20% (less than 10% in some regions) of tourist dollars circulate within community destinations" (Choi & Sirkaya, 2005 p. 383).

Table 2.1: Jafari's Platforms of Tourism Development

	<b>Time of Introduction</b>	<b>Approach to Tourism Development</b>	<b>Rationale Behind Approach</b>
Advocacy	Post WWII	Encouraged development and promotion of tourism at a rapid rate	Tourism provided jobs, led to economic stimulus, preserved the environment and cultural traditions. It facilitated cross-cultural communication and even possibly world peace.
Cautionary	1970s	Tourism development is not entirely positive, it should be limited	The jobs provided by tourism are seasonal and low paying, development can lead to money leaking out of the community, leads to commercialization of culture, and has negative impacts on the environment
Adaptancy	1980s	Tourism should be developed in a way that is responsive to the host community and provide tourists with quality experiences – may include agritourism, ecotourism, and sustainable tourism	Both previous perspectives have merit and tourism development, when done in a way that centers on the host community, reduces impacts and improves communication between hosts and guests, can be beneficial.
Knowledge-Based	1990s	A scientific body of knowledge about tourism must be formed	Tourism development is a system that has many impacts and benefits and can be created in many forms and therefore must be treated holistically

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Supporters of Jafari's Advocacy Platform may also point to the jobs that tourism can create in communities. However, supporters of the Cautionary Platform would contend that many of these jobs are seasonal and low paying, leaving tourism employees without benefits or opportunities to move up into higher paid positions (Weaver, 2006, p. 7). For residents of a destination who are employed in the tourism industry additional negative economic impacts caused by tourism, such

as inflation and increased land prices (Sirakaya et al., 2001, p. 411) may be especially challenging. With low wages and a high cost of living, it may be next to impossible for workers to live in the community where they work.

The negative impacts of tourism go beyond economic losses. As Liu, Sheldon, and Var (1987, p. 18) conclude though tourism is encouraged because of its economic benefits, it is often the environment that suffers from its impacts. However, it is the environment, broadly defined to include natural resources, the natural environment, wildlife, the farmed environment and the built environment (Swarbrooke, 1999) that is what traditionally serves as the main resource for attracting tourists. Because of the environment's ability to attract tourists, many natural areas have been preserved. The United State's National Parks system exemplifies such protection. Supporters of Jafari's (2001) Advocacy Platform would cite this as a benefit of tourism development. However, those favoring the Cautionary Platform would point to the multitude of negative environmental impacts that tourism development may cause (Table 2.2). Some environmental impacts specific to coastal environments include: erosion of dunes, trampling of reefs and damage of marine ecosystems due to boating, decreased levels of photosynthetic activity due to erosion runoff in developed areas, increased nutrient levels in aquatic systems leading to algal blooms, and the use of seawalls and groins to modify the natural landscape to preserve beaches and land for development (Stewart, 1993, p. 204).

Cultural and social activities are another major attraction for tourists and may also become irreversibly damaged due to tourism. As King and Stewart (1996, p. 296) state "the intrusion of guests, along with their monetary power, transforms the host' native environment and culture into commodities." They cite Greenwood's (1977) example of the Spanish festival of *Alarde*. The centuries-old festival was held annual by a Spanish community to commemorate a

17th Century Basque victory over the French. Community members came together to organize the festival and its popularity with tourists grew. In the 1960's the Spanish government required the community to perform the festival's main component twice a day so that more tourists could see it.

Table 2.2: Environmental Impacts of Tourism

Environment Impacted by Tourism	Examples of Negative Environmental Impacts
<i>Natural Resources</i>	
Air	Pollution due to vehicle exhaust.
Land	Loss of vegetation and wildlife habitat due to development
Water (Swarbrooke, 1999, p. 49)	Overuse for human needs such as drinking, bathing, swimming pools
<i>The Natural Environment</i>	
Beaches	Litter and overuse leading to increased erosion
Oceans and Seas (Hunter and Green, 1995, p. 20)	Pollution through sewage discharge and leaking oil from boats
Mountains (Swarbrooke, 1999, p. 184)	Deforestation, erosion and surface hardening caused by ski resorts
<i>Wildlife</i> (Swarbrooke, 1999, p. 52)	Disturbed feeding and breeding habits due to habitat modification and increased presence of humans
<i>Farmed Environment</i> (Swarbrooke, 1999, p. 52)	Over consumption of local species Farmland being lost to tourism development
<i>Built Environment</i>	Tourism jobs attracting younger generations away from farming jobs
Buildings	Change in architecture may not be consistent with traditional
Historic Structures	facades
Utilities	Increased use leading to increased need for maintenance
Roads	Overloading of public utilities during tourist season
(Hunter and Green, 1995, p. 28)	Increased use during tourist season leads to congestion

By doing so, the cultural icon became commodified and the significance it held to the community members lessened to the point where they no longer wished to perform the festival at all. The loss of such cultural elements affects the residents who relate to them, but also diminishes the attractiveness of the destination to tourists. Indeed as Glasson, Godfrey, and Goodey (1995, p. 7) summarize “tourism contains the seeds of its own destruction: tourism can

kill tourism, destroying the very environmental attraction which visitors come to a location to experience.”

As a way of addressing the negative impacts of tourism but also recognizing the potential for positive effects another movement in tourism development was initiated in the 1980's. Jafari's (2001) Adaptancy Platform (Table 2.1) seeks to promote alternative forms of tourism development such as agritourism, community-based tourism, ecotourism, nature tourism, rural tourism and sustainable tourism. This position seeks to minimize the negative impacts of tourism development by keeping the development community centered, utilizing local resources and improving the relationships between hosts and guests (Jafari, 2001, p. 31). A fourth position, the Knowledge-Based Platform (Table 2.1), examines tourism from the perspective of a system. Whereas the Advocacy and Cautionary Platforms focus on the impacts and the Adaptancy Platform focuses on forms of development, the Knowledge-Based Platform explores the functions and structures that support tourism (Jafari, 2001, p. 31). These alternative and holistic views of tourism development have helped to usher in a new approach to tourism development, the sustainable tourism paradigm.

### **Paradigm Shift to Sustainable Development**

Jafari's (2001) Platform Model relates a history of the shift from the promotion of mass tourism to the realization that tourism can do just as much harm to a community as it does good. “As decision-makers became increasingly aware of the drawbacks of mass tourism, they searched for alternative tourism planning, management and development options.” (Choi & Sirakaya, 2006, p. 1274). The search was fueled by not only a realization of the negative impacts of tourism, but also a new approach to resource use reflected in the writings of Rachel Carson's *Silent Spring* (1962) and Hardin's “The Tragedy of the Commons” (1968). Both of these authors

demonstrated the need for development, in any form, to be approached in a way that will minimize the negative impacts of overuse. Carson (1962) illustrates the negative environmental impacts of development and the costs that society must accept should development be allowed to continue unchecked. Parallels can be drawn between her conclusions about the negative environmental impacts of development and the stance that members of Jafari's Cautionary Platform hold towards tourism development. Indeed tourism has the potential to create its own environmental consequences. This can be seen in many destinations where fragile environments, such as the coast, are burdened with overuse. Hardin (1968) further embellishes on the need for a restriction on development, specifically to address the impacts of overuse. In his classic example of farmers turning cows out onto common pasture land, he illustrates how in an attempt to be more successful than others, humankind will attempt to exploit a natural balance that would allow for sustained growth. He describes the need for "mutual coercion, mutually agreed upon (Hardin, 1968, p.1247) to keep humans from overexploiting a resource. For tourism destinations, this may mean zoning restrictions on where infrastructure can be placed or a limit on the number of visitors allowed on an annual basis. Similarly, Jafari's (2001) analyses of tourism over time reflects the changing views about how tourism influences host communities and in recent times he suggests new approaches to tourism such as the Adaptancy Platform, and a broader examination of the tourism system, the Knowledge-based Platform. These alternative forms of tourism and holistic approaches to the tourism system have resulted in a shift in the approach to tourism development, leading researchers such as Choi and Sirkaya (2005), to claim that the sustainable tourism paradigm is becoming dominant. Support for such a shift can be observed in many international documents such as the Berlin Declaration (1997) where tourism officials stated concerns "that while tourism may importantly contribute to socio-economic development

and cultural exchange, it has, at the same time, the potential for degrading the natural environment, social structures and cultural heritage” (Berlin Declaration, 1997, p. 1) and conclude that tourism should be developed to sustain these resources.

The sustainable tourism paradigm described by Choi and Sirakaya (2005) combines the socioeconomic elements of the “utility paradigm” and “social exchange theory” with the conservation focus of the New Environmental Paradigm (NEP) (Sirakaya-Turk, Ingram & Harrill, 2009). Dunlap and Van Liere (1978) outline the origins of the NEP suggesting that the general public recognizes the need to limit growth, attain a steady-state economy, preserve the balance of nature and move beyond the view that resources are available solely for human consumption. Though the NEP addresses the environmental resources cited in the Berlin Declaration (1997), Social Exchange Theory (SET) addresses the social elements. Ap (1992, p. 668) defined SET as “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation.” These interaction situations are most commonly observed between guests and hosts, so ensuring they are conducted in manner that does not exploit the social resources of a destination is critical to the long term success of the destination’s tourism system. This approach varies dramatically from the conventional tourism development practices which follow the notion that nature has a “use” value for humans but no “intrinsic value”, and no “biotic right” (Nash, 1980). The conventional tourism approach leads to a number of negative impacts caused by development such as environmental degradation, resource depletion, and commodification of a destination’s cultures (Choi & Sirkaya, 2005, p. 381).



## **Sustainable Tourism Development**

Sharpley and Sharpley (1997) suggest that sustainable tourism can establish a symbiotic relationship between tourism and the environments it relies upon. Over the course of the past twenty years it can be observed that tourism development is warming to this new approach and it has emerged as the best-known alternative to conventional mass tourism (Choi & Sirkaya, 2005, p. 382). Throughout the past two decades several documents have come to shape the definition of sustainability and sustainable tourism. This has both helped and hindered the field; by providing multiple interpretations that lead to confusion among researchers, visitors, residents, businesses, and local governments alike (Berry & Ladkin, 1997, p. 437), but also allowing for many applications of the sustainable approach.

In 1987 the World Commission on Environment and Development (WCED) produced the first report on sustainability. “Our Common Future” defined sustainable development as that which “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p. 43). Ten years later the Berlin Declaration (1997) suggested there is a normative connection between tourism and sustainability by suggesting that tourism should support local communities, improve local economies, employ locals, and utilize local products such as agricultural products and indigenous skills. The Declaration states the importance of developing policies and legislation to regulate these benefits to local communities and that efforts should be made to protect the environment and cultures that are unique to the destination.

Though multiple definitions of sustainable tourism have been provided, all tend to have a common theme of community support. Such an intention harkens back to the original justification of tourism development – providing increased economic support for a community.

However, it can be seen that this conventional approach does not always achieve its noble goal, often allowing money to leak out of a community through the hands of international ownership, workforces and imports. At the epicenter of the sustainable tourism paradigm is the “fair distribution of economic benefits among community residents” (Choi & Sirakaya, 2005, p. 383). With the application of the sustainable tourism paradigm in tourism development communities may be able to realize such goals. However the successful implementation of sustainable tourism requires as Choi and Sirakaya suggest (2005) “vision, policy, planning, management, monitoring, and social learning processes” (p. 382) and “full community participation in the development process” (p. 383). Whatever the position, a common theme among these perspectives is that sustainable tourism development includes a focus on attaining some level of harmony among stakeholder groups to develop a desirable quality of life that lasts (Ahn, Lee, & Shafer, 2002, p. 1).

### **Stakeholder Theory**

Choi and Sirkaya (2005) suggest that community participation is required in the sustainable tourism development process. Others (Jamieson & Jamal 1997, Hunter 1997) suggest that resident participation in planning process is the very foundation of the sustainability paradigm. However, identifying who should be involved in the planning process can be a challenge for decision makers. The community involvement theme found in many definitions of sustainable tourism development suggests that all community members should participate in planning processes. However, decision makers should be prepared for community members to hold a variety of perceptions, attitudes and beliefs about tourism development. The community may not speak with one unified voice, as the members may have different levels of economic dependence on tourism or varying degrees of attachment to the surrounding

environments and culture. This study aims to improve the process of organizing community participation by identifying subgroups within the community who may be considered stakeholders in the tourism development process and their attitudes towards tourism development.

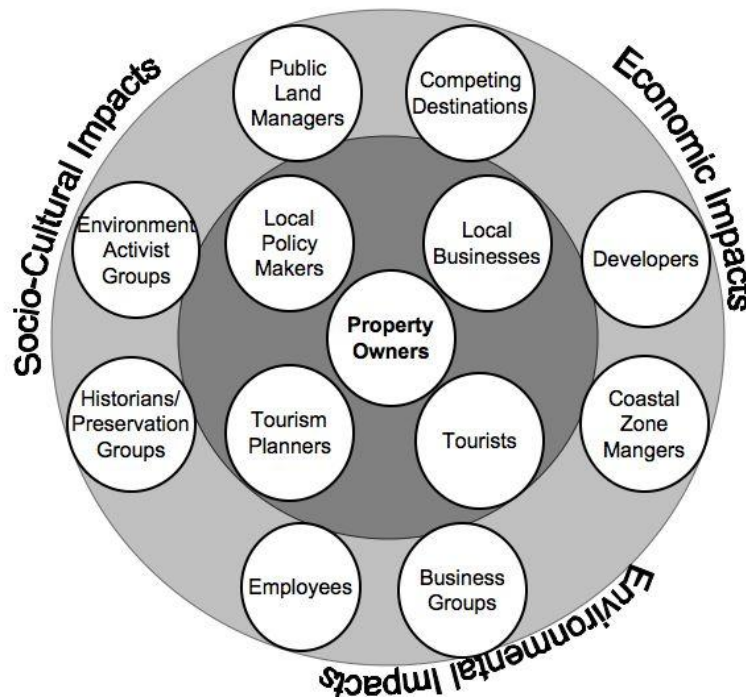
Just as a business plan includes goals and objectives for a company, a tourism planner must set goals and objectives for the services they provide. To ensure the accomplishment of these goals and objectives, a tourism planner may look to business strategies, such as Stakeholder Theory. Developed by Freeman in 1984, Stakeholder Theory states that a stakeholder is “any group or individual who can affect or is affected by the achievement of the organization’s objectives.” (Freeman, 1984, p. 46).

Sautter and Leisen (1999, p. 315) support tourism planners use of Stakeholder Theory and suggest that the first step in implementing stakeholder management is “to have a full appreciation of all the persons or groups who have interests in the planning process(es), delivery and/or outcomes of the tourism service.” Though identifying every stakeholder is a challenge in utilizing Stakeholder Theory, Sautter and Leisen (1999, p. 315) go on to outline stakeholders that are often consulted by planners: local businesses, residents, activist groups, tourists, national business chains, competitors, government and employees. For every destination these stakeholders may be different, and it is the planner’s objective to identify those who are influenced by tourism development. An adaption of Sautter and Leisen’s Stakeholder Map to include those who may be subject to impacts in a coastal community similar to those examined in this study can be seen in Figure 2.1.

The core concepts of Stakeholder Theory are promoted by many researchers. Gunn (1994, p. 353), Inskip (1991, p. 236), and Murphy (1983, p. 37) all advocate for the

involvement of stakeholders at an early stage in planning. And when exploring the importance of a corporations' relationship with its stakeholders, Clarkson (1995, p. 107) finds further support for identifying and encouraging the participation of stakeholders, as “failure to retain participation of even a single primary stakeholder group will result in the failure of that corporate system.”

Figure 2.1: A Stakeholder Model for Coastal Communities



Adapted from Sautter, E. T. and Leisen, B. (1999). Managing stakeholders: A tourism planning model. *Annals of Tourism Research*, 26(2), 312 – 328.

### **Importance of Residents' Attitudes**

Tourism is a service industry, therefore, it is no surprise that travelers place a high value on places where they are the recipients of service that makes them feel welcomed and comfortable (Goeldner & Ritchie, 2006 p. 360). Consider how a hotel or restaurant is rated; often when relaying their experience a patron will say, “the food was fantastic, but the service was slow,” or “our room was great and the staff was very helpful.” The owner of a tourism business

understands that service can make or break their customers' experience. And as tourists are beginning to demand a more in-depth experience--one that allows them to participate and learn during their visit-- their experience begins to include more than just the staff at tourism businesses. As tourists try to deepen their experience, they come in closer contact with the local residents of their destination (Urry, 1990, p. 219). It is interactions such as these, and resident's reactions to them that can determine tourism's success in a community.

Zhender (1976, p. 212) suggests, "of all the factors which determine pleasure and enjoyment in travel, there is none more important than the way travelers are treated by the local residents of tourist areas. Their attitudes are extremely important, for most of us avoid places where we are not readily accepted." Therefore, if residents are harboring resentment towards tourists and/or tourism development in their home it may be displayed through the interactions they have with tourists. As Ap (1992, p. 665) summarizes, "[f]or tourism in a destination area to thrive, its adverse impacts should be minimized and it must be viewed favorably by the host population." Here he describes how residents are a critical part of the tourism development process since they must deal with the impacts of it. Any negative attitudes towards tourism development maybe displayed through interactions with tourists and other actions that works against the success of the tourism industry.

If tourism is developed to be a main source of economic development in a destination, a positive interaction between tourists and residents is necessary to maintain the success of tourism. To facilitate this positive interaction it is critical that their attitudes, perceptions and levels of satisfaction are understood. Especially now, as a paradigm shift is occurring in tourism development-- from a focus on mass tourism to an approach that actively incorporates sustainability-- planners and developers need to know how their plans will be received. If

governments, policy makers and businesses desire to achieve sustainable tourism development then it is crucial for them to understand how the “needs and desires of residents are met such that their support is sustained.” (Kitnuntaviwat & Tang, 2008, p. 46).

Andereck and Vogt (2000, p. 27) argue that “concern with resident wants and desires is necessary to maintain resident support for tourism, given that residents are in the community to stay.” Understanding that residents must contend with the impacts of tourism year-round is especially important for planners and developers to understand. Many studies have been conducted examining resident’s attitudes towards tourism. Andereck and Vogt (2000, p. 27) contend that such research is important as “without community support, it is difficult to develop a sustainable tourism industry in a community.” The findings of these studies are varied, some finding that support for tourism was based on residents perceptions of the impacts of tourism (Perdue, Long, & Allen, 1990) while others reported that residents perceived no benefits gained by tourism (Andereck & Vogt, 2000, p. 27). In their study of tourism development in rural communities in Arizona, Andereck and Vogt (2000, p. 35) concluded that “[c]ommunities differ with respect to resident preferences for new tourism products and expansion of existing products.” Though the communities of the three counties examined in this research are not entirely rural communities, Andereck and Vogt’s (2000) conclusion may hold true in this context. As each county represents different tiers of economic development, residents may have differing attitudes about what are appropriate tourism development strategies for their communities. Planners, public officials and business organizations (such as Chambers of Commerce) should be aware of these various attitudes and be prepared to incorporate resident’s preference into plans for tourism development.

Indeed the multitude of research such as Andereck and Vogt's (2000) support Goeldner and Ritchie's (2006, p. 559) argument that "[n]o longer can it be assumed that the residents of a tourism destination/region will automatically accept all (or any) forms of tourism development that the industry proposes or attempts to impose." Therefore it would be imperative for those decision-makers who have the ability to encourage or dissuade tourism development in a community to understand the attitudes residents hold toward tourism development and allow them to voice and act upon those attitudes. The importance of involving residents and other stakeholders in the tourism planning process was made evident when the Walt Disney Company attempted to develop the Disney's America theme park in Prince William County, Virginia. In their review of the failed planning process Hawkins and Cunningham (1996) outline how Disney worked with the local government, business owners and supportive residents to create the appearance of overwhelming support for the development. They even were able to secure incentives from the state that would improve the infrastructure of the county to help support the park. Disney failed however, to include dissenting stakeholders in their development planning process. Dissenters included environmentalists concerned about the development's impact on natural resources, historians who felt the development would increase urban sprawl that threatened the multitude of historic resources in the area such as the Manassas Battlefield, and residents concerned about increased taxes and land prices, greater burdens on public utilities as well higher levels of traffic, crime and pollution (Hawkins & Cunningham, 1996, p. 357). These stakeholders were not swayed by Disney's promises of new jobs, increased tax revenue and progressive development in the region. Instead parties who were opposed to the project banded together to fight the development (Hawkins & Cunningham, 1996, p. 358). Disney's efforts to appease these groups with promises of donations, improvements to the Manassas National

Battlefield Park, participation in recycling programs and limiting new traffic to the area did not dissuade the opponents efforts to stop the development (Hawkins & Cunningham, 1996, p. 359). Ultimately the dissenting stakeholders prevailed and the project was abandoned by Disney as they felt “the company image was being hurt by the constant attacks from environmentalists, historians and community leaders who were opposed to the project” (Hawkins & Cunningham, 1996, p. 361). Hawkins and Cunningham (1996, p. 351) conclude that the project failed due to Disney’s failure to abide by one of the “key principles of sustainable tourism development – the need to involve all stakeholders in all aspects of planning and decision making in projects affecting their community.”

Prior to Hawkins and Cunningham’s (1996) findings Murphy (1985, p. 171) found that public participation is of critical importance in tourism development and acknowledges that there are many challenges in the public participation process, but supports its implementation into tourism planning especially since there will be a variety of opinions within the community. The community-based approach to tourism planning draws from the initiative behind Jafari’s (2001, p. 31) Adaptancy Platform, and as the modern approach to tourism begins to incorporate sustainability into tourism development including residents in the planning process becomes more important. As the United Nation’s outlined in their 2001 report on *Managing Sustainable Tourism Development*, community-based tourism was developed so that “[l]ocal knowledge, community participation, support for local capabilities and cultural exchange with tourists would help to sustain both cultural and natural resources” (United Nations, 2001, p. 10). Therefore by implementing a community-based approach to tourism development decision makers cannot only determine resident’s support for tourism, but may also find ways to preserve the resources upon which the industry relies.



There are many challenges, however, to this community-based approach to tourism development. Public participation is a time consuming process and can be unproductive if it is not properly managed (Swarbrooke, 1999). And as Hunter (1995, p. 159) cautions, though concerns at the community level must be addressed it is also important that “these must not be enshrined in development policy and planning without recourse to their broader geographical implications.” Through this statement Hunter (1995) broadens the range of stakeholders that may be involved in the tourism planning process. Because the range of stakeholders can be very broad and the identification of all potential groups that would be impacted by tourism can be difficult, this study aims to help tourism planners identify all potential stakeholder groups that are represented in the population of property owners in their community.

## CHAPTER 3: METHODOLOGY

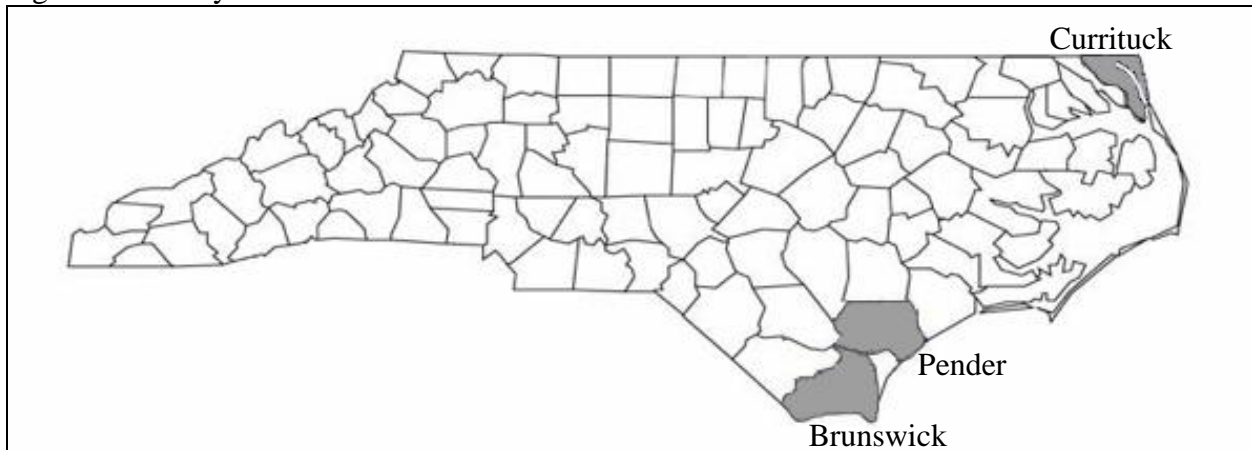
### **Introduction**

This mixed method study was conducted to provide information on property owners' perceptions of sustainable actions in tourism development in North Carolina's coastal communities. It is a component of a larger research project which was preceded by similar studies in Dare County (Hao, Long & Kleckley, 2010) and Macon County (Hao & Long, 2010), two other North Carolinian counties with high levels of second homeownership. The instrument for the larger study collected data related to impacts of tourism development, climate and weather's impact on property owners' recreational activities and property values, community attachment, property owners' satisfaction with their quality of life and property owners' perceptions of sustainable actions in tourism development was pilot tested during focus groups conducted with permanent residents and second homeowners in each county. For this study only the data related to property owners' attitudes towards sustainable actions in tourism development were used. Using Stakeholder Theory as a theoretical framework this study aims to determine if property owners in coastal communities hold different attitudes towards sustainable actions in tourism development, whether they can be organized into stakeholder groups based upon those attitudes and what characteristics may be used to identify members of each group. Exploratory factor analysis was used to analyze the property owners' attitudes towards sustainable actions in tourism development. Two-step cluster analysis was used to determine if homogenous groups based on those attitudes existed within the sample.

## Setting

Brunswick, Currituck, and Pender Counties, all located in eastern North Carolina, were used as the setting for this study (Figure 3.1). These counties were selected due to their high concentrations of second homes and proximity to the coast. Similar counties such as Dare and Carteret were not considered as Dare County residents recently participated in the first pilot test of this study and Carteret County residents are participating in a similar project currently.

Figure 3.1: Study Area



Additionally Brunswick, Currituck and, Pender Counties represent different economic development tiers (Table 3.1). These tiers are determined by the North Carolina Department of Commerce based upon the county’s “economic well-being” (North Carolina Department of Commerce, 2011). The counties in the greatest amount of economic distress are designated as 1 and those in the least economic distress are designated as 3.

Brunswick County has the largest population of the three counties and has experienced rapid population growth since 2000, witnessing a 46.6% increase in the span of nine years (United States Census, 2011). Currituck County also has a growing population, increasing 33.2% in the past nine years (United States Census, 2011). Pender County has observed the most

modest growth rate, experiencing a 27.6% increase over the course of nine years (United States Census, 2011). Both Pender and Brunswick County have communities that serve as suburbs and bedroom communities for the city of Wilmington, a major metropolitan area. Currituck County is also witness to urban sprawl as the northern part of the county is becoming a bedroom community for people working in the Hampton Roads area of Virginia. The percentage of second homeowners in each county was determined using the property tax records obtained from each county. Though a second home property is not formally identified in these documents it was possible for researchers to recognize second home property because the permanent address and mailing address were different.

Table 3.1: Studied County Profiles

	<b>2009 Economic Tier*</b>	<b>2009 Population**</b>	<b>Percentage of Second Homeowners***</b>	<b>2008 Median Household Income **</b>
Brunswick	3	107,062	40%	\$46,686
Currituck	2	24, 216	43%	\$55,745
Pender	2	52,378	33%	\$42,872

\* Retrieved from N.C. Department of Commerce; \*\* Retrieved from U.S. Census QuickFacts;

\*\*\* Retrieved from county property tax records

In addition to having similar growth patterns over the past nine years these three counties have comparable geographic features and population distribution. All have many miles of coastline and beaches with well-established communities that have a concentrated population. The interior areas of these counties tend to be more rural with widespread populations and many acres of agricultural land. Through the observations made during site visits to each county it was apparent that the majority of tourism in these three counties occurred in the beachside coastal communities. It was also observed that there were efforts being made to attract tourists to the interior of the county through festivals or agritourism attractions. Residents living in the interior

of the counties may not recognize the immediate impacts of tourism as they are not as close to the county's tourism infrastructure. Such sentiments were observed during focus groups conducted prior to the release of the survey when coastal community residents stated that their communities were bringing in the tourism tax dollars that were paying for the rest of the county's roads, schools and other infrastructure. Property owners in the interior areas of the county are less likely to be less exposed to tourism's impacts and may hold different attitudes towards the costs and benefits it creates for the county.

The sites for this study were chosen specifically due to their proximity to the coast and for their high levels of second home ownership. Therefore, the results may not be generalized for all communities in North Carolina. However, there are many other coastal communities worldwide that face challenges similar to those found in Brunswick, Currituck, and Pender Counties. These communities may benefit from the findings of this study but should also realize that each community may have different challenges that make solutions to its problems unique from other coastal communities.

### **Survey Development**

The instrument used in this study was adapted from the one used in the previous studies in Dare and Macon Counties to include additional items on the scale measuring attitudes towards sustainable actions in tourism development. As a means of ensuring that critical issues related to tourism were measured on the instrument site visits and focus groups were conducted prior to the distribution of the survey. During the site visits researchers visited each county and met with the county tourism director, planner, economic development officer and any available Chamber of Commerce representatives. These visits allowed researchers to observe firsthand the challenges each county faced in terms of infrastructure, available land for development, quality of natural

resources, the state of the local economy as well as social and cultural challenges. The focus groups were conducted with permanent residents as well as business owners. Participants were asked to complete the survey then provide feedback on the content. Second homeowners whose permanent residence was in close proximity to East Carolina University were also invited to participate in focus groups on the University campus. The results of these site visits and focus groups helped researchers craft questions to address issues residents were particularly concerned with such as the availability of parking and municipal sewer.

The survey was also altered from the instrument used in previous studies to include more variables measuring sustainable actions in tourism development. Questions related to protecting the community's natural environment for future generations and providing full access for everyone in the community to participation in tourism development decisions were included. These variables were derived from the SUS-TAS scale, developed by Choi and Sirakaya (2005) which measure residents' attitudes towards sustainable tourism development. One variable from the pilot tested survey, related to the use of public land for tourism, was removed because in previous tests using factor analysis it did not load highly into any factors and was determined to be a poor measure of attitudes towards sustainable actions in tourism development.

Once the content of the instrument was finalized (see Appendix C) it was structured for use in three different medias. Respondents had the choice to complete the survey online, over the phone or on paper. The online version was intended to be the main source of data collection and the online survey hosting system Qualtrics was used to administer the survey. Respondents were directed to call the Center for Sustainable Tourism at East Carolina University if they wished to complete the survey over the phone or on paper. Should a request be received for a phone survey it was conducted by the researcher who used the online format as a script and entered the

respondents' answers online. Paper surveys were mailed when a request was received and included a stamped envelope in which the completed survey could be returned. These surveys were then entered by a research assistant at the Center for Sustainable Tourism.

### **Population and Sampling**

The population for this study is all property tax paying individuals who own residential property in Currituck, Pender and Brunswick Counties including permanent residents and second homeowners. Each county's property tax record was used to select a random sample of permanent residents and second homeowners (Table 3.2). Second homeowners were identified as those property tax payers who reported a different mailing address from the physical address listed on the property tax record. Based upon the expectation of the 10% response rate found in pilot studies and the population of full time and second home property owners a sample of 14,587 members was randomly selected to achieve a 95% confidence level.

Table 3.2: Study Sample Percentages

	<b>Sample Total</b>		<b>Full Time</b>		<b>Second Home</b>	
	n	% of Sample	n	% of County Selection	n	% of County Selection
Brunswick	4,968	34%	2,511	51%	2,457	49%
Currituck	4,758	33%	2,408	51%	2,350	49%
Pender	4,861	33%	2,476	51%	2,385	49%
<b>Total</b>	<b>14,587</b>	<b>100%</b>	<b>7,395</b>	<b>--</b>	<b>7,192</b>	<b>--</b>

### **Data Collection Procedures**

Once the survey had been finalized and sample had been selected the data collection sequence began (Table 3.3). To initiate data collection an invitation (see Appendix D) was mailed to the sample members' permanent address. Prior to the sample being sent an invitation to complete the survey a pre-calling method was employed. A private company was used to obtain

the phone numbers for as many members of the sample as possible, using their mailing address as a means of matching phone numbers to the sample members' name. Of the sample of 14,587 exactly 7,459 phone numbers were obtained. Student callers in the Community Research Lab on the campus of East Carolina University then used these numbers to contact sample members to inform them that they would be receiving an invitation to complete a survey in the mail. The students also offered the sample member the opportunity to receive a paper version of the survey to complete if they preferred. These phone calls were initiated on January 27, 2011. Concurrent to the pre-calls, researchers distributed press releases to media outlets within the three counties. The press releases were intended to provide increased exposure of the study to county property owners, in order for them to have more information on the study which may encourage them to complete it. These press releases were picked up by several newspapers and other print and online publications across all three counties.

Table 3.3: Data Collection Timeline

<b>Date</b>	<b>Action</b>
January 27, 2011	Pre-Call Phone Calls Start
February 2, 2011	Invitation Post Cards Mailed
March 4, 2011	Pre-Call Phone Calls Stop, Reminder Calls Start
March 9, 2011	1st Reminder Card Mailed
April 25, 2011	Reminder Calls Stop
May 12, 2011	Final Reminder Card Mailed

One week after the start of the phone calls, on February 3, 2011, an invitation postcard (see Appendix D) was mailed to every sample member. This postcard included an explanation of the study, the benefits the data could provide, an access code unique to each sample member that allowed them to access the online survey and contact information for paper or telephone surveys. The phone calls were continued through March despite the fact that most sample members had already received the invitation postcard in hopes that a phone call would remind the property



owner to complete the survey online, over the phone or to request a paper copy. As sample members completed the survey their unique codes were monitored and those who had finished the survey were removed from the mailing list.

A reminder postcard (see Appendix E) was mailed to all sample members who had not yet completed the survey on March 9, 2011. Student callers at the Community Research Lab continued to call sample members who had not yet completed the survey until April 25, 2011. Again, the incoming surveys were monitored and the access codes for those who had completed the survey were removed from the mailing list. On May 12, 2011 the final reminder card (see Appendix F) was mailed to the remaining sample members.

### **Analysis Plan**

On April 25, 2011 all of the completed online surveys were downloaded from the Qualtrics server. They were converted into SPSS files for analysis. A total of 1,174 completed survey were downloaded with Currituck County having a slightly greater representation than Pender or Brunswick Counties (Table 3.4).

Table 3.4: Number of Surveys Downloaded from Qualtrics

	<b>Total</b>	<b>Full Time</b>	<b>Second Home</b>
Brunswick	344	150	190
Currituck	501	184	309
Pender	329	186	134
<b>Total</b>	<b>1174</b>	<b>520</b>	<b>633</b>

These surveys were then cleaned and those that did not have responses for all fifteen variables pertaining to sustainable actions in tourism development or a completed demographics section were removed. This cleaning was done to ensure the best results when factor and cluster analysis

were used. This process removed hundreds of cases and the total numbers for the cleaned sample can be found in Table 3.5.

Table 3.5: Number of Surveys Remaining After Cleaning

	<b>Total</b>	<b>Full Time</b>	<b>Second Home</b>
Brunswick	154	65	89
Currituck	304	120	184
Pender	165	91	74
<b>Total</b>	<b>623</b>	<b>276</b>	<b>347</b>

*Sub-sample Selection*

After the cleaning was completed a subsample of 300 completed surveys was selected. A smaller sample size is often used in cluster analysis and is acceptable so long as there are a smaller number of variables being evaluated (Dolnicar, 2002). Factor analysis will be used to reduce the number of variables being evaluated, so a sample size of 300 was determined to be acceptable. The remaining usable surveys can be used to validate the findings of the cluster analysis in future studies.

In order to reflect the representation of the counties found in the original sample approximately 100 surveys were randomly selected from each county (Table 3.6). This allowed each county to represent one third of the new sub-sample just as each county had represented one third of the original sample.

Table 3.6: Randomly Selected Sub-sample

	<b>Sample Total</b>		<b>Full Time</b>		<b>Second Home</b>	
	n	% of Sample	n	% of County Selection	n	% of County Selection
Brunswick	102	34%	52	51%	50	49%
Currituck	99	33%	50	51%	49	49%
Pender	99	33%	50	51%	49	49%
<b>Total</b>	<b>300</b>	<b>100%</b>	<b>152</b>	<b>--</b>	<b>148</b>	<b>--</b>

To ensure that there was adequate representation from both permanent residents and second homeowners approximately 50 of each property owner type was selected from each county, mirroring the proportions found in the original sample (Table 3.6). The cases were randomly selected using SPSS's Select Cases tool.

### *Recoding*

After the sub-sample was selected a recoding of the fifteen variables measuring attitudes towards sustainable actions in tourism development was conducted. Measured on a scale of Very Important to Not at All Important, the data from the cases was downloaded with the coding of 1 being Very Important to 5 being Not at All Important. This coding was reversed so that higher numbers would indicate higher support for each action. Recoding was also necessary for the variables used to measure attitudes towards tourism development and quality of life. Originally the codes for these variables were 1, representing Highly Satisfied to 5, representing Highly Dissatisfied. Once recoded the higher numbers indicated greater levels of satisfaction. No recoding was required for the variables that were used to create the demographic profiles.

### *Statistical Analysis*

Factor analysis was used to determine the underlying dimensions in the fifteen variables that measured property owners' attitudes towards sustainable actions in tourism development. This analysis was used to reduce the number of variables that would be used to create homogenous groups in cluster analysis. To ensure that the factor analysis was reliable the Cronbach's alpha coefficient was used, and a coefficient of higher than .7 was determined to be significant proof that the factor analysis was reliable. To determine the number of factors the Eigenvalues were examined and any value over 1 would indicate a factor was present. Each variable's factor score was examined to determine which factor the variable loaded into. A

loading score of .5 or higher would indicate that a variable loaded strongly into a factor. Once the factors were determined a mean factor score was created for each case which represented the respondent's average score for the variables in that factor. The mean factor score reflected the same scale used to measure the fifteen sustainable actions in tourism development, therefore a score of 1 indicated that the respondent felt the actions were very unimportant and a score of 5 indicated they felt the actions were very important.

These mean factors scores were used in the two-step cluster analysis to determine homogenous groups that would have similar attitudes towards sustainable actions in tourism development. Two-step cluster analysis was used because of the relatively large dataset and for ease of identification of the clusters (Garson, 2010). Once the clusters were identified an ANOVA test was used to determine if each cluster was significantly different from each other based on the mean factor score.

Descriptive statistics, such as frequencies and a comparison of means, were used to create the demographic profiles for each cluster. A comparison of means based on responses to variables measuring satisfaction with tourism and quality of life was also used to add more information to each cluster profile.

## CHAPTER 4: RESULTS

### **Introduction**

Three levels of analysis were used to answer the research questions for this study. Research Question One was designed to determine whether there were distinct groups of stakeholders in coastal communities based upon their attitudes toward sustainable actions in tourism development. To answer Research Question One, factor and cluster analyses were used. Factor analysis was used initially to reduce the number of variables used to examine the respondent's attitudes toward sustainable actions in tourism development. A mean factor score was derived from the identified factors and was used in cluster analysis to identify homogenous groups of respondents based on attitudes towards sustainable actions in tourism development. Upon identification of the groups they were named based upon their members' attitudes towards sustainable actions in tourism development.

Research Question Two focused upon the profile for each cluster, should distinct groups be identified using factor and cluster analysis. Two approaches were used to create a robust profile for each cluster. First, an analysis using descriptive statistics analyzing the following sociodemographic variables was conducted: home ownership, political involvement, family status, age, ethnicity, gender, education, employment, employment in tourism, income, county of residence. Additionally the respondents' attitudes towards tourism in their community and their satisfaction with their quality of life were examined. By supplementing the sociodemographic profile of the clusters with information about the members' attitudes towards tourism and satisfaction with their quality of life, more information can be provided to tourism planners to help them engage community members in the tourism planning process.

## Sample Profile

Prior to conducting any statistical analysis designed to answer the research questions, a profile of the sample was created. This was done to provide an initial understanding of the characteristics of the sample and examined the following variables: homeownership status, length of residency, political involvement, family status, age, ethnicity, gender, education, employment, and income.

The sample's homeownership profile was shaped by the stratified sampling methods used to ensure that both permanent residents and second homeowners were included in the analysis. Therefore there was an equal distribution of permanent residents and second homeowners (Table 4.1). Further information about the respondents' length of residency and previous second homeownership was collected in the survey. It was found that of the 152 permanent residents 19.2% of them had previously been second homeowners in the county of their current permanent residence and that 9.9% currently owned a second home in the county of their permanent residence.

Table 4.1: Homeownership Profile for Study Sample

<b>Residential Status</b>	<b>n</b>	<b>Percent of Sample</b>	<b>Mean Length of Ownership</b>
Permanent Resident	152	50.7%	14.92 years
Second Homeowner	148	49.3%	13.54 years
Total	300	100%	--

In addition to ownership status several other sociodemographic variables were examined to provide a profile of the sample members. A slight majority of the sample was not registered to vote (Table 4.2) likely due to the fact that half were second homeowners who would be more likely to vote in the county of their permanent residence. Family status was also examined with a majority the sample being a couple with children no longer at home (43.7%). The majority of the

sample was between the ages of 55 and 64 and the vast majority (94.0%) indicated that they were Caucasian. The sample consisted of slightly more males (52.3%) than females (47.7%).

Table 4.2: Sociodemographic Profile for Study Sample

<b>Registered to Vote in Brunswick, Currituck or Pender County</b>	<b>n</b>	<b>Percent of Sample</b>
Yes	147	49.0%
No	153	51.0%
Total	300	100%
<b>Family Status</b>	<b>n</b>	<b>Percent of Sample</b>
Single, No Children	17	5.7%
Single, Children at Home	5	1.7%
Single, Children No Longer at Home	23	7.7%
Couple, No Children	44	14.7%
Couple, Children at Home	68	22.7%
Couple, Children No Longer at Home	131	43.7%
Other	12	4.0%
Total	300	100%
<b>Age</b>	<b>n</b>	<b>Percent of Sample</b>
25 and under	2	.7%
26 – 34	10	3.3%
35 – 44	24	8.0%
45 – 54	78	26%
55 – 64	125	41.7%
65 – 74	51	17.0%
75 and older	10	3.3%
Total	300	100%
<b>Ethnicity</b>	<b>n</b>	<b>Percent of Sample</b>
African American	10	3.3%
American Indian	1	.3%
Caucasian	282	94.0%
Other	7	2.3%
Total	300	100%
<b>Gender</b>	<b>n</b>	<b>Percent of Sample</b>
Male	157	52.3%
Female	143	47.7%
Total	300	100%

As a whole the sample was well-educated with over half having completed a degree at a 4-year college or a post graduate degree (Table 4.3). Half of the sample members were employed full time (50%) but very few were employed in the tourism industry (Table 4.3). Members of the

sample were also generally wealthy, with a majority making an annual income of over \$100,000 (Table 4.3).

Table 4.3: Educational, Employment and Income Profile for Study Sample

<b>Education</b>	<b>n</b>	<b>Percent of Sample</b>
Less than High School	1	.3%
High School or GED	23	7.7%
2-Year College/Technical School	34	11.3%
Some College, but no Degree	46	15.3%
4-Year College	99	33.0%
Post Graduate	97	32.3%
Total	300	100%
<b>Employment</b>	<b>n</b>	<b>Percent of Sample</b>
Working Full-Time	150	50.0%
Working Part-Time	24	8.0%
Own my Own Business	37	12.3%
Looking for Work	5	1.7%
Retired	73	24.3%
Other	11	3.7%
Total	300	100%
<b>Employed in the Tourism Industry</b>	<b>n</b>	<b>Percent of Sample</b>
Yes	26	8.7%
No	274	91.3%
Total	300	100%
<b>Income</b>	<b>n</b>	<b>Percent of Sample</b>
\$0 - \$14,999	4	1.3%
\$15,000 - \$24,999	7	2.3%
\$25,000 - \$34,999	8	2.7%
\$35,000 - \$49,999	30	10.0%
\$50,000 - \$74,999	58	19.3%
\$75,000 - \$99,999	45	15.0%
\$100,000 - \$149,999	72	24.0%
\$150,000 - \$199,999	30	10.0%
\$200,000 - \$399,999	37	12.3%
\$400,000 +	9	3.0%
Total	300	100%

### **Factor Analysis – Scale Reduction and Calculation of Mean Factor Scores**

The survey instrument included a scale of fifteen items designed to measure property owners' attitudes towards sustainable actions in tourism development (Table 4.4). The majority



of these items were previously used in similar studies and those that were found to be inadequate measures of attitudes towards sustainable actions in tourism development were removed. Several other items were included, having been found effective measure in other studies (Choi and Sirakaya, 2005). These new measures incorporated additional measures related to social and economic sustainability. All fifteen scale items were measured on a scale of importance with 1 being Not at All Important and 5 being Very Important.

Table 4.4: Sustainable Actions in Tourism Scale Items

<b>Scale Item</b>	<b>Area of Sustainability Measured</b>
Reducing and managing greenhouse gas emissions	Environmental
Managing, reducing and recycling solid waste	Environmental
Reducing consumption of freshwater	Environmental
Managing wastewater	Environmental
Being energy efficient	Environmental
Conserving the natural environment	Environmental
Protecting our community's natural environment for future generations	Environmental and Social
Protecting air quality	Environmental
Protecting water quality	Environmental
Reducing noise	Environmental and Social
Preserving culture and heritage	Social
Providing economic benefits from tourism to locals	Economic
Purchasing from companies with certified green practices	Economic and Environmental
Training and educating employees and clients on sustainability practices	Economic, Social and Environmental
Full access for everyone in the community to participation in tourism development decisions	Social

Because the scale developed to measure resident's attitudes towards sustainable actions in tourism development contained fifteen items that included measures of environmental, social and economic sustainability, factor analysis was used to determine the underlying dimensions of the scale. The reliability of the factor was high with a Cronbach's alpha coefficient of .935. One

factor was identified using principal components analysis (Table 4.5). Fourteen out of fifteen variables had high loading scores (>.5) for the factor. One variable, providing economic benefits from tourism to locals, had a factor score of .489, but this score was considered close enough to .5 for this item to be included in Factor 1.

Table 4.5: Identified Factors within Fifteen Measures of Sustainable Actions in Tourism

<b>Variable</b>	<b>Factor 1</b>
Reducing and managing greenhouse gas emissions	.751
Managing, reducing and recycling solid waste	.812
Reducing freshwater consumption	.761
Managing wastewater	.702
Being energy efficient	.873
Conserving the natural environment	.819
Protecting our community's natural environment for future generations	.810
Protecting air quality	.795
Protecting water quality	.765
Reducing noise	.613
Preserving culture and heritage	.579
Providing economic benefits from tourism to locals	.489
Purchasing from companies with certified green practices	.782
Training and educating employees and clients on sustainability practices	.802
Full access for everyone in the community to participation in tourism development decisions	.565
Factor 1 Eigen Value = 8.13, Variance Explained = 54.16%	

With all fifteen variables loading onto a single factor this scale would appear to effectively measure respondents' attitudes towards the dimension, sustainable actions in tourism development. These fifteen variables were summed and divided by fifteen to create a mean score for this factor which was used in the next step of statistical analysis. The mean score ranged between one and five (1 = Not at all Important and 5 = Very Important).

## Two-Step Cluster Analysis- Determining Homogenous Groups within the Sample

Once the fifteen variables measuring sustainable actions in tourism development were reduced to a single factor a mean factor score for each respondent was calculated. The mean factor score, calculated by summing the scores of all fifteen of the variables and dividing that number by fifteen, could be between 1 and 5. All fifteen variables were measured using the same scale: 1 = Not at all Important, 2 = Unimportant, 3 = Neither Important nor Unimportant, 4 = Important, 5 = Very Important. Therefore, the mean factor score could follow the same scale; those respondents with a mean factor score of 1, felt that sustainable actions in tourism development were not at all important and those who had a mean factor score of 5 would consider sustainable actions in tourism development very important.

These mean factor score was used as the continuous variable when the two-step cluster analysis was employed. The log-likelihood option was used as the distance measure, the Schwarz's Bayesian Criterion was used as the clustering criterion and a maximum of 15 clusters was allowed to be determined. Three clusters were produced (Table 4.6) and a one-way analysis of variance (ANOVA) test indicated that they were significantly different (at the .05 level) based upon their mean factor scores. This indicates that within the sample of respondents there are three homogenous groups with different attitudes towards sustainable actions in tourism development.

Table 4.6: Clusters Grouped by Mean Factor Score

Cluster	Name	N	% of Sample	Average Mean Factor Score
1	Skeptics	35	11.7%	2.85
2	Supporters	159	53.0%	3.95
3	Advocates	106	35.3%	4.71

The cluster analysis calculated an average of the mean factor score for each of the clusters which provided information on how they were different based upon their attitudes towards sustainable

actions in tourism development. Members of Cluster 1 had the lowest mean factor score, meaning they were the least supportive of sustainable actions in tourism development and were therefore labeled Skeptics. Cluster 1 contained the fewest members of the sample. Respondents grouped into Cluster 2 had the second highest mean factor scores and were labeled Supporters make up the majority of the sample. Members of Cluster 3 had the highest mean factor scores and were the strongest supporters of sustainable actions in tourism development prompting them to be labeled as Advocates.

Each cluster was further examined to determine if there were specific sustainable actions in tourism development that were strongly supported or opposed by members of the cluster. To do so a separate dataset was created for each cluster and the mean for each of the fifteen actions was determined (Table 4.7).

Table 4.7: Mean Scores for Each Sustainable Action by Cluster

<b>Sustainable Action in Tourism Development</b>	<b>Cluster 1</b>	<b>Cluster 2</b>	<b>Cluster 3</b>
Being energy efficient	2.34	3.99	4.84
Conserving the natural environment	3.00	4.47	4.97
Full access for everyone in the community to participate in tourism development decisions	3.23	3.87	4.62
Managing wastewater	3.37	4.06	4.78
Managing, reducing and recycling solid waste	2.77	4.07	4.79
Preserving culture and heritage	3.26	3.89	4.59
Protecting air quality	3.34	4.31	4.94
Protecting natural environment for future generations	3.06	4.52	4.98
Protecting water quality	3.69	4.39	4.97
Providing economic benefits from tourism to locals	3.51	3.97	4.60
Purchasing from companies with green practices	1.74	3.33	4.48
Reducing and managing greenhouse gas	1.71	3.31	4.36
Reducing freshwater consumption	2.34	3.70	4.50
Reducing noise	2.94	3.77	4.47
Training and educating employees on sustainability practices	2.37	3.63	4.68

Across all fifteen variables the Skeptics scored the lowest of the three clusters. The five actions they felt were most important were: protecting water quality, providing economic benefits from tourism to locals, managing wastewater, protecting air quality, and preserving culture and heritage. The five actions they felt were least important were: reducing and managing greenhouse gas, purchasing from companies with green practices, being energy efficient, reducing freshwater consumption, and training and educating employees on sustainability practices. Supporters scored higher than Skeptics on all fifteen variables, but not as high as the group labeled Advocates. Supporters felt that protecting the natural environment for future generations, conserving the natural environment, protecting water quality, protecting air quality, and managing, reducing and recycling solid waste, and were the five most important actions. They felt that reducing and managing greenhouse gas, purchasing from companies with green practices, training and educating employees on sustainability practices, reducing freshwater consumption, and reducing noise were the five least important actions. Advocates scored higher on all fifteen variables than both Supporters and Skeptics. The five actions they most strongly supported include: protecting the natural environment for future generations, conserving the natural environment, protecting water quality, protecting air quality, and being energy efficient. The five actions they supported the least were reducing and managing greenhouse gas, reducing noise, purchasing from companies with green practices, reducing freshwater consumption, and preserving culture and heritage.

### **Cluster Profiles– Sociodemographic Characteristics**

Research Question Two focused on whether there are characteristics of each cluster that would help planners and community leaders identify its members and therefore ensure that they can include them in planning procedures. Based on the literature (Sirakaya-Turk et al., 2009) it

was determined that sociodemographic characteristics may help reveal differentiation between the clusters. For this study the following variables were examined: homeownership (permanent resident or second homeowner), length of residency, political involvement, family status, age, ethnicity, gender, education, employment, relation to the tourism industry and income. A chi-square test was used for each of the variables to determine if there was a statistical difference between the clusters based on the variables. Only one variable, gender, proved to be significantly different across the three clusters. However, the frequencies that can be observed in chi-square analysis can also provide information to planners and community leaders that may help them understand what community members are included in which cluster, and therefore how much they would support the use of sustainable actions in tourism development.

#### *Home Ownership*

By examining the differences in homeownership between the clusters it can be determined that Cluster 1 contains more permanent residents (60%) than the other clusters (Table 4.8). Cluster 2 had the lowest percentage of permanent residents (48.4%) and therefore the highest percentage of second homeowners (51.6%). This was only slightly higher than the percentage of second homeowners found in Cluster 3, which had an even split of half second homeowners and half permanent residents.

Table 4.8: Current Homeownership by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Permanent Resident	21	60.0%	77	48.4%	53	50.0%
Second Homeowner	14	40.0%	82	51.6%	53	50.0%
Total	35	100%	159	100%	106	100%

In addition to examining the current homeownership status of the respondents, permanent residents were asked if they had previously been a second homeowner, or if they currently

owned a second home in addition to their permanent residence in the coastal county of their permanent residence (Table 4.9). There was no obvious majority across the clusters in terms of previous ownership of a second home. The members of Cluster 2 were the most likely to currently own a second home in addition to their permanent residence in a coastal county.

Table 4.9: Permanent Residents with Previous or Current Second Homes

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Previously a Second Homeowner	4	19.0%	14	19.2%	10	18.9%
No Previous Second Homeownership	17	81.0%	63	80.8%	43	81.1%
Total	21	100%	77	100%	53	100%
Owns Additional Second Home	2	9.5%	11	15.4%	2	3.8%
Does Not Own Additional Second Home	19	90.5%	66	84.6%	51	96.2%
Total	21	100%	77	100%	53	100%

The length of residency was also examined for each cluster (Table 4.10). A one-way analysis of variance (ANOVA) was conducted for both permanent residents and second homeowner across all three clusters, but no significance (.704 for permanent residents and .341 for second homeowners) was found. Permanent residents of Cluster 1 had lived in their coastal county the longest whereas second homeowners in Cluster 3 had lived in their county the least amount of time. For all three counties second homeowners had lived in the county fewer years than permanent residents.

Table 4.10: Average Length of Residency by Cluster

	Cluster 1	Cluster 2	Cluster 3
Permanent Resident	17.14 years	14.97 years	13.83 years
Second Homeowner	16.27 years	13.30 years	11.94 years

### *Voter Registration*

Political involvement was measured with a question asking whether respondents were registered to vote in their coastal counties (Table 4.11). These percentages were expected to be

similar to those found for the ratio of permanent residents to second homeowners, as most second homeowners would be registered to vote in the county of their permanent residence.

Table 4.11: Voter Registration by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Cluster Members Registered to Vote in Brunswick, Currituck or Pender County	20	57.1%	78	49.1%	49	46.2%
Cluster Members Not Registered to Vote in Brunswick, Currituck or Pender County	15	42.9%	81	50.9%	57	53.8%
Total	35	100%	153	100%	106	100%

However, there was slightly fewer property owners registered to vote in Clusters 1 and 3 than expected. But Cluster 2 had slightly more property owners registered to vote than the percentage of permanent residents indicates. This could indicate that some permanent residents are not registered to vote and therefore are not politically active. It is also possible that some second homeowners would be registered to vote in the county where their second home is located so that they may be active in the political decisions for that county.

#### *Family Status*

Respondents were asked to indicate their current family status which included both their marital status and relationship with any children they may have (Table 4.12).

Table 4.12: Family Status by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Single, No Children	1	2.9%	11	6.9%	5	4.7%
Single, Children at Home	1	2.9%	2	1.3%	2	1.9%
Single, Children No Longer at Home	0	0%	12	7.5%	11	10.4%
Couple, No Children	4	11.4%	22	13.8%	18	17.0%
Couple, Children at Home	11	31.4%	33	20.8%	24	22.6%
Couple, Children No Longer at Home	16	45.7%	73	45.9%	42	39.6%
Other	2	5.7%	6	3.8%	4	3.8%
Total	35	100%	159	100%	106	100%



The majority of members for all three clusters appeared to be married and most of them had children. The frequencies revealed that members of all three clusters are most likely to be a couple with children no longer at home. Those with children may be underrepresented, as it may have been more difficult for members of the sample with children to find time to complete the survey.

*Age*

Another demographic question included in the survey asked respondents to indicate their age (Table 4.13). As the family status frequencies implied, the majority of the members in each cluster were older, between the age of 55 and 64, with the next most common age range being 45 to 54. These age groups fall within the Baby Boomer age range and therefore may be expected to represent the majority of respondents.

Table 4.13: Age by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
25 and Under	0	0%	1	.6%	1	.9%
26 - 34	1	2.9%	8	5.0%	1	.9%
35 - 44	5	14.3%	8	5.0%	11	10.4%
45 - 54	9	25.7%	40	25.2%	29	27.4%
55 - 64	14	40.0%	67	42.1%	44	41.5%
65 - 74	6	17.1%	28	17.6%	17	16.0%
75 and Older	0	0%	7	4.4%	3	2.8%
Total	35	100%	159	100%	106	100%

Older respondents (those over the age of 75) may be underrepresented as the data for this analysis was only taken from the online survey, and members of the older age groups may not have access to a computer to complete this form of the survey. Similarly to the respondents who still have children at home, younger respondents may not have found the time to complete the survey and therefore could be underrepresented.

### *Ethnicity*

The respondents reported ethnicity was also examined to further develop the profile of the members for each cluster (Table 4.14). Multiple options to indicate ethnicity were included on the survey instrument including: African American, American Indian, Asian, Caucasian, Hispanic and Other. However the only ethnicities indicated by the respondents were African American, American Indian, Caucasian and Other.

Table 4.14: Ethnicity by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
African American	2	5.7%	3	1.9%	5	4.6%
American Indian	0	0%	0	0%	1	.9%
Caucasian	30	85.7%	154	96.9%	98	92.5%
Other	3	8.6%	2	1.3%	2	1.9%
Total	35	100%	159	100%	106	100%

The overwhelming majority of the respondents for all three clusters indicated that they were Caucasian. Cluster 1 had the most African American members and those that indicated they were an ethnicity other than what was listed on the survey (these included written responses of White, Mixed, and European-American).

### *Gender*

Gender was the only sociodemographic characteristic that was found to be significantly different between the clusters (Table 4.15).

Table 4.15: Gender by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Male	26	74.3%	90	56.6%	41	38.7%
Female	9	25.7%	69	43.3%	65	61.3%
Total	35	100%	159	100%	106	100%

Cluster 1 had significantly more male respondents (74.3%) than the other two clusters, whereas Cluster 3 had significantly more female respondents (61.3%). Cluster 2 had slightly more males than females.

*Education*

Education levels have often been found to be a means of projecting an individual’s attitudes towards sustainability. Generally those with higher levels of education have more positive attitudes towards environmental issues such as the New Environmental Paradigm, which focuses on balancing economic growth with environmental protection and suggests humans live in harmony with nature (Scott & Willits, 1994). Therefore it was reasonable to test this sociodemographic characteristic to see if a significant relationship existed between education levels and support of sustainable actions. This study found that there was no significant difference between education levels across the three clusters, however members of Cluster 3, the Advocates, who had the greatest level of support for the sustainable actions in tourism development did have the greatest number of members with a 4-year college degree or higher (Table 4.16).

Table 4.16: Education Level by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Less than High School	0	0%	2	.6%	0	0%
High School or GED	2	5.7%	14	8.8%	7	6.6%
2 – Year College/Technical School	6	17.1%	16	10.1%	12	11.3%
Some College, but No Degree	6	17.1%	30	18.9%	19	9.4%
4 – Year College	14	40.0%	51	32.1%	34	32.1%
Post Graduate	7	20.0%	47	29.6%	43	40.6%
Total	35	100%	159	100%	106	100%

### *Employment*

Respondents were also asked to indicate their current level of employment. The options provided in the survey were designed to determine those working full-time or part-time as well as those who are self-employed, are currently unemployed but looking for work and those who are retired. As seen in Table 4.17 the majority of members for all three clusters are employed in a full time position or own their own business. However, nearly a quarter of the members in each cluster are retired, with the greatest number of retirees found in Cluster 3 (25.5%).

Table 4.17: Employment Status by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Working Full-Time	15	42.9%	84	52.8%	51	48.1%
Working Part -Time	1	2.9%	10	6.3%	13	12.3%
Own My Own Business	10	28.6%	18	11.3%	9	8.5%
Looking for Work	1	2.9%	1	.6%	3	2.8%
Retired	7	20.0%	39	24.5%	27	25.5%
Other	1	2.9%	7	4.4%	3	2.8%
Total	35	100%	159	100%	106	100%

### *Employment in Tourism*

In addition to asking the respondents to report their employment status the survey contained a question to determine if their employment was tourism related (Table 4.18). For all three clusters a majority of the members were not employed in the tourism industry. Cluster 1 had the greatest amount of members employed in the tourism industry (14.3%) while Cluster 3 had the fewest (6.6%).

Table 4.18: Employment in Tourism by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Employed in the Tourism Industry	5	14.3%	14	8.8%	7	6.65%
Not Employed in the Tourism Industry	30	85.7%	145	91.2%	99	93.4%
Total	35	100%	159	100%	106	100%

### *Income*

Members' annual income was an important component of the sociodemographic profile for each cluster. Interestingly, of the three clusters members of Cluster 1 were the most likely to make under \$50,000 annually; however, Cluster 1 also contained the highest percentage of members earning over \$200,000 per year (Table 4.19). Members of Cluster 2 were most likely to be making between \$100,000 to \$199,999 annually and members of Cluster 3 were mostly likely to make between \$50,000 - \$99,999 annually, representing the middle class.

Table 4.19: 2009 Annual Income Before Taxes by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
<\$50,000	11	31.4%	25	15.7%	13	12.3%
\$50,000 - \$99,999	7	20.0%	55	34.6%	41	38.7%
\$100,000 - \$199,999	9	25.7%	57	35.8%	36	34.0%
\$200,000 +	8	22.9%	22	13.8%	16	15.1%
Total	35	100.00%	159	100.00%	106	100.00%

### *County of Residence*

The final aspect of the sociodemographic profile for each cluster was an analysis of the distribution of members across the three studied counties (Table 4.20). The majority (45.7%) of Cluster 1 member's were from Currituck County and the fewest members of Cluster 1 were from Brunswick County (20.0%).

Table 4.20: County of Property Ownership by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Brunswick	7	20.0%	61	38.4%	34	32.1%
Currituck	16	45.7%	49	30.8%	34	32.1%
Pender	12	34.3%	49	30.8%	38	35.8%
Total	35	100.00%	159	100.00%	106	100.00%

Members of Cluster 2 were fairly evenly divided across the three counties with a majority of respondents (38.4%) indicating they were from Brunswick County. Members of Cluster 3 were most likely to be from Pender County (35.8%) with an even distribution of membership between Brunswick and Currituck Counties (32.1%).

### **Cluster Profiles – Attitudes Towards Tourism and Quality of Life**

In order to create more robust profiles for each cluster, additional analysis was used to evaluate members' attitudes towards tourism in their community as well as their satisfaction with their quality of life. These variables were chosen for analysis because in addition to providing a more detailed picture of each cluster, an understanding of each group's attitudes towards tourism in their community will help planners make a decision on how to develop tourism in the future. By understanding how each group feels about their quality of life planners can also identify areas for improvement within the community to better satisfy property owners.

#### *Attitudes Towards Tourism*

To gain an understanding of how each cluster might support further tourism development their members' attitudes towards current levels of tourism development were measured. The question used to measure respondents attitudes towards tourism development asked them to consider whether tourism had reached a point in their community where they wished they had purchased property elsewhere. Members of Cluster 1 had the highest level of satisfaction with current tourism development, with a majority (91.4%) indicating that current levels of tourism did not make them wish they owned property elsewhere (Table 4.21). Cluster 3 had the lowest amount of satisfaction with current levels of tourism development with only 84.0% of members indicating that tourism was not currently at a point where they wish they had purchased property elsewhere.

Table 4.21: Attitudes Towards Tourism by Cluster

	Cluster 1		Cluster 2		Cluster 3	
	n	%	n	%	n	%
Tourism has NOT Reached a Point in My Community Where I Wish I Had Purchased Property Elsewhere	32	91.4%	140	88.1%	89	84.0%
Tourism HAS Reached a Point in My Community Where I Wish I Had Purchased Property Elsewhere	3	8.6%	18	11.3%	16	15.1%
Total	35	100%	158	100%	105	100%

*Satisfaction with Quality of Life*

Several questions from the survey were used to examine respondents’ satisfaction with their quality of life. Topics of these questions included: the variety of housing styles, housing availability, housing affordability, healthcare availability, the availability of quality recreational opportunities, air and water quality. Chi-square tests indicated that there was no significant difference between clusters for any of these variables, but each cluster’s average response for the variables can help to indicate their level of satisfaction with tourism and their quality of life. These variables were measured on a scale of 1 to 5 with 1 being Highly Dissatisfied and 5 being Highly Satisfied. There were no exceptionally strong feelings related to housing across the three clusters (Table 4.22). Cluster 3 was the most satisfied with the range of housing styles and designs. Cluster 1 was the most satisfied with the availability and affordability of workforce housing options, whereas Cluster the 3 was the most dissatisfied with workforce housing and availability. Again, there were not an particularly strong feeling towards the availability of quality healthcare, which may have been an important issue to those who have retired or plan to retire in the community. Cluster 1 was the most dissatisfied and Cluster 2 was the most satisfied with the availability of quality healthcare services.

Table 4.22: Satisfaction with Quality of Life by Cluster

	<b>Cluster 1 Mean Score</b>	<b>Cluster 2 Mean Score</b>	<b>Cluster 3 Mean Score</b>
The Range of Housing Styles and Designs	3.54	3.85	3.87
Availability of Work Force Housing Options	3.20	3.19	3.08
Affordability of Work Force Housing Options	3.17	3.14	2.97
Availability of Quality Healthcare Services	2.89	3.26	3.16
Availability of Quality Recreational Opportunities	3.26	3.50	3.51
Current Air Quality	4.06	4.03	2.09
Current Water Quality	3.37	3.65	3.70

In terms of respondents' satisfaction level with recreational opportunities the three clusters' mean scores indicate that they were neither satisfied nor dissatisfied. Property owners' satisfaction with air quality did range however from satisfied (Clusters 1 and 2) to dissatisfied (Cluster 3). But their satisfaction with water quality was similar with all three reporting that they were neither satisfied nor dissatisfied.

### **Summary**

Though there was little significant difference found between the three clusters based upon their sociodemographic variables and attitudes towards tourism and quality of life, it is important to note that there are three different homogenous groups within coastal communities that have significantly different attitudes towards sustainable actions in tourism development. These three groups, the Skeptics, the Supporters and the Advocates, all support some actions in sustainable tourism development to some degree. However, planners should note that a "one size fits all" approach to incorporating sustainable actions in tourism development in coastal communities, will not be appropriate as each group finds different sustainable actions important.



## CHAPTER 5: DISCUSSION

### **Introduction**

This study was designed to measure coastal community residents' attitudes towards sustainable actions in tourism development. To do this a series of fifteen questions were developed as part of a survey that measured attitudes towards environmental, social and economic sustainability. The survey was distributed to both permanent residents and second homeowners in three coastal counties in North Carolina. As this study was a component of a larger, continuing study, a sample of 300 online respondents were selected and analyzed to address two research questions. The sub-sample consisted of an equal number of second homeowners and permanent residents. Once the sample was selected factor analysis and two-step cluster analysis were used to determine the answer to the first research question: Who are the different stakeholder groups within coastal communities, based on their perceptions of sustainable tourism development? Once it was determined that there were indeed different groups, chi-square tests and an analysis of response frequencies were used to answer the second research question: How do these stakeholder groups compare in terms of residency status, demographics and business ownership? The answers to these questions may help planners in coastal communities involve more community members in the planning process and provide a deeper understanding of sentiments toward sustainable actions within coastal communities.

### **Conclusions**

The two-step cluster analysis revealed three different homogenous groups based upon the respondents' attitudes towards sustainable actions in tourism development. These three groups, named Skeptics, Supporters, and Advocates had significantly different attitudes towards

sustainable actions within tourism development in that Skeptics were the least supportive and Advocates the most supportive of the fifteen actions outlined in the survey. Recall that a similar division of attitudes was described by Jafari (2001) in his descriptions of the platforms of thought related to tourism development. Members of his Adaptancy Platform saw the benefits of tourism developed in a manner that was respectful to the environment and community that surrounded it, just as the Advocates in this study's population. Members of the Skeptics group and followers of Jafari's (2001) Cautionary Platform may hold similar attitudes towards tourism development as well. Recall that the Cautionary Platform countered the Advocacy Platform's belief that tourism was a form of economic development that had no negative impacts. Members of the Cautionary Platform felt that tourism development could have negative impacts on the environment, society and culture of a destination. Although members of the Skeptics group generally supported tourism development they felt the most beneficial sustainable actions are those that help preserve rather than change the culture and history of a destination and those that spread the economic benefits.

The discovery of three distinct groups is similar to the findings of Sirakaya-Turk et al. (2009) who found three clusters based upon attitudes toward sustainable tourism within their sample of Turkish residents, those being Strong Sustainers who were focused on ecological sustainability, Moderate Sustainers who were most concerned with social issues, and Weak Sustainers who they determined were utilitarian in their approach to sustainable tourism development. As described below the characteristics of their three clusters show some resemblance to those found in this study, in that the Advocates and Supporters were concerned with environmental issues and the Skeptics felt that social sustainability had more value.

Williams and Lawson (2001) found four clusters within their population of New Zealand residents when grouping them based on 48 variables measuring residents' opinions of tourism. They labeled the groups: Lovers, Cynics, Taxpayers, and Innocents. The Lovers had the greatest support for tourism, but little support for community issues. The Cynics on the other hand, had the lowest support for tourism, but a great deal of support for community issues. The Taxpayers and Lovers held similar attitudes, but the Taxpayers support of tourism was slightly less and they showed greater concern about the money needed to support tourism infrastructure. The population used for Williams and Lawson's (2001) study included residents in communities where tourism was not well established. Members of the Innocents group were found mostly in these communities, and did not seem to notice tourists or the benefits of tourism. Perhaps because this study focused only on counties where tourism was an important part of the economy a group similar to the Innocents was not discovered. As seen in the discussion below, parallels can be drawn between the Lovers and the Advocates, the Cynics and the Skeptics, and the Supporters and the Taxpayers. Williams and Lawson (2001) used a measurement scale similar to the one used in this study, 1 – 5 for a range of intensity, so it was possible to compare the means found for the clusters found in each study. Overall it seems that the Advocate group found in this study was more passionate about sustainable actions in tourism development than its counterpart in Williams and Lawson's study. While the Cynics of Williams and Lawson's (2001) study had the least support for tourism development, the Skeptics of this study had less support for sustainable actions in tourism development. It is interesting to note that across these three studies, conducted in communities around the world, there appears to be at least three similar resident groups based on perceptions of tourism development and sustainable tourism development.

Overall Skeptics had the lowest average score across all fifteen variables measuring attitudes towards sustainable actions in tourism development. They especially found the variables of purchasing from companies with green practices and reducing and managing greenhouse gas to be unimportant actions in tourism development. Both of these actions center around the promotion of two concepts that are not entirely accepted by society in the United States. The mention of greenhouse gas may conjure thoughts of climate change, the seriousness of which 48% of Americans believe is exaggerated (Newport, 2010). Therefore, it is possible that members of the Skeptic group do not believe that climate change is a serious issue and feel it is unimportant to take action against reducing greenhouse gas emissions. Additionally Skeptics felt that it was not important to take action by purchasing products from companies using green practices. In a 2011 study, Genencor (2011) found that 37% of American consumers were skeptical as to whether green products were good for the environment. The Skeptics have somewhat more support of sustainable actions such as protecting water quality and providing economic benefits from tourism to locals suggesting that there are some sustainable actions they believe are important. Recall that the Skeptics had the greatest percentage (14.3%) of members employed in the tourism industry and the largest percentage of members who owned their own business (28.6%). This may explain why they were the only group that had providing economic benefits from tourism to locals among their top five most important sustainable actions in tourism development. The Skeptics also were the only group in which preserving culture and heritage was including in their top five most important sustainable actions in tourism development. This could be due to the fact that members of this group had lived in the area the longest (approximately 17 years for permanent residents and approximately 16 years for second home owners) and had the greatest percentage of permanent residents across the three clusters.

Having lived there longer these property owners may be more attached to the culture of the area and value its preservation. These scores were still low, but suggest that Skeptics may place more value on the social and economic sustainability of tourism in their communities than the preservation of natural resources. The sociodemographic profile reveals that members of the Skeptics group are those who likely have the strongest attachment to the community, as they have lived there the longest, are members of the business community (they have the greatest percentage of members who own their own business), and are concerned about the social and economic issues related to sustainability. However, there are fewer members of the group registered to vote (only 57% indicating they are registered, but 60% of the group are permanent residents) which may mean that planners will have to make an extra effort to ensure they feel as though they are part of the tourism planning process.

Supporters held more positive attitudes towards sustainable actions in tourism development than Skeptics. Members of this group felt it was important to engage in actions such as protecting the natural environment for future generations, conserving the natural environment, protecting water and air quality. As found in the analysis of property owners' attitudes towards their quality of life it was found that members of this group were somewhat satisfied with both the air and water quality in their communities. These findings may indicate that they would prefer to see sustainable actions that addressed improving or maintaining the quality of these resources. This group also had the largest percentage of members that were previously second homeowners. They may have initially been attracted to the area due to the natural resources, such as the beaches and oceans, and therefore may value the preservation of the natural resources they enjoy. Like the Skeptics, they were least supportive of purchasing from companies using green practices and reducing and managing greenhouse gases.

With the highest mean scores across the fifteen variables, the Advocate group was the most supportive of all the sustainable actions. Similarly to the Supporters, the actions of most importance to this group included protecting the natural environment for future generations, conserving the natural environment, protecting water and air quality. This group is composed of exactly half second homeowners and half permanent residents and had the largest percentage of members who were near retirement age. This may suggest that there is an increasing number of this group who are planning to retire to the area soon. They may hold strong feelings about preserving the natural resources that they appreciate in the area, so that they can enjoy them once they have moved permanently to these coastal communities. Again, reducing and managing greenhouse gases was of least importance for this group, who also considered reducing noise a low priority.

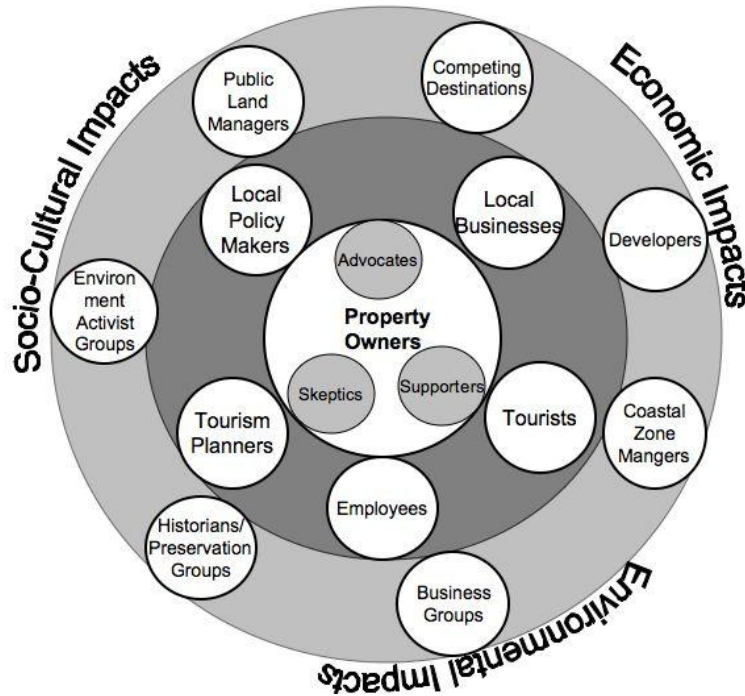
Cluster analysis indicates that there are three distinct groups of property owners based on their attitudes towards sustainable actions in tourism development. In considering a response to Research Question One it is useful to determine whether these three groups qualify as separate stakeholders. According to Freeman's definition (1984, p. 46) a stakeholder is "any group or individual who can affect or is affected by the achievement of the organization's objectives." However, the stakeholder groups identified by Freeman (1984), and many others who utilize stakeholder theory, tend to use tangible characteristics to identify stakeholders such as relationship to a company (i.e. supplier, employee, consumer) or membership in an organization (i.e. government, interest groups, the media). Research Question Two asks: are there tangible characteristics that can be used as a proxy for identifying members of each group found in this study? Tangible characteristics make stakeholders easy to recognize, though identifying every potential stakeholder group is a great challenge. If stakeholder groups can not be identified solely

by tangible characteristics that reveal their identity, than stakeholders may be identified by their attitudes, but the stakeholder identification process becomes more complicated. However, it may be presumptuous to assume that all stakeholders, take employees for example, hold the exact same attitudes towards an action their company is making. Though all employees may be impacted by the company's actions, some may recognize benefits to it while others see only costs. By saying that employees as a whole are a singular stakeholder group the company is missing the heterogeneous mix of attitudes held within that group. In doing so they may create the opportunity for issues to go unresolved and thus endanger the success of the company.

Recall the attempt made by the Walt Disney Company to create a theme park in Prince William County, Virginia in 1993 (Hawkins & Cunningham, 1996). The project failed because the planners did not actively involve every stakeholder group in the planning process. They identified residents, government officials and business owners who supported their project and consulted with them during the planning process, but there were many other residents who did not support the project and ultimately were able to help stop it from being completed. This example illustrates the danger of ignoring any stakeholder group, especially if a group is opposed to an action and their needs are not being addressed. Though the Disney's Manassas project was a large change for the communities of Prince William County, VA, even the introduction of small changes into a community may be met with opposition. Therefore it is important that Freeman's Stakeholder Theory should be applied in tourism development situations such as those that many coastal communities face. It also reveals that not all stakeholders identified by their tangible characteristics, such as residents, hold the same sentiments towards tourism development. To avoid the failure that the Walt Disney Company faced, coastal tourism planners

must identify all potential stakeholders in their communities. Therefore a new model for stakeholder involvement may be considered for coastal communities (Figure 5.1).

Figure 5.1: A Stakeholder Model for Coastal Communities which Includes Attitude-Specific Stakeholders



Adapted from Sautter, E. T. and Leisen, B. (1999). Managing stakeholders: A tourism planning model. *Annals of Tourism Research*, 26(2), 312 – 328.

As the shift towards the sustainable tourism paradigm continues and more tourism development begins to focus on promoting the sustainability of the industry, changes may begin to occur in communities where tourism has long been a mainstay of the economy. Coastal communities may be especially interested in moving towards sustainable actions as their tourism product, the ocean and beaches, are being impacted by forces such as overuse and climate change. If coastal tourism planners decide to chart a new course in tourism development for their communities Stakeholder Theory indicates that all groups that would be impacted by the change must be consulted in order for the change to occur successfully. Sautter and Leisen (1999, p.



315) call for involvement of “all the persons or groups who have interests in the planning process(es), delivery and/or outcomes of the tourism service.”

Extensive research of residents’ attitudes towards tourism development (Andereck & Vogt, 2000; Goeldner & Ritchie, 2006; Ap, 1992) strongly suggests that residents are a critical stakeholder group for coastal tourism planners to consider. The findings of this research suggest that coastal tourism planners cannot assume that all residents hold the same attitude towards incorporating sustainable actions into tourism development. Instead they should recognize that some residents feel strongly towards using sustainable actions in tourism development (the Advocates), others are accepting of some actions (the Supporters) and others see some benefits to sustainable actions but would not find all actions acceptable (the Skeptics).

In order to address the support for sustainable actions in communities where tourism development may occur planners must be able to identify and engage community members who represent the homogenous groups identified through this study. In a stakeholder analysis, it is important to review tangible characteristics such as ownership status, income levels, age, and education levels that would help planners recognize members of each cluster. Though a number of variables were tested, only gender proved to be a significant distinguishing variable across the three clusters. It was determined that males made up the majority of Cluster 1, the Skeptics, whose members had the least amount of support for sustainable actions in tourism development. Members of Cluster 2, the Supporters, were nearly as likely to be males as they were females, with males having a slight majority. Here, members had some support for broad environmental actions in sustainability. For Cluster 3, the Advocates, where support for sustainable actions (particularly environmental actions) was strongest, the majority of the members were female. This trend follows findings by Zelzny, Chua and Aldrich (2000) which reviewed several studies

of gender differences in environmentalism. From the results of the studies they examined it was determined that overall “females expressed significantly greater environmental concern than males” (Zelzny et al., 2000, p. 444).

Other sociodemographic factors such as age and education, that have traditionally proven to be consistent predictors of support for environmental concern, were not significant in this study. In a review of the many studies that have looked at social bases of environmental concern Xiao and McCright (2007) concluded that younger adults who are highly educated tend to be more environmentally concerned. The findings of this study, though not statistically significant, indicate a similar trend of higher educated individuals being more environmentally concerned. As seen in Table 5.1 the Advocates, those who find sustainable actions in tourism, especially those that are environmentally focused, are the most well educated cluster. Skeptics, those who feel sustainable actions in tourism development are not as important, have the lowest levels of education attainment. The findings of this study do not support the trend that younger individuals are generally more environmentally concerned. Rather, a greater percentage of Supporters and Skeptics were younger, and these were the clusters with less support for sustainable actions in tourism development.

Exploration of variables determining property owners’ satisfaction with tourism and their quality of life provided a more robust profile for each cluster. Though there were no significant differences found, several observations can be made that provide planners with a greater understanding of who the members of each cluster are (Table 5.2). Recall that Cluster 1 had the most members who were employed in the tourism industry, which may help to explain why more of its members found tourism development to be at an acceptable level.

Table 5.1: A Sociodemographic Profile of Each Cluster

<b>Cluster 1 – Skeptics</b>
<ul style="list-style-type: none"><li>• Most likely a permanent resident</li><li>• Very unlikely that they are a permanent resident who also owns a second home</li><li>• Permanent residents and second homeowners have lived in the community the longest</li><li>• Most likely to be registered to vote in Brunswick, Currituck or Pender County</li><li>• Likely married with children away from home, but of all three groups they are the most likely to be married with children at home</li><li>• Between the ages of 55 and 64, but of all three groups they are the most likely to be between 35 and 44</li><li>• Most likely Caucasian, but the most diverse group of the three</li><li>• Most likely male</li><li>• Most likely to have a degree from a 2-year or 4-year college</li><li>• Employed full time, most likely of the three groups to own their own business</li><li>• Of the three groups most likely to be employed in the tourism industry</li><li>• Of the three groups most likely to make over \$200,000 annually, but it is also likely that they make less than \$50,000 annually</li></ul>
<b>Cluster 2 – Supporters</b>
<ul style="list-style-type: none"><li>• Could be either a permanent resident or second homeowner</li><li>• Most likely of the three clusters to be a permanent resident who also owns a second home</li><li>• Likely married with children away from home, but of all three groups they are the most likely to be single with no children</li><li>• Between the ages of 55 and 64, but of all three groups they are the most likely to be between 26 and 34</li><li>• Most likely Caucasian</li><li>• Could be either male or female</li><li>• Well educated, majority have a degree from a 4-year college or post graduate institution</li><li>• Employed full time</li><li>• Likely makes between \$100,000 - \$199,999 annually</li></ul>
<b>Cluster 3 – Advocates</b>
<ul style="list-style-type: none"><li>• Could be either a permanent resident or second home owner</li><li>• Very unlikely that they are a permanent resident who also owns a second home</li><li>• Permanent residents and second homeowners have lived in the community the least number of years</li><li>• Least likely to be registered to vote in Brunswick, Currituck or Pender County</li><li>• Likely married with children away from home, but of all three groups they are the most likely to be married with no children</li><li>• Between the ages of 55 and 64, but of all three groups they are the most likely to be between 45 and 54</li><li>• Most likely Caucasian</li><li>• Most likely female</li><li>• Very well educated, most likely to have obtained a post graduate degree</li><li>• Employed full time, yet most likely of the three groups to be retired</li><li>• Likely makes between \$50,000 - \$99,999 annually</li></ul>

Members of Cluster 1 also found providing economic benefits from tourism to locals to be one of the top five most important sustainable actions in tourism development. This may indicate that they recognize the importance of tourism economic impact on their community and do not wish to see a damper put on the money generated by tourism. When examining the differences between the attitudes of Cluster 1 (the Skeptics) and Cluster 3 (the Advocates) towards tourism it is interesting to note that although the Advocates are more supportive of sustainable actions in tourism development they have the most members who are dissatisfied with the current levels of tourism development.

Table 5.2: A Profile of Each Cluster Based on Attitudes Towards Tourism and Quality of Life

<b>Cluster 1 – Skeptics</b>
<ul style="list-style-type: none"> <li>• Most likely to feel that tourism development has not reached an inappropriate level in their community</li> <li>• The least satisfied with the range of housing styles and designs</li> <li>• The most satisfied with the affordability and availability of workforce housing</li> <li>• Least satisfied with healthcare services</li> <li>• Least satisfied with recreational opportunities</li> <li>• Most satisfied with air quality, but least satisfied with water quality</li> </ul>
<b>Cluster 2 – Supporters</b>
<ul style="list-style-type: none"> <li>• Most members are satisfied with the level of tourism development in their community</li> <li>• Neither satisfied nor dissatisfied with the range of housing styles and designs</li> <li>• Most satisfied with healthcare services</li> <li>• Neither satisfied nor dissatisfied with recreational opportunities</li> <li>• Satisfied with air quality and neither satisfied nor dissatisfied with water quality</li> </ul>
<b>Cluster 3 – Advocates</b>
<ul style="list-style-type: none"> <li>• Most likely to feel that tourism development has reached an inappropriate level in their community</li> <li>• The most satisfied with the range of housing styles and designs</li> <li>• The least satisfied with the affordability and availability of workforce housing</li> <li>• Neither satisfied nor dissatisfied with recreational opportunities</li> <li>• Least satisfied with air quality, but most satisfied with water quality</li> </ul>

This may indicate that they wish to see a change in the way tourism develops. It also may indicate that the tourism destinations found in these three coastal counties are moving closer to Butler's stage of Consolidation (Butler, 1980) as one of the warning signs that destination is

moving into this stage is increased levels of dissatisfaction among residents. These results are contradictory to the findings of Sirakaya-Turk et al. (2009) who also found three clusters of property owners based on their attitudes towards sustainable actions in tourism development. However, the group that they determined to have the most support for environmentally sustainable actions (similar to the actions supported by the Advocates) were the most supportive of tourism. However, this study's findings related to property owners' perceptions of their quality of life were similar to Sirakaya-Turk et al. (2009) in that there did not appear to be a high level of satisfaction amongst any of the clusters. Interestingly, Cluster 1 was the least satisfied with water quality, the protection of which was the most important sustainable action they identified. Both Clusters 2 and 3 felt that protecting air and water quality were among the top five most important sustainable actions, but their satisfaction with the current quality of these resources was not particularly high. These findings may indicate that protecting air and water quality are two areas that tourism planners could focus on improving as a part of their tourism development efforts.

As can be concluded from Table 5.1, the sociodemographic profiles of each cluster are too similar to truly be able to differentiate members of each group. The examination of property owners' attitudes towards tourism development and quality of life provided more detail to the profile, but no significant differences. These findings seem to be consistent with other studies where the conclusion was drawn that predicting residents' attitudes towards tourism can be challenging and a definitive set of predictors cannot always be agreed upon (McGehee & Andereck, 2004). Unfortunately for coastal tourism planners, this adds to the challenge of identifying stakeholders. However it also illustrates the need for informing residents (both permanent and second homeowners) about tourism development (McGehee & Andereck, 2004;

Perdue et al., 1990) and involving them in the tourism planning process as stakeholders (Sautter & Liesen, 1999). However, now a new model of stakeholder identification must be considered (as seen in Figure 5.1), one that recognizes that property owners cannot be considered a singular stakeholder group, rather the group is composed of multiple attitude-specific stakeholders. These findings indicate that a coastal tourism planner will not be able to reliably determine who holds what attitudes towards sustainable actions in tourism development based upon tangible aspects such as home ownership, length of residency, age, education or income, but they must rely on the public input process. The public input process, whether facilitated through workshops, public forums, or community-wide surveys, can help planners to capture the variety of attitudes held by property owners.

### **Implications**

With tourism being an important contributor to many coastal communities, such as those in Brunswick, Currituck, and Pender Counties, it is critical that the positive impacts of tourism are maximized and its negative impacts are minimized so that it can continue to provide the economic support that so many have come to rely on. For coastal communities the resources that attract tourists are particularly sensitive, so measures to ensure their preservation must be taken. Because of these resources, sunny beaches and beautiful oceans, coastal communities have long been a popular destination for tourists around the world. This is particularly true in North Carolina, where coastal communities have changed rapidly over the years to accommodate the increasing number of visitors. The destinations included in this study fall along various phases of Butler's Development stage (Butler, 1980). Evidence found in the results of this study confirms that these coastal communities are moving towards the Consolidation stage. Recall that 15% of the Advocates cluster were dissatisfied with the current levels of tourism development,

Butler (1980) cites resident discontent with tourism development as another sign of a destination moving towards Consolidation. The Stagnation stage will follow Consolidation and tourism planners will be faced with a choice. Maintain current practices and let the tourism system decline, or create new products and take a new approach to tourism and stimulate rejuvenation. The findings of this study indicate that it may be time for coastal tourism planners to begin to consider how they can prolong the Development stage.

Though the coastal communities of North Carolina may not be facing the Stagnation stage soon, a new approach to tourism in these communities may help to prolong the Development stage and reduce the negative impacts that tourism causes in the community. The results of this study suggest that further tourism development may be tolerated by many property owners and that many, such as members of the Advocates group, would support the use of sustainable actions in that development. By adopting sustainable actions in tourism development coastal communities can preserve the natural and cultural resources that attract tourists and help improve the quality of life for their permanent residents who must contend with the impacts of tourism every day, making their satisfaction with tourism development of critical importance. This study found that if tourism planners intend to enact sustainable actions they need to be aware that there will be a mixed reaction from the property owners in their community. For example, if tourism planners decided to take actions that would preserve the natural environment many property owners would find this action acceptable (those who are Supporters and Advocates) but some would find this action to be less important, and would prefer to see efforts made to preserve the communities culture and heritage (those who are Skeptics). According to Freeman's Stakeholder Theory (Freeman, 1984) the dissenting attitudes felt by the Skeptics could endanger the success of tourism in coastal communities. In order to mediate these

dissenting opinions and find sustainable actions that will satisfy all property owners tourism planners must use the public input process to address all of three of the attitude-specific stakeholder groups within their community.

There are many approaches that planners may take to engaging members of these attitude-specific stakeholders, and a broad reaching mixed-method approach may be the most appropriate since they cannot be identified by tangible characteristics. By using multiple approaches that allow property owners to get involved in the manner that they are most comfortable with, planners may have a better chance of hearing input from all three of the attitude-specific stakeholder groups. Force and Forester (2002) detail several public involvement approaches used by public land managers which would translate well to tourism-dependent coastal communities. These methods include: public hearings, mail or telephone surveys, public hearings, focus groups, workshops, and advisory committees (Force & Forester, 2002, p. 11). By implementing a number of these methods to elicit input about sustainable actions in tourism development from property owners planners would gain a better understanding of which actions would be supported by all three of the attitude-specific stakeholder groups.

### **Limitations**

This study was only distributed in English, sample members who do not speak English as their primary language were not be able to complete the survey in a manner that best reflects their views. Online completion of the study was encouraged and therefore those without access to the Internet may have been hindered in completing the survey since they need to make an extra effort to contact researchers for a paper copy or telephone interview. The self-reporting surveys used in this study were distributed using only Brunswick, Currituck, and Pender Counties list of residential property tax payers. Those residents who have not paid property tax,



such as renters were not included in the sample. It is possible that because this segment of the population was excluded, a number of tourism employees who live in the area seasonally were not included in the sample. Additionally only 300 completed surveys were used for analysis in the study, however those that were used were randomly selected to provide the most representative data possible.

This study assumed that the respondents understand the concept of sustainable tourism development. Additionally there is an assumption that the respondents have a strong enough attachment to their community that they will hold an opinion on how tourism development should occur. This study also makes the assumption that the respondents will have understood that tourism has environmental, social and economic impacts on their community.

### **Future Research**

Future research could incorporate methodological changes that might provide responses that are more representative of a coastal community's population. For example, instead of using only online surveys as this study did, the utilization of data collected by paper surveys could be implemented. This may help improve the number of retirees and older individuals who participate in a future study, since this study relied on those who had access to or felt comfortable using a computer. This study is a component of a larger study where three types of surveys – online, paper, and telephone—can be used for analysis. Therefore should similar analyses be conducted using the full dataset a broader range of respondents will be included. Additionally the remaining usable surveys drawn as a subsample for this analysis could be used to validate the three clusters observed here. Surveys could also be distributed in multiple languages such as Spanish. It may be necessary to determine if there are other minority groups in a community that would require surveys in other languages as well.

Different scales for measuring sustainable action in tourism development may be used as well. For example, Sirakaya-Turk et al. (2009) used the SUS-TAS scale developed by Choi and Sirakaya (2005) to identify homogenous groups based on Turkish residents' attitudes towards sustainable tourism development. This scale could be replicated in instruments used to examine coastal community residents' attitudes towards sustainable actions in tourism development. This could provide more evidence on the question of whether there is a standard set of three homogeneous groups within communities around the world.

More work could be done to determine the level of support for tourism development within each cluster. This would not focus solely on sustainable tourism development, but tourism development as a whole. This could expand upon the work by Gursoy, Jurovski, and Uysal (2002) which indicated that residents with higher concern for environmental issues perceived greater costs than benefits in tourism development. By expanding the exploration to sustainable actions, which encompass environmental issues as well as socio-cultural and economic issues, different attitudes towards tourism may be identified.

This research could also be expanded to include a greater focus on determining what factors for each attitude-specific stakeholder group are related to different levels of support for sustainable actions in tourism development. These findings indicate that sociodemographic variables do not have a strong relationship with their attitudes, so perhaps the answer lies in less obvious factors such as recreational use of natural resources, a connection to the coastal community culture which attracts many property owners to the area, or personal interests in the area's history. Other potential indicators of support for sustainable tourism development may be political affiliation. Xiao and McCright (2000) noted this could be an indicator of environmental concern. Community attachment, a common variable used to measure support for tourism

development, may also reveal differences between the attitude-specific stakeholder groups and their support for sustainable actions in tourism development. These connections could be measured through a survey instrument and could help to create a more robust profile for each of the attitude-specific stakeholder groups.

Finally, in addition to gathering information on property owners' attitudes towards sustainable actions in tourism development future survey instruments could be designed to gather data on how they would most likely get involved in the tourism planning process. A simple list of potential public input options (such as surveys, workshops, meetings, focus groups, etc...) included in the survey would provide researchers and planners with the opportunity to learn more about how they can best reach all of the attitude-specific stakeholder groups in a community.

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## APPENDIX A: IRB Approval



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**Date:** January 27, 2011

**Principal Investigator:** Whitney Knollenberg, BS  
**Dept./Ctr./Institute:** Center for Sustainable Tourism  
**Mailstop or Address:** Rivers, RW209

**RE:** Exempt Certification  
**UMCIRB#** 11-047  
**Funding Source:** NCSG

**Title:** Stakeholders' Attitudes Towards Sustainable Tourism Development in Coastal Communities

Dear Ms. Knollenberg:


On 1/26/11, the University & Medical Center Institutional Review Board (UMCIRB) determined that your research meets ECU requirements and federal exemption criterion #2 which includes research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless: information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects and any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation..

It is your responsibility to ensure that this research is conducted in the manner reported in your Internal Processing Form and Protocol, as well as being consistent with the ethical principles of the Belmont Report and your profession.

This research study does not require any additional interaction with the UMCIRB unless there are proposed changes to this study. Any change, prior to implementing that change, must be submitted to the UMCIRB for review and approval. The UMCIRB will determine if the change impacts the eligibility of the research for exempt status. If more substantive review is required, you will be notified within five business days.

The UMCIRB Office will hold your exemption application for a period of five years from the date of this letter. If you wish to continue this protocol beyond this period, you will need to submit an Exemption Certification Request at least 30 days before the end of the five year period.

Sincerely,

Chairperson, University & Medical Center Institutional Review Board 

Attachments

pc: Dr. Joe Fridgen

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## APPENDIX C: Coastal Tourism Impact Study

### Coastal County Tourism Impact Study

**Section A: Residential Status**

- I'm a **year-round** Coastal County Resident *(Please go to Section B)*
- I'm **not a year-round** resident, but I own a second home in Coastal County *(Please go to Section C)*

**Section B: Questions for Full Time Residents**

2. How long have you lived in Coastal County? \_\_\_\_\_ years \_\_\_\_\_ months
3. Were you a second home owner in Coastal County before you became a full time resident?
  - Yes
  - No
4. Why do you choose to live in Coastal County? *(Please check all that apply)*
  - I was born here
  - To be with family & friends
  - My job is here
  - Because of job opportunities
  - I like the climate
  - I like the scenery
  - This is where I have retired/plan to retire
  - Recreational opportunities
  - More affordable than other coastal areas
  - I like the community atmosphere
  - This is a very friendly place
  - Other: \_\_\_\_\_
5. Do you also own a second home in Coastal County?
  - Yes *(Please go on to Section C)*
  - No *(Please skip to Section D)*

**Section C: Questions for Second Home Owners**

6. How long have you owned your second home in Coastal County? \_\_\_\_\_ years \_\_\_\_\_ months
7. Why did you buy your second home property in Coastal County? *(Please check all that apply)*
  - Beach
  - Proximity to permanent residence
  - Investment value
  - Rental value
  - Air quality
  - Water quality
  - Friendliness of the area
  - Recreational opportunities
  - Affordability of area
  - Culture/history of area
  - General climate
  - Closeness to family & friends
  - Other: \_\_\_\_\_
8. How do you intend to be using your second home property in 5 years? *(Please check all that apply)*
  - Maintain current use
  - Retire to it fulltime
  - Increase personal use
  - Rent it full time
  - Rent it part time
  - Live in it fulltime and telecommute
  - Sell it
  - Other: \_\_\_\_\_
9. Please fill in each row below to indicate the number of days you used your second home property during the 12 month period of 2010.

Season	Number of Days			Weekly Rent (\$)
	Personal Use	Available for Rent	Actual Days Rented	
Spring (March, April & May)				
Summer (June, July & August)				
Fall (September, October & November)				
Winter (December, January & February)				

**Section D: Questions for All Respondents**

10. Indicate your level of satisfaction with the following statements. *(Please circle your answer)*

	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
<b>Land Use</b>					
The amount of tourism commercial development	5	4	3	2	1
The amount of non-tourism commercial development	5	4	3	2	1
The amount of residential development	5	4	3	2	1
<b>Economy and Jobs</b>					
Cost of living compared to other coastal counties	5	4	3	2	1
Employment opportunities	5	4	3	2	1
Number of tourism businesses	5	4	3	2	1
<b>Government Services</b>					
Quality of local public educational system	5	4	3	2	1
Educational offerings for adults	5	4	3	2	1
Crime prevention	5	4	3	2	1
Fire and emergency services	5	4	3	2	1
Cleanliness and upkeep of the county	5	4	3	2	1
<b>Cultural Offerings</b>					
Number of cultural offerings (e.g., art shows, museums or agritourism attractions)	5	4	3	2	1
Mix of cultural offerings	5	4	3	2	1
Promotion of cultural and historical resources	5	4	3	2	1
Interactions between visitors and property owners	5	4	3	2	1
<b>Infrastructure</b>					
Availability of public parking during tourist season	5	4	3	2	1
The quality of parks, greenways and bike lanes	5	4	3	2	1
The management of traffic generated by tourists	5	4	3	2	1
Availability of public sewer system	5	4	3	2	1
Management of storm water runoff	5	4	3	2	1
<b>Quality of Life</b>					
The range of housing styles and designs	5	4	3	2	1
Availability of work force housing	5	4	3	2	1
Affordability of work force housing	5	4	3	2	1
Availability of quality healthcare services	5	4	3	2	1
Availability of quality recreational opportunities	5	4	3	2	1
Current air quality	5	4	3	2	1
Current water quality	5	4	3	2	1

**Sustainable Actions and Tourism**

11. How important is it to take action in the following areas to ensure that the Coastal County tourism economy stays strong? *(Please circle your answer)*

	Very Important	Important	Neither Important nor Unimportant	Unimportant	Not at all Important
Reducing and managing greenhouse gas emissions	5	4	3	2	1
Managing, reducing and recycling solid waste	5	4	3	2	1
Reducing consumption of freshwater	5	4	3	2	1
Managing wastewater	5	4	3	2	1
Being energy efficient	5	4	3	2	1
Conserving the natural environment	5	4	3	2	1
Protecting our community's natural environment for future generations	5	4	3	2	1
Protecting air quality	5	4	3	2	1
Protecting water quality	5	4	3	2	1
Reducing noise	5	4	3	2	1
Preserving culture and heritage	5	4	3	2	1
Providing economic benefits from tourism to locals	5	4	3	2	1
Purchasing from companies with certified green practices	5	4	3	2	1
Training and educating employees and clients on sustainability practices	5	4	3	2	1
Full access for everyone in the community to participation in tourism development decisions	5	4	3	2	1

12. Has tourism reached the point in Coastal County that you wished you had purchased property elsewhere?

- No       Yes, Please explain \_\_\_\_\_

**Climate and Weather**

13. How does climate and weather affect your life situation in Coastal County? *(Please circle your answer)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Weather and climate conditions were important in deciding to own property in Coastal County.	5	4	3	2	1
Weather conditions have changed enough in Coastal County that I would <i>not</i> consider buying property here in the future.	5	4	3	2	1
I feel the climate conditions here are ideal to attract new property owners.	5	4	3	2	1
I feel I am adequately prepared for a severe weather event (e.g. hurricanes, floods, heavy rainfall).	5	4	3	2	1
Climate change will have a noticeably negative impact on my property values in the next 25 years.	5	4	3	2	1
Changing climate conditions will make Coastal County <i>no</i> longer attractive to new residents.	5	4	3	2	1
Impacts of climate change are evident in Coastal County.	5	4	3	2	1

14. To what extent do you use each of the following weather factors in making personal recreational decisions? *(Please circle your answer)*

	To a Very				
	Great Extent	To a Great Extent	Somewhat	To a Small Extent	Not at All
Temperature	5	4	3	2	1
Humidity	5	4	3	2	1
Wind	5	4	3	2	1
Precipitation	5	4	3	2	1

15. To what extent will the following climate change considerations affect your future property values? *(Please circle your answer)*

	To a Very				
	Great Extent	To a Great Extent	Somewhat	To a Small Extent	Not at All
Changes in precipitation	5	4	3	2	1
Changes in temperature	5	4	3	2	1
Availability of freshwater	5	4	3	2	1
Number and intensity of coastal storms	5	4	3	2	1
Sea level rise and coastal flooding	5	4	3	2	1

***Personal Attitudes About Living in Your Community***

16. Please indicate your level of agreement with the following statements regarding your attitude about your Coastal County home *(Please circle your answer)*.

	Strongly Agree		Neither Agree nor Disagree		Strongly Disagree
	Agree	Agree	Disagree	Disagree	Disagree
I feel that I can really be myself here	5	4	3	2	1
I really miss it when I am away too long	5	4	3	2	1
This is the best place to do the things I enjoy	5	4	3	2	1
My home here reflects the type of person I am	5	4	3	2	1
It is important to be a member of local civic organizations	5	4	3	2	1
I feel that I have political influence on community decisions	5	4	3	2	1

***Your Attitudes About Tourism's Impact***

17. Please indicate your level of agreement with the following statements about the impact of tourism on you personally *(Please circle your answer)*.

	Strongly Agree		Neither Agree nor Disagree		Strongly Disagree
	Agree	Agree	Disagree	Disagree	Disagree
I personally receive social benefits from tourism (e.g. improved quality of life, meeting interesting people)	5	4	3	2	1
I personally receive economic benefits from tourism (e.g. income, employment)	5	4	3	2	1
I personally receive environmental benefits from tourism (e.g. use of public lands, recycling programs)	5	4	3	2	1
Overall, I benefit from tourism in our county	5	4	3	2	1



18. Please indicate your level of agreement with the following statements about the positive impact of tourism on Coastal County. *(Please circle your answer)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Tourism is a strong economic contributor to Coastal County	5	4	3	2	1
Tourism creates new markets for our local products	5	4	3	2	1
Tourism benefits other industries in Coastal County	5	4	3	2	1
Growth in tourism will create jobs for local residents	5	4	3	2	1
Tourism brings new income to Coastal County	5	4	3	2	1
Tourism helps preserve the cultural and historic identity of Coastal County	5	4	3	2	1
Tourism improves the image of Coastal County's culture	5	4	3	2	1

19. Please indicate your level of agreement with the following statements about the negative impact of tourism on your county. *(Please circle your answer)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Recreational resources are overused by tourists	5	4	3	2	1
There is overcrowding due to tourism development	5	4	3	2	1
Tourism increases traffic problems	5	4	3	2	1
Tourism increases the amount of crime in Coastal County	5	4	3	2	1
Tourism development unfairly raises real estate values	5	4	3	2	1
Tourism in Coastal County is growing too fast	5	4	3	2	1
My quality of life has deteriorated because of tourism	5	4	3	2	1

20. Please indicate your level of agreement with the following statements about your support for further tourism development in Coastal County. *(Please circle your answer)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Tourism holds great promise for Coastal County's future	5	4	3	2	1
I support tourism having a vital role in Coastal County	5	4	3	2	1
Coastal County should plan and manage tourism's growth	5	4	3	2	1
Local government should provide tax incentives to encourage private development in tourism	5	4	3	2	1
I support new facilities that will attract more tourists to Coastal County	5	4	3	2	1
We need to take a long-term view when planning for tourism development	5	4	3	2	1
Tourism development should embrace the values of all community residents	5	4	3	2	1
Tourism should be developed in harmony with the natural environment	5	4	3	2	1

**Section E: Demographic Questions** (Data will be reported in AGGREGATE form ONLY)

21. What is the zip code of your *primary* residence? \_\_\_\_\_
22. Are you registered to vote in Coastal County?  
 Yes  No
23. What is your family status?  
 Single, no children  Couple, no children  Other \_\_\_\_\_  
 Single, children at home  Couple, children at home \_\_\_\_\_  
 Single, children no longer at home  Couple, children no longer at home
24. What is your age?  
 25 and under  45-54  75 and older  
 26-34  55-64  
 35-44  65 - 74
25. What is your ethnicity?  
 African American  Asian  Hispanic  
 American Indian  Caucasian  Other: \_\_\_\_\_
26. What is your gender?  
 Male  Female
27. Please indicate the highest level of education you've completed:  
 Less than high school  2- year college/Technical school  4-year college  
 High School or GED  Some college, but no degree  Post graduate
28. What is your employment status?  
 Working full-time  Own my own business  Retired  
 Working part-time  Looking for work  Other \_\_\_\_\_
29. If you are employed, is your occupation tourism related?  
 Yes  No
30. Please indicate your annual household income before taxes for 2009:  
 \$0-\$14,999  \$50,000-\$74,999  \$200,000-\$399,999  
 \$15,000-\$24,999  \$75,000-\$99,999  \$400,000+  
 \$25,000-\$34,999  \$100,000-\$149,999  
 \$35,000-\$49,999  \$150,000-\$199,999

**Feel free to provide comments.**

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## Appendix D: Invitation Postcard

**How is Currituck County's economy affected by tourism?**  
A good portion of Currituck County's economy is tourist oriented and affected by construction (homes and businesses for visitors and retirees), retail trade (souvenir shops and grocery stores), real estate (second homes), and leisure and hospitality services (recreation, accommodations and food services).

**How does tourism affect your quality of life?**  
It is estimated that Currituck County supports services for a tourist population that at times is considerably larger than the size of its resident population. The resources that attract tourists can at times be overused, lessening their value to local residents and potentially keeping tourists from returning in the future.

**How can Currituck County plan effectively for future tourism development?**  
It is important for policymakers and community leaders to understand the economic, environmental and social implications of tourism so they may find ways to manage costs and maximize tourism's benefits.

**HOW CAN YOU HELP?**  
Please complete a questionnaire that captures your opinion of tourism in Currituck County. The overall results will provide information to help guide future tourism development.



*As a Currituck County property owner we need to hear your opinions about the impacts of tourism on your community and in your own life.*

Please complete our online questionnaire. Your responses will be **confidential and anonymous**. No individual data will be released under any circumstances.

*Your opinions really do matter* and the results of this 15 minute survey will be reported by researchers at East Carolina University's Center for Sustainable Tourism in public forums, news outlets and on [www.sustainabletourism.org](http://www.sustainabletourism.org).

**You can access your questionnaire by going to <http://survey.ecu.edu/curritucktourism> and entering survey number:**

*Five participants will be randomly selected to receive \$50 in cash.*

If you would prefer to fill out a paper copy of the questionnaire, complete the survey by phone or have any questions regarding this study please email Dr. Huili Hao at [haoh@ecu.edu](mailto:haoh@ecu.edu) or call her at (252) 737-2282.

*Thank you!*

Dr. Patrick Long, Director  
Center for Sustainable Tourism  
Research and Graduate Studies  
East Carolina University

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## Appendix E: 1st Reminder Postcard

*Greetings from the East Carolina University Center for Sustainable Tourism*

We need your participation in the important Brunswick County Tourism Survey.

If you haven't already, please complete the survey and give us *your* opinions.

The results of this effort will help shape future decisions in your county.

All responses are confidential. No individual data will be released.

**Access the questionnaire on the internet by typing:**

**<http://survey.ecu.edu/brunswicktourism>**

**then enter your survey number: XXXX**

*Five participants will be randomly selected to receive \$50 in cash*

If you would prefer to fill out a paper copy of the questionnaire, complete the survey by phone or have any questions regarding this study please email

Dr. Huili Hao at [haoh@ecu.edu](mailto:haoh@ecu.edu) or call her at (252) 737-2282.

*Thank you for your participation!*

## Appendix F: Final Reminder Card

*Greetings from the East Carolina University Center for Sustainable Tourism*

This is your last opportunity to participate in the important Brunswick County Tourism Survey. If you haven't already, please complete the survey and give us your opinions. The results of this effort will help shape future decisions in your county. All responses are confidential. No individual data will be released.

**Access the questionnaire on the internet by typing:  
<http://survey.ecu.edu/brunswicktourism>  
then enter your survey number:**

*Five participants will be randomly selected to receive \$50 in cash*

If you would prefer to fill out a paper copy of the questionnaire, complete the survey by phone or have any questions regarding this study please email Dr. Huili Hao at [haoh@ecu.edu](mailto:haoh@ecu.edu) or call her at (252) 737-2282.

*Thank you for your participation!*