

PERSONAL FACTORS THAT  
INFLUENCE RESIDENTS' PREFERENCES ABOUT  
COMMUNITY INVOLVEMENT IN TOURISM PLANNING

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Dedication

To all the people I love

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## ABSTRACT

Due to the unfair power distribution during the process of tourism development, community involvement has attracted growing attention among tourism researchers. However, there was lack of research in the literature regarding community involvement from residents' perspective. The purpose of this research was to investigate the preferences of residents in the Midwestern United States on how they would like to be involved in tourism planning and development, and the personal factors that influenced their preferences. Tosun's (2006) community involvement typology (i.e. spontaneous and induced participation) was used as the theoretical framework of the study. A mail survey was conducted to collect data from a randomly selected sample of residents living in 11 counties in southeastern Indiana.

The study found that residents preferred spontaneous participation to induced participation. In addition, their preference about spontaneous participation was influenced by perceived economic benefits and attitude toward tourism jobs; and preference about induced participation was influenced by environmental sustainability. However, for residents who were knowledgeable about tourism, their preference about spontaneous participation was influenced by attitude toward tourism jobs, environmental sustainability, and evaluation of current community involvement in tourism planning. Finally, residents who preferred spontaneous participation were composed by more males than females, perceived higher level of current community involvement, and had more household income than residents who preferred induced participation. Further research should explore other personal factors that may impact residents' preferences about community involvement.

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## CHAPTER I

### INTRODUCTION

#### Background

The importance of community involvement in tourism development has long been acknowledged for its contribution to sustaining destinations as well as the tourism industry itself (Harrill, 2004; Blackstock, 2005; Tosun, 2006; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Jamal & Stronza, 2009). With regard to a particular destination, community involvement in tourism development can promote the well-being of local people by providing them with opportunities to gain benefits as well as eliminate negative impacts from tourism development (Law, 1993; Becker & Bradbury, 1994; Page, 1995; Keating, 1997; Timothy, 1999; Law, 2002; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008). Meanwhile, the local environment can be better preserved because participation in the tourism industry may provide local people with a motivation for environmental preservation (Simmons, 1994; Timothy, 1999; Harrill, 2004; Tosun, 2006). On the other hand, for the tourism industry, the support from residents is necessary for prosperity. This is not only because residents' products and services are core components of the tourism industry, but also because their goodwill toward tourists is important to ensure tourist satisfaction (Simmons, 1994; Blackstock, 2005; Tosun, 2006).

#### Statement of Problem

Concerns about community involvement have been raised because of the unfair power distribution between powerful interest groups and local communities (Jamal & Getz, 1995; Joppe, 1996; Timothy, 1999; Trakolis, 2001; Puhakka, Sarkki, Cottrell, &

Siikamäki, 2009). Governments and powerful interest groups, such as international tour operators and resorts, sometimes lack consideration for the interests of host communities. This is due to the community members' lack of power to ensure that their concerns are taken into account (Timothy, 1999; Yuksel, F., Bramwell, & Yuksel, A., 1999; Johnson & Wilson, 1999; Tosun, 2000; Mowforth & Munt, 2003; Tosun, 2005, 2006; Cole, 2006; Okazaki, 2008; Puhakka, Sarkki, Cottrell, & Siikamaki, 2009). In the U.S. and some other developed countries such as Canada and Australia, tourism planning is strongly influenced by privately owned enterprises and organizations rather than governments, and those profit-oriented enterprises and organizations pay less attention to maximizing the benefits for local people during tourism development. As a result, local people may not share adequate benefits from tourism development (Simmons, 1994; Jamal & Getz, 1995; Havel, 1996; Nash, 1996; Bramwell & Sharman, 1999; Blackstock, 2005).

Another challenge with community involvement is a mismatch between the planned approach for involving local people and their abilities. The approaches adopted by governments and interest groups are sometimes too complex for local people to join (Simmons, 1994; Bramwell & Sharman, 1999; Tomothy, 1999; Hibbard & Lurie, 2000; Okazaki, 2008; Cole, 2006). Very few local persons possess adequate knowledge of tourism development. Those unfamiliar with information about tourism generally do not feel confident about becoming involved in an active way, such as by directly joining the tourism planning process, or they may not be interested in being involved at all, since they are unaware of the importance of their participation in guaranteeing their benefits. This lack of confidence or indifference results in the exclusion of opinions from local people in tourism development, especially in decision-making (Keogh, 1990; Simmons,

1994; Timothy, 1999; Trakolis, 2001; Cole, 2006). Without understanding the real concerns of local people, governments and other interest groups tend to select issues that they consider to be of the broadest community benefit when strategizing tourism development. However, these issues risk being skewed toward the benefits of the interest groups rather than local communities (Bramwell & Sharman, 1999; Hibbard & Lurie, 2000; van Fossen & Lafferty, 2001; Blackstock, 2005; Cole, 2006; Tosun, 2006; He, Chen, Liu, Bearer, Zhou, Cheng et al., 2008; Okazaki, 2008). Therefore, the community involvement in that case fails to deliver adequate benefits to local communities.

#### Studies Addressing the Problem

Progress has been made by researchers proposing more effective methods for local people to express themselves about, and participate in, the tourism development process. One large group of studies involved local people by exploring their attitudes toward tourism development through surveys and interviews, for the purpose of incorporating the needs of local communities into planning and policy making (Keogh, 1990; Simmons, 1994; Jamal & Getz, 1995; Hibbard & Lurie, 2000; Sheldon & Abenoja, 2001; Harrill, 2004; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Jamal & Stronza, 2009). A second and considerably larger set of studies evaluated the existing approaches to involve communities in tourism development (Bramwell & Sharman, 1999; Timothy, 1999; Yuksel, F., Bramwell, & Yuksel, A., 1999; Cole, 2006; Puhakka, Sarkki, Cottrell, & Siikamaki, 2009). The former set of studies were conducted based on the form of community involvement arranged by governments and other powerful interest groups; that is, local people participated by being asked about their concerns but without decision-making power. The latter set of studies tried to challenge the questionable form

of community involvement utilized by governments, but they failed to take account of opinions about community involvement by residents.

#### Deficiencies in Past Literature

Only a relative handful of studies (Trakolis, 2001; Tosun, 2006; Kibicho, 2008; Okazaki, 2008; Michael, 2009) have specifically explored the forms of involvement desired by locals. Since community members desire forms of involvement that they perceive as satisfactory to their concerns and fit for their capabilities (Kibicho, 2008), but those sometimes differ from governmental choices, residents' perception of different forms of community involvement is an important topic for research.

There are three forms of community involvement defined by Tosun (2006). They are spontaneous participation, induced participation, and coercive participation. Spontaneous participation allows residents to directly participate in the decision-making process of tourism planning. Induced participation, however, gives residents the opportunity to join tourism planning only in terms of being consulted rather than making decisions. Coercive participation, the most passive form of community involvement in tourism, only authorizes residents to share benefits but excludes them from tourism planning. Among the three identified forms of community involvement in tourism development, only spontaneous participation and induced participation empower residents to claim their benefits by involving them into tourism planning, while no empowerment exists in coercive participation. Thus coercive participation is the least preferred form (Tosun, 2006; Michael, 2009) by residents due to its passive nature. In order to empower residents in tourism development, spontaneous and induced participation, the two active forms of participation which involve local residents in

tourism planning should be studied. In particular, to what extent local residents desire each of the two forms is worth being studied.

Among several limited studies of locals' preferences about involvement in tourism, only a few (Tosun, 2006; Kibicho, 2008; Michael, 2009) tried to identify the differences between community members in terms of their preferences about how to be involved during tourism development. Given the heterogeneous nature of a community, its members naturally have different priorities to be satisfied and varying abilities to join in tourism development (Tosun, 2006; Kibicho, 2008). Accordingly, they have different preferences about involvement in tourism development. Further study into the residents' personal factors that cause these differences could allow governments and other interest groups to design tourism policies and management plans suitable to meet the different involvement demands existing in a host community.

Although there have been several studies that investigated the personal factors most influential to residents' perceptions about participation in tourism development (Kibicho, 2008; Michael, 2009), the existing studies only focused on demographic characteristics. To explore other possible factors influential to residents' preferences about community involvement, the current study introduced several factors proposed by previous studies as influential to residents' perceptions about tourism. These factors were chosen based on the assumption that those factors influential to residents' perceptions about tourism were also influential to their preferences about participation in tourism. The chosen factors included: local people's knowledge about tourism, their evaluation of experience with their current involvement in tourism planning, their attitude toward tourism as a career choice, and their perceived impacts resulting from tourism

development (Cooke, 1982; Keogh, 1990; Caneday & Zeiger, 1991; Lankford, 1994; Simmons, 1994; Akis, Peristianis, & Warner, 1996; Trakolis, 2001; Tosun, 2002; Harrill, 2004; Nyaupane, Morais, & Dowler, 2006; Kibicho, 2008) , all of which might also influence the preferences among local people.

Previous studies also revealed limitations in methodology. A majority of these studies were conducted using a case study in one community with surveys or interviews to collect data (Johnson & Wilson, 1999; Timothy, 1999; Yuksel, F., Bramwell, & Yuksel, A., 1999; Tosun, 2000; Sheldon & Abenoja, 2001; Mehta & Heinen, 2001; Mowforth & Munt, 2003; Tosun, 2005, 2006; Cole, 2006; Okazaki, 2008; Puhakka, Sarkki, Cottrell, & Siikamaki, 2009), but such studies only focused on a single community and might have limitations in generalizing to other communities, given the different natures of different communities. In terms of the study setting choice, the tourism planning in the U.S. is not government-coordinated as it in other developed countries such as the U.K. and Australia. Rarely has research been conducted to explore the involvement preferences of local residents in the U.S. Because of the dependency of tourism planning on private capital, enterprises and organizations dominate tourism planning and management. These enterprises and organizations prioritize profits over social justice and thus have a risk of ignoring the benefits of communities (Nash, 1996; Blackstock, 2005). Therefore, in order to combat market failure and benefit local communities, the form of involvement desired by locals may be particularly worthwhile to research in the U.S.. The information released from such study can meanwhile contribute to understanding of community involvement in other areas where private enterprise rather than government conducts the planning.

### Purpose of the Study

This study was conducted among residents in 11 counties in Southeastern Indiana, U.S. The purpose of this study was to examine whether some personal factors could influence the preferences of residents concerning two forms of involvement in tourism planning. The identified influential factors would help tourism planners to understand the reasons behind residents' preferences for participation in tourism planning. Moreover, the differences in personal factors between residents who preferred spontaneous participation versus residents who preferred induced participation would be found. As a result, the features of residents who had different preferences could be further revealed.

### Significance of This Study

This research studied residents' preferences about community involvement in tourism planning (classified into spontaneous and induced participation) and explored personal factors that influenced their preferences. The examined personal factors included: socio-demographic characteristics, self-evaluation of knowledge about tourism, evaluation of their current involvement in tourism planning, attitude toward tourism jobs, and perceived tourism impacts in the region. All of the factors were indicated as influential in gaining residents' support of tourism development (Cooke, 1982; Caneday & Zeiger, 1991; Lankford, 1994; Akis, Peristianis, & Warner, 1996; Hibbard & Lurie, 2000; Tosun, 2002; Nyaupane, Morais, & Dowler, 2006; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Michael, 2009), thereby more independent variables other than merely demographic variables could be added to explain the variance of preference measure.



Moreover, this study utilized survey instruments to cover a commercial region including 11 counties in a state, so it differed from a case study and its conclusion could apply to a relatively larger area than previous studies. Furthermore, its study setting was in Indiana, in rural America. Given that research was rarely conducted on this topic in the U.S., this research contributed to provide useful information for improving the community involvement in tourism planning in the U.S and other countries where private capital takes control of the tourism development, such as Canada and Australia.

Learning from the results of this study, governments and other interest groups may then adjust involvement strategies toward community members with different characteristics and accordingly differing preferences about participation. For instance, for residents hesitant about spontaneous participation due to little confidence about their tourism-related knowledge, governments and other interest groups can either satisfy them with induced participation or by providing them with training on planning knowledge to encourage their active participation. As another example, after identifying the different features of residents preferring spontaneous to induced participation and vice versa, the powerful stakeholders could more easily target the residents who are eager to participate in tourism decision making and satisfy them by actively involving them in decision making or even encouraging them to advocate and help other community members to enhance their involvement. Hopefully, the study could also produce educational value by motivating residents to think about their power in tourism decision making.

#### Research Hypotheses

This study was premised on the typologies of community involvement by Tosun (2006). The typologies included spontaneous participation, induced participation, and

coercive participation. Tosun explored the different types of community involvement preferred by different portions of local persons. This research tested his conclusion about the existence of a difference between residents in terms of their preferences about two of the three forms of participation: spontaneous and induced participation. Coercive participation was excluded because it was defined as involving locals in benefit sharing but keeping them away from tourism planning, while the purpose of this study was to explore the preferences of residents concerning involvement in tourism planning (Tosun, 2006). Along with the exploration of different preferences toward spontaneous or induced participation, the personal factors that contributed to the differences in preferences were identified. Based on the objectives above, the following hypotheses stated in the null form were tested:

H1: Personal factors do not influence residents on their preference about spontaneous participation in tourism development.

H1a: Socio-demographic characteristics do not influence residents on their preference about spontaneous participation in tourism development.

H1b: Self-evaluation of knowledge about tourism does not influence residents on their preference about spontaneous participation in tourism development.

H1c: Evaluation of experience with their current involvement in tourism planning does not influence residents on their preference about spontaneous participation in tourism development.

H1d: Attitude toward tourism as a career choice does not influence residents on their preference about spontaneous participation in tourism development.

H1e: Perceived tourism impacts do not influence residents on their preference about spontaneous participation in tourism development.

H2: Personal factors do not influence residents on their preference about induced participation in tourism development.

H2a: Socio-demographic characteristics do not influence residents on their preference about induced participation in tourism development.

H2b: Self-evaluation of knowledge about tourism does not influence residents on their preference about induced participation in tourism development.

H2c: Evaluation of experience with their current involvement in tourism planning does not influence residents on their preference about induced participation in tourism development.

H2d: Attitude toward tourism as a career choice does not influence residents on their preference about induced participation in tourism development.

H2e: Perceived tourism impacts do not influence residents on their preference about induced participation in tourism development.

H3: There are no differences in personal factors between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

H3a: There are no differences in socio-demographic characteristics between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

H3b: There are no differences in self-evaluation of knowledge about tourism between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

H3c: There are no differences in evaluation of experience with their current involvement in tourism planning between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

H3d: There are no differences in attitude toward tourism as a career choice between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

H3e: There are no differences in perceived tourism impacts between residents who prefer spontaneous participation to induced participation or who prefer induced participation to spontaneous participation.

## CHAPTER II

### REVIEW OF THE LITERATURE

This literature review explores the conceptual framework of this thesis research. The importance of community involvement as well as the concerns about it will be discussed first, and this will indicate a need to find a better type of involvement that is more beneficial to locals. In order to determine such a form of involvement, possible classifications of community involvement will be summarized, and necessary research on types of involvement desired by locals is suggested. To understand the factors resulting in the differences between locals' preferences, studies on the factors influential to residents' perceptions of tourism development will be incorporated. In addition, the studies profiling residents with different perceptions of tourism are also introduced. The product of these studies is a conceptual framework that examines if local people's preferences of involvement in tourism development are influenced by some personal factors and that also distinguishes residents with different preferences by these personal factors.

#### Importance of Community Involvement

Most studies on community involvement in tourism development regarded incorporating voice from communities as a necessary mission in tourism planning. A basic principle of tourism planning, as stated by Murphy (1985), was enabling tourism to serve both tourists and residents. He explained, "Where development and planning do not fit in with local aspirations and capacity, resistance and hostility can . . . destroy the industry's potential altogether" (Murphy, 1985, p.153). This statement illustrated that local communities must be involved in tourism development in order to implement a successful tourism plan. Specifically, boosting tourism via the contribution of host

communities promotes the well-being of local residents, empowering them to claim rights to their interests as well as to sustain local development by providing a motivation for resource preservation.

### *Sustaining Prosperity of the Tourism Industry*

Support from local residents is vital for the prosperity of the tourism industry (Laws, 1995; Jamal & Getz, 1995; Blackstock, 2005; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008). Since the unique qualities found in indigenous cultures and environments are the main reason some tourists choose to visit certain destinations, involving local communities in tourism development provides tourists with a higher-quality, more authentic experience. A recent example was the success of “alternative tourism” (e.g., “ecotourism,” the opposite of mass tourism), in which the participation of local communities was highly encouraged in order to cater to tourists’ growing desire for a “pure” local cultural experience (Nyaupane, Morais, & Dowler, 2006). In fact, Simmons (1994) stated that the number one reason to involve communities is their ability to deliver an authentic “community tourism product”. Furthermore, Blackstock (2005) claimed that the support from residents is necessary for the prosperity of the tourism industry, not only in terms of the residents’ roles as employees or local entrepreneurs to serve tourists, but also in terms of their goodwill toward tourists. Another statement from van Fossen and Lafferty (2001) compared Hawaii with Queensland and found that Hawaii encouraged grassroots communities to be “broadly and democratically organized” (p. 206) to influence tourism policy. The communities there actively participated and influenced tourism planning, and they had consensus on reducing the release of land to hotels during periods of “down-turn”. Their efforts accordingly reduced the problems of

low occupancy and low room rates and thereby contributed to the sustainable tourism development in Hawaii. Thus, a prosperous local tourism industry is almost completely dependent upon the involvement of its host community.

### *Sustaining the Development of Local Communities*

#### *Promoting the Wellbeing of Local People*

Host communities demand involvement in local tourism in order to promote their own interests. Local residents often devote themselves to tourism development because of their desires to increase their income, employment and education (Timothy, 1999; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008), all of which compensate for their losses and award their contribution. Community members also call for more control over the process of tourism development in order to understand how their money is being spent (Law, 2002) and to guide their own development goals (Timothy, 1999).

The desire for financial compensation and control over tax expenditure tends to increase if the government exerts some level of sponsorship over the local tourism industry. The government may accomplish this either by providing grants or tax abatements to leverage private sector investments or by allocating considerable amounts of capital for investment in infrastructure and amenities in order to meet the needs of developing tourism. For example, residents may resist tourism development in cases where tourism funding comes from public welfare capital (Keating, 1997; Law, 2002). Keating (1997) illustrated this situation by pointing to a Cleveland-based project in which the tax abatements for tourism development exactly equaled funding reductions for educational investment. In such a situation, residents might feel a pressing need to

become involved in the local tourism industry in order to ensure adequate benefits that would compensate for their loss in welfare.

Due to the positive and negative impacts that increased tourism can exert upon local communities, residents may wish to determine their own goals for development. Beyond traffic congestion, higher criminal rates, and population increases, residents commonly discover that their access to leisure facilities, such as shopping malls, museums or theatres, is reduced due to the need to share these amenities with tourists (Law, 1993; Page, 1995). The limited accessibility of housing, infrastructure and other services (e.g., waste water treatment) is also a frequent complaint made by community members (Becker & Bradbury, 1994). If community members are given opportunities to express their concerns and further influence policy-making and plan-formulation, then the negative impact of tourism on daily life can be minimized even as the local benefit from the tourism industry will be maximized.

#### *Motivating Preservation of the Local Environment*

In terms of sustainable local development, community participation also contributes to the preservation of natural and cultural resources. As for the damage that is sometimes inflicted upon natural or cultural assets by tourists, local community members, are the most qualified to repair the damage. Their participation in tourism development, especially during the planning process, can help inspire and fulfill their interest in environmental preservation. They can feel more responsible for the environment when they are legally authorized to protect these resources, let alone the additional profits derived from their preservation. Some heritage destinations retained the authenticity of their culture in order to attract more tourists wishing to see the culture's original



appearance. For example, some African farms have transformed from traditional agricultural institutions into national parks in order to earn more profits through tourism development, while also protecting their original natural resources (Ashley & Roe, 1998). In this sense, community involvement is an effective way to sustain the development of a community by motivating the preservation of local resources.

### Concerns about Community Involvement

Although the importance of community involvement in tourism development is now largely recognized, not every form of community involvement results in the “expected benefits [of] tourism” (Tosun, 2006, p. 493). There are two primary issues resulting in the failure of community involvement to deliver adequate benefits to local communities. One is the unfair power distribution between powerful interest groups and local communities; the other is the mismatch between the imagined manner of community involvement and the abilities of local residents.

#### *Unfair Power Distribution*

Sometimes powerful interests groups such as government bodies may fail to incorporate the concerns of local people into the decision-making process or to seek support from locals through communication (Jamal & Getz, 1995; Joppe, 1996; Timothy, 1999; Trakolis, 2001; Puhakka, Sarkki, Cottrell, & Siikamäki, 2009). In the case of Prespes Lakes National Park, Greece, Trakolis (2001) claimed that his study provided the first opportunity for local residents to express their concerns about tourism planning. As he described, the tourism development in relation to the park was taken charge of by the Ministry of Agriculture, and “local communities there are consulted only sometimes informally [about their ideas]” (p. 231). A lack of involvement in this case caused some

locals to perceive certain regulations negatively as barriers. For example, the restriction to protect biodiversity was opposed by locals because they interpreted the restriction as a constraint of their resource usage. As a result, the local community developed a negative attitude toward the national park, reducing the potential for mutually beneficial collaborations between the residents and tourism developers. However, if the ministry could have simply conveyed the positive impact of this restriction to locals and negotiated with them to make a trade-off, the problem could have been solved. Thus, once powerful stakeholders making decisions for tourism development fail to incorporate locals' concerns into decision making, conflicts will occur.

Puhakks et al. (2009) pointed to the case of Oulanka National Park, Finland, where the decision-making process was so bureaucratic that locals had no real way to claim their benefits. For instance, some locals living there had depended on fishing and hunting for their livelihood for centuries, but their right to engage in hunting and fishing was deprived several times without any compensation, due to the restriction by the local government to support tourism development. These locals did not know how to claim their rights, and their local government also did not consult with them about the problems. Hence the authors advocated for the park to adopt a more flexible decision-making process that would include the locals' perspectives. The chief goal for involving local communities in the decision-making process, they stated, is to open up debate about the values guiding tourism development. Otherwise, community involvement in tourism risks becoming too superficial for local communities to resolve their conflicts.

Such superficial community involvement manipulated by powerful interest groups appeared in a number of cases. When a visitor management plan was developed for the

Hope Valley in Britain's Peak District National Park (Bramwell & Sharman, 1999), for example, government planners chose to focus on sustainable tourism and turned to local residents to implement relevant activities in support of this goal. It was apparent that the distribution of power in this scenario skewed toward those who possessed the resources to adopt tourism development policies and fund community involvement. For example, the Peak Tourism Partnership, "a public-private organization sector established to develop visit management and sustainable tourism for the Peak District" (p. 402), had a dominant influence on the scope of collaboration with local communities because it set the focus on sustainable tourism and chose working group members. However, the costs to locals as a result of this focus—and the other real concerns from locals—were ignored (Bramwell & Sharman, 1999). Therefore, local concerns about tourism cannot be resolved in situations in which authorities have absolute power over residents.

Community-based tourism (CBT), a recently suggested approach to involve communities, was also criticized as one of the superficial forms of community involvement adopted by governments and other big stakeholders. It was defined as an attempt to bring host communities into tourism planning and operation in order to achieve the social benefit of tourism (Hall, 1996). As Pearce (1992) suggested, CBT contributed by forming local control over consensus-based decision making. However, Blackstock (2005) raised criticism towards CBT for failing to engender empowerment of community in a transformative way; that is, there was still insufficient local power in decision making. This is because CBT is basically driven by the original intention to boost the profitable tourism industry. Thus, the reason for CBT to partially satisfy locals' benefits is simply to prevent the adverse reaction from locals damaging the tourism

industry. In the case of Oulanka National Park, Finland (Puhakks et al., 2009), the stakeholder group built there was only an approach to seek support from most residents (who depended on tourism for living), rather than dealing with opposition from marginalized residents (whose rights were deprived due to tourism development). Especially because those marginalized people knew little about how to claim their rights, their opposition did not cause apparent damage to the tourism industry. CBT was thus limited in its ability to satisfy locals' needs because sometimes a form of community involvement was adopted by governments only for the sake of the prosperity of tourism industry. Nevertheless, little consideration was taken about which form of involvement could benefit locals more.

*Mismatch between Involvement Strategies and the Abilities of Locals*

In addition to situations when community involvement is twisted by an unfair distribution of power, community members are also sometimes not adequately included in tourism development if there is a mismatch between the envisioned community involvement strategy and the abilities of local residents. Certain community members may not feel confident about their ability to join in decision making for many reasons; for example, they may possess a relatively low education level. Or perhaps they fail to join in plan formulation because they feel unfamiliar with the subject of tourism planning. The powerful stakeholders, e.g., private businesses and organizations, often generate complicated plans in order to convince communities of the issues they want to address. It makes some community members feel powerless to influence any planning issue. These local residents either trust their elected representatives to stand in for their interests, or

they barely seem interested in being involved in tourism planning at all (Hibbard & Lurie, 2000). Their absence leads to ignorance about their role in the tourism plan.

In a critique of the tourism development plan for Cap-Pelé, a small fishing community in New Brunswick, Canada, Keogh (1990) pointed out that the rights of some residents (i.e. fishermen) were not clarified due to their absence in the planning process. As a result, they not only lost certain fishing rights but also failed to receive necessary monetary compensation. Their main reason for not participating was simply a lack of knowledge about tourism and its potential effects on their community. In such situations, tourism planners must adopt alternative strategies in order to encourage community involvement—strategies that match the capacities of local residents as well as increase their awareness about the potential impact of tourism planning on their self-interests.

#### *A Mixture of Two Barriers*

A typical method of community involvement featuring both problems— the unfair distribution of power and the mismatch between the envisioned form of community involvement and the capabilities of local residents—involves community members via interest-based multi-stakeholder initiatives, a strategy advocated by Jamal and Getz (1995) and Jamal and Stronza (2009). That strategy involved classifying all the stakeholders, including community members, by their interests. Residents who cared more about heritage preservation, for instance, might be grouped into a “history” category and invited to meet all the other stakeholders who wished to make decisions related to this topic during the tourism development process (e.g., an NGO specializing in heritage preservation). However, such groupings often fall short of clearly defining community members’ interests, as most residents lack sufficient relevant knowledge on a

group's specific subject or simply feel unsure about the group to which they should belong. Furthermore, official classifications tend to select those issues that central bodies consider to be of the broadest community benefit, which risks ignoring issues brought to the table by individual community members whose concerns might be different (Hibbard & Lurie, 2000). For example, He, Chen, Liu, et al. (2008) concluded that officials and NGOs that put emphasis on protecting natural resources for ecotourism development sometimes placed an undue burden upon local residents, who became the primary bearers of the cost of conservation. Meanwhile, the economic benefits from ecotourism flew mainly to officials, the private sector, or other stakeholders (i.e.: profits for hotels and restaurants operated by external businesses). In this scenario, community involvement is still decided by various centralized bodies; meanwhile, community members, lacking enough relevant knowledge, fail to express their needs.

Sometimes the primary stakeholders—government bodies and private sectors—only take residents' lack of knowledge as an excuse to exclude the community in decision making. Those big stakeholders normally accept the hypothesis that “the ‘general public’ knows little of tourism and its consequences” (Simmons, 1994, p.101). Thus, they try to involve community only with the purpose of seeking acceptance of tourism from residents rather than challenging the development of tourism. In that case, when they receive some resistance from locals about tourism development, they attribute the anti-tourism sentiment to the misunderstanding of tourism by locals (Blackstock, 2005). In general, the absolute power of big stakeholders (governments and private sectors) over local communities is still the dominant reason for the silence of locals in decision making.

*Problems with Community Involvement in Developed and Developing Countries*

Turkey, as described by Tosun (2006), is a developing country with a highly centralized tourism planning system. Tosun (2006) indicated that the representatives of the private sector (clients), central government (patron) and local agencies (agents of the patron) work together to determine and manage economic, social, environmental and fiscal policies for the tourism sector in Turkey. They form a “patron-client relationship” and prevent “the emergence of alternative development approaches including community participation” (p. 502). In this over-centralized and undemocratic planning system, the needs of local people fail to be satisfied, mainly because central government pays more attention to attracting more private investment in the tourism industry.

As a comparison, rural America, representing the situation in developed countries, has no centralized tourism planning system as Turkey has. Tourism planning occurs only at the local level, and governments are not playing the leading roles in tourism planning (Marcouiller, 1997). The normal situation in rural America, Marcouiller claimed, is that “state tourism agencies work with local Mainstreet associations, chambers of commerce, and individual tourism development groups on tourism programs” (p. 339). However, rare community involvement is introduced into this process because state tourism agencies work on those programs with the chief goal of creating niche markets and attracting more visitors. There were several successful examples that fully considered the benefits of local communities, such as the State of Maine's program in community assistance, Texas' community tourism development initiative, and Wisconsin's tourism consultancy program (as cited in Marcouiller, 1997). However, in general, rural America still largely suffers from a lack of integrative planning strategies that would make tourism fit within the community development goals and objectives.

Therefore, in general, the two areas share the common characteristics that residents are mostly excluded in making decisions and their preferences about local tourism development are not fully taken into account by powerful interest groups. In rural America the profit-oriented private sector may have even higher risk of ignoring the benefits of local people (Blackstock, 2005). In this case, the research on enhancing community involvement is especially necessary in rural America in order to moderate the unfair power distribution in tourism development.

### *Potential for Successful Community Involvement*

Beyond the criticisms of less effective community involvement, there still were successful cases of introducing active community involvement into decision making. Hawaii was one of those cases of successfully engaging the community in tourism planning and management. The residents there spontaneously organized a resident team to develop a vision around environmental, cultural, and architectural issues and to be highly authorized to influence the decision making. For example, the team supervised the regulation of land release to hotel construction. Their effort controlled the oversupply in local tourism development and prevented the waste of resources by reducing the occurrence of low occupancy and resultant low room rates. The support from communities ensured the sustainable growth of the tourism industry, and meanwhile the price of land could be controlled, which benefited locals as well. The successful community involvement there helped to balance the benefits for government, communities and private tourism developers as well as to sustain the development of the tourism industry (van Fossen & Lafferty, 2001). One lesson to be learned from such successful cases is that in order to sustain the prosperity of the tourism industry,



empowerment of locals in decision-making is a decisive step; plus, it is also achievable. In order to successfully empower locals, the two barriers mentioned above must be solved. Thus, which type of community involvement can really help to satisfy locals' demands as well as be in line with their capabilities needs to be discussed.

### Classification of Community Involvement

Progress has been made by researchers in proposing more effective methods for host community members to express themselves about, and participate in, the tourism development processes. Many researchers discovered the level of priority that local residents placed upon tourism development and to incorporate such information into tourism planners' decision-making processes (Keogh, 1990; Simmons, 1994; Jamal & Getz, 1995; Hibbard & Lurie, 2000; Sheldon & Abenoja, 2001; Harrill, 2004; Oviedo-Garcia, Castellanos-Verdugo, & Martin-Ruiz, 2008; Jamal & Stronza, 2009). Other research examined local residents' perceptions about the current state of community participation in the tourism industry and recommended potential improvements to existing community involvement methods (Bramwell & Sharman, 1999; Timothy, 1999; Yuksel, F., Bramwell, & Yuksel, A., 1999; Cole, 2006; Puhakka, Sarkki, Cottrell, & Siikamäki, 2009). For example, such research promoted communication with residents that increased their familiarity with tourism issues (Keogh, 1990). However, neither types of research provided host communities with the chance to choose their desired form of involvement. These studies all assumed a default style of community involvement in which governments seek out their host community's concerns but do not necessarily succeed in answering them during planning and implementation.

### *General Typologies of Community Involvement*

In order to explore alternative methods of increasing locals' involvement in, and control over, tourism development, one must first review the various types of community involvement techniques in the literature. Arnstein (1971) originally built a model that clearly organized community participation into three categories based on power distribution: manipulative participation, degrees of citizen power, and degrees of citizen tokenism. This approach was later applied in Simmons' (1994) research, which advocated adopting a series of strategies (manipulation, therapy, consultation, placation, etc.) in community participation rather than exerting bureaucratic control over the whole tourism planning and implementation process. Thus, his typologies emphasized different strategies for involving a community in an economic activity. Next, Petty (1995) built a more detailed model using seven levels to describe the degree to which community participation in tourism planning involves the following: manipulative participation, passive participation, participation by consultation, participation for material incentives, functional participation, interactive participation, and self-mobilization. His classification was defined based on the spectrum of locals' attitudes towards participation.

#### *Typology of Community Involvement in the Tourism Industry*

Tosun (2006) developed a typology to fit the situation of the tourism industry, based on a summarization of typologies by Arnstein (1971) and Petty (1995). His typology contained three types of community involvement: spontaneous participation, induced participation, and coercive participation. It was not only classified by the locals' attitudes toward involvement (i.e., spontaneous or passive); it also implied the means of involvement, such as consultation and manipulation, etc.

Spontaneous participation, as Tosun indicated, is a “bottom-up” (p. 494) process with full empowerment of community members in the tourism decision-making process. In this mode, community members have full authority in tourism planning through direct participation. Given the power that the community has, community members need to actively participate in a self-mobilized way and should also be willing to cooperate with each other. In general, this is a relatively ideal mode for a community to be involved in tourism development (Tosun, 2006).

Induced participation is the most common mode adopted by governments, especially those in developing countries (Tosun, 2006). Tosun identified this type of involvement as “top-down, passive, and indirect” participation (p.495). In this mode powerful interest groups such as government bodies and international tour operators dominate the tourism planning and management. Community members are consulted for their opinions regarding tourism development, but their concerns are not necessarily solved; mostly, they are allowed to participate in tourism implementation to share some benefits, but they are excluded in tourism decision making (Tosun, 2006). Although this participation is more formal and practical than spontaneous participation, it has the risk that some concerns from the community are not addressed.

Coercive community participation is the most “manipulated and contrived” approach to involve a community in tourism development (Tosun, 2006, p. 495). In this mode, the power holders rarely consult locals for opinions regarding tourism issues. In some cases, they would only consult local leaders and satisfy only the basic needs of locals. Community members do not necessarily share benefits from tourism in this mode. The reason for utilizing this mode is to avoid any potential social risk raised by

opposition from communities. Therefore, this process is superficial and manipulated by power holders to serve their interest: the prosperity of the tourism industry. This type of involvement enables power holders to prioritize tourism development rather than the benefits of local communities (Tosun, 2006).

These three types of community involvement in tourism development show a “spectrum” (Tosun, 2006, p. 495) of participation along locals’ various intentions to participate, from being manipulated to being self-motivated, and across different means of involving locals, from manipulation to citizen control. The radical difference between these three types of involvement lies in the power distribution. In the spontaneous mode, community members are authorized to make decisions for tourism development; in the induced mode, they are consulted but excluded from decision making; and in the coercive mode, community members are neither allowed to join in decision making, nor are they consulted, so they only share benefits by chance but are excluded from tourism planning.

#### *Types of Involvement Preferred by Locals*

Based on the typology above, Tosun (2006) provided a detailed examination into which forms of community participation were most desired by residents themselves. Research conducted by Hibbard and Lurie (2000) also recognized the importance of considering locals’ preferences about community involvement in tourism development. Basically, they argued that residents only expect those types of community involvement that they feel best serve their interests or that best match their capacity for understanding tourism development. Gaps between the types of community involvement preferred by local residents and the existing types established by government stakeholders reveal the

drawbacks of existing forms of community involvement. This observation could provide governments with ideas for enhancing the quality of community involvement practices.

Tosun (2006) developed a 5-point Likert scale measurement based on the three types of community involvement in tourism development in order to examine the locals' different preferences about involvement. For example, by observing that a majority people rated higher scores on the item that stated, "Local people should be consulted about local tourism development issues," (p. 498) he concluded that most people in a community tended to choose induced participation. By discovering the second highest scores belonged to the item stating, "A committee elected by the public especially for developing, managing and controlling tourism development should decide on all aspects of local tourism development," (p. 498) he concluded that power was still desired by locals to a large degree. Following the discipline of power distribution proposed by Tosun (2006), Michael (2009) further adopted the items suggested by Tosun (2006) and extended them with a detailed description, which ensured a more precise measurement of the extent to which local people expected to be involved in tourism development. The comparison of items chosen by Tosun (2006) and Michael (2009) is shown in Table 1.

Table 1. *Comparison of Items Adopted by Tosun (2006) and Michael (2009)*

Dimensions for Measurement		Tosun (2006)	Michael (2009)
Who should make decisions about tourism development?	<b>Spontaneous Participation</b> (Local people have power in decision making)	A committee elected by the public for specially developing and managing tourism	A committee elected by the public (local people) for specially developing, managing and controlling tourism should make decisions on tourism development in Mto wa Mbu [An elected committee]
	<b>Induced Participation</b> (Local people are consulted but do	Appointed and elected government by consulting	Appointed and elected local government agencies should jointly make decisions on tourism development in Mto wa Mbu by

	not directly participate in decision making such as planning and management)	local people	consulting local people [Appointed & elected officials by consulting locals]
	<b>Coercive Participation</b> (Local people are only concerned about benefit sharing or even do not care about participation in the tourism industry)	Ministry of tourism  Elected local government  Appointed local government	Elected local government should make decisions on tourism development in Mto wa Mbu [Elected officials]  Ministry of Natural Resources and Tourism or Tanzania National Parks Authority (TANAPA) should make decisions on tourism development in Mto wa Mbu [MNRT/TANAPA]  Appointed local government agencies (who are normally representatives of central government) should make decisions on tourism development in Mto wa Mbu [Appointed officials]
What are suitable means of involving local residents in tourism development?	<b>Spontaneous Participation</b> (Local people have power in decision making)	Holding referendum	Taking part actively in the tourism decision-making process
	<b>Induced Participation</b> (Local people are consulted but do not directly participate in decision making such as planning and management)	Responding to survey  Attending seminar, conference	Responding to a tourism survey  Attending tourism related seminar, conference, workshops
	<b>Coercive Participation</b> (Local people are only concerned about benefit sharing or even do not care about participation in the	Encouraging LP to invest in and work for tourism industry	Encouraging local people to work for the tourism sector  Encouraging local people to invest in the tourism sector  Sharing tourism benefits

	tourism industry)		
What should be an appropriate role of local people in tourism development?	<b>Spontaneous Participation</b> (Local people have power in decision making)	LP should have a voice in decision-making process of tourism development	Local people should be consulted when tourism policies are being made
	<b>Induced Participation</b> (Local people are consulted but do not directly participate in decision making such as planning and management)	LP should be consulted, and accordingly tourism policies should be re-considered	Local people should be consulted but the final decision on the tourism development should be made by formal bodies
	<b>Coercive Participation</b> (Local people are only concerned about benefit sharing or even do not care about participation in the tourism industry)	LP should take the leading role as entrepreneurs and workers  LP should not participate by any means	Local people should be financially supported to invest in tourism development  Local people should take the leading role as entrepreneurs  Local people should take the leading role as workers at all levels Local people should not participate by any means

By observing residents' desired types of community involvement, Tosun (2006) discovered that differences existed among residents about which form of community involvement would best serve their interests. However, Tosun failed to associate the different preferences with different personal characteristics of community members. Michael (2009) further categorized respondents into different groups by their demographic characteristics including gender, location of residency, occupation, and education. Based on scores respondents rated on each item, he counted the mean score of each item for each group and observed the difference in the mean scores between groups.

The higher the mean score of one group was on one item, compared with the mean scores of other groups, the more likely this group was to choose the approach of involvement implied by this item. The preference of each group about approach to involvement could then be found. For example, after observation he concluded that full-time employees in the public or private sectors and primary school or college/university education holders tended to disagree with the proposal of “Local people taking the leading role as workers at all levels”. Such conclusions from his study can greatly contribute to targeting local people’s preference of involvement.

Further research is needed to identify and profile residents based upon their unique characteristics and preferred types of community involvement, then governments and other powerful stakeholders may be able to design tourism policies and management plans suitable to the needs of every sector of the host community. For example, one might notice the exclusion of African Americans from nature-based and heritage tourism planning in Hamilton County, Florida (Gallardo & Stein, 2007). Therefore, the contribution of such studies for social equality makes it even more worth to research.

#### Personal Factors Influential to Residents’ Perceptions of Tourism

There were abundant studies that explored the perceptions of residents about tourism development issues and the individual factors which are influential to forming these perceptions. These studies could help governments to clearly identify different sectors with diverse interests in a community.

Harrill (2004) reviewed the literature on the attitude of residents toward tourism development, and he summarized age and gender as most-used determinants of this attitude. Then Haralambopoulos and Pizam (1996) found that age, household income, and



education were suggested to be associated with residents' perception of tourism. For instance, as they revealed, the higher educational level an individual resident had, the more positive he or she felt about tourism.

Still, the influences of demographic characteristics on locals' perceptions of tourism haven't been confirmed yet. While Johnson, Snepenger, and Akis (1994) and Perdue, Long, and Allen (1990) argued that demographic characteristics could not be related to specifically rural residents' perceptions of tourism development, Chen (2000) found that for urban residents gender and age did affect the views of residents on tourism.

Another variable suggested as influential to residents' perceptions of tourism is evaluation of their current involvement in tourism planning. Puhakka, Sarkki, Cottrell, and Siikamäki (2009) discovered an interesting phenomenon: as long as community members living around Oulanka National Park, Finland failed to have their concerns solved, they felt unsatisfied with and resisted more opportunities to be involved in decision making. This result was similar to research by Simmons (1994), who discovered that "residents' perception of how their input (time and energy) will be influential in shaping decisions" (p. 99) affected locals' decisions about future involvement. This important finding indicated that residents are rational enough to evaluate their input, output, and capability to achieve their vision; it therefore refuted the assumption by big stakeholders that locals are mostly incapable of making decisions. In reality, even when locals possess limited knowledge of tourism planning, they can still choose a type of participation through their evaluation of optimality and feasibility. As Simmons suggested, their evaluation of their current involvement in tourism planning determines

their relative confidence in the possibility that their concerns could be taken into account and accordingly influences their choice of participation in tourism development.

Also, Simmons (1994) indicated another influential factor to residents' perceptions of tourism development—residents' evaluation of their knowledge about tourism. He found that the more knowledge residents regarded themselves as having about the tourism, the more confident they were about participation in tourism development. Keogh (1990) also revealed that the more familiar locals were with the project, the more awareness and interest they offered to support the project. Moreover, Trakolis (2001) conducted research in Prespes Lakes National Park and identified residents' knowledge about tourism as having a significantly influence on their concerns about tourism planning in the park.

Perceived tourism impacts were also demonstrated as influential to residents' perceptions of tourism. Mehta and Heinen (2001) concluded that residents' attitudes were significantly affected by their perceived benefits from tourism development. Then Oviedo-Garcia, Castellanos-Verdugo, and Martin-Ruiz (2008) expanded these results, showing that both benefits and negative impacts that residents perceived from tourism could be influential to their attitudes and support for the tourism industry. Oviedo-Garcia et al. further divided the perceived tourism impacts into three dimensions: economic, environmental, and social aspects. They concluded that the more economic benefits and greater environmental sustainability and the fewer social costs that residents perceived from tourism, the more likely they were to support tourism development.

Some other studies further identified perceived tourism impacts as influential factors to residents' active participation in tourism. Hibbard and Lurie (2000) pointed out

that in Jackson/Teton County, Wyoming, a great passion of participation came from locals who had lots of economic and environmental concerns about tourism. Also, Jamal and Getz (1995) found that tourism planning in Canada was mostly dominated by interest groups composed of residents with particular interests in relation to tourism impacts; e.g., residents emphasizing environmental sustainability. Especially when residents felt unsatisfied with the impacts tourism brought to their community, they sometimes would rather make decisions by themselves than have governments and other powerful stakeholders take control of tourism development. Under some situations, the tourism planning organized by governments may be less effective than those workshops independently organized by locals. Locals in Oulanka National Park, Finland perceived that economic benefits and environmental preservation were limited, and social costs were not solved under the government-organized tourism planning, so they would rather return to the mode in which they themselves make the decisions about tourism development (Puhakka, Sarkki, Cottrell, & Siikamäki, 2009).

Among the three dimensions of perceived tourism impacts, economic benefits were suggested as the most influential by some researchers. Nyaupane, Morais, and Dowler (2006) did comparative research in Yunnan, China and Annapurna, Nepal. They concluded that residents in Annapurna were more aware of the fast economic benefits tourism brought, so they participated in an active way. However, apparently they lacked enough knowledge about planning and sustainable management, and as a result, their active support of local tourism development did not lead to a positive outcome.

Furthermore, there was a series of research studies focusing on one factor that would influence residents' attitudes toward involvement in tourism development—that is,

the locals' attitudes toward tourism as a career choice. As indicated by Milman and Pizam (1988), in Central Florida, residents with the highest level of support of local tourism development were those who viewed tourism jobs as respectable. In contrast, when residents judged the jobs tourism created as undesirable, e.g. in the case of a displacement of high-wage positions in traditional industry with low-wage positions in tourism, they would highlight the negative side of tourism and less support could be obtained from them (Cooke, 1982; Lankford, 1994; Akis, Peristianis, & Warner, 1996). Tosun (2002) also pointed out that local communities in Urgup, Turkey showed limited support to tourism development, due to their negative perceptions of the nature of tourism jobs in Turkey as defined by seasonality, low productivity, low wages, heavy working conditions and some serious social problems deriving from tourism industry.

*Factors Influential to Residents' Preferences about Involvement in Tourism Planning*

Tosun (2006) classified the resident sample (n=256) of a destination in Turkey by their diverse expectations of involvement in tourism and concluded that residents differed in their preferences about involvement. However, he never further examined the reasons for the varying expectations of involvement. Michael (2009) further examined the influences that demographic characteristics (age, gender, occupation, and location of residence) had on residents' preferences about involvement, but he failed to take account of other possible factors besides socio-demographic characteristics. In order to involve more factors to explain the residents' different preferences about involvement in tourism planning, this study suggested the following two hypotheses (with five sub-hypotheses each, as shown in Chapter 1) based on the personal factors proposed in above section:

*H1: Personal factors do not influence residents on their preference about spontaneous participation in tourism development.*

*H2: Personal factors do not influence residents on their preference about induced participation in tourism development.*

### Profile of Residents with Different Perceptions of Tourism

Many studies focused on profiling residents with different perceptions of tourism, and by comparing the residents' personal characteristics, researchers obtained a more complex understanding of those people. The identification of these residents helps tourism planners target exactly those residents whose concerns need to be solved.

Keogh (1990) studied a small coastal community in New Brunswick, Canada and provided a cross-comparison between three parameters: perception of a tourism project, socio-demographic characteristics, and familiarity with the project. He found that locals' perceptions of a tourism project varied among different socio-demographic groups, especially between people who received benefits from tourism versus those who were deprived of rights by tourism (due to different occupations). For example, residents whose rights to use natural resources were suddenly limited, such as fishermen, tended to oppose the project. Thus, policies to protect such people's benefits should be carried out.

In order to improve tourism planning and management in Prespes Lakes National Park, Greece, Trakolis (2001) also provided two variables—social characteristics of local people (including age, education and occupation) and their knowledge on tourism—to cross-tabulate with the variables of residents' perceptions of tourism planning. After observation, he found that people's perceptions about tourism planning in the park were significantly different across age groups and across the levels of familiarity or relevant

knowledge about tourism planning. His study contributed in successfully identifying the group of people whose concerns were not solved. For instance, people with relatively low education levels required more easily understandable information about tourism planning. Another study by Sheldon and Abenoja (2001) examined the residents' opinions on local tourism development across different demographic subgroups: age, education, ethnicity and gender groups, in the hopes of revealing which characteristics had a strong influence on shaping residents' opinions on tourism development. Finally, the study concluded that opinions varied across groups of different ages, education levels, and lengths of residency.

Kibicho (2008) made efforts to compare the perceptions of community involvement among different resident groups, classified by their demographic characteristics (including age, origin, level of education and gender). He then created profiles based on these comparisons. For the measurement of residents' perceptions of community involvement, he summarized 17 items from previous studies and further generated 5 factors as the key determinants. The five factors were "Inclusion of stakeholders", "Recognition of individual and mutual benefits", "Appointment of a legitimate convener [the one who coordinates collaboration in tourism planning] ", "Formulation of aims and objectives", and "Perception that decisions arrived at will be implemented" (p. 219). Through clustering with the five factors, the author obtained three clusters with different personal characteristics: the operatives, who were most interested in being involved in the tourism planning process; the opinion leaders, who most valued the benefits their community gained from tourism projects; and the official leaders, who valued the success of tourism projects. The conclusion of Kibicho's research has great meaning in terms of providing useful suggestions for governments to adopt different

strategies toward different sectors of residents and therefore better cater to their diverse interests. For example, according to his findings, the operatives preferred less control from a legitimate convener. Thus, governments should realize that the role of convener may be a vital reason for the negative attitude of locals towards tourism planning, in which case a more flexible planning process with the reduced convener's power should be adopted.

*Profile of Residents with Different Preferences about Involvement in Tourism Planning*

While Tosun (2006) classified community involvement in tourism planning into spontaneous participation and induced participation, he never identified the residents who preferred spontaneous participation and who preferred induced participation. This thesis research identified these two types of residents and profiled their personal factors.

Michael (2009) tried to profile residents with different preferences about involvement in tourism. However, his profile was limited to demographic characteristics including age, gender, occupation, education, and location of residence.

The studies in the above section profiled residents with different perceptions of tourism but also failed to provide the profile of other personal factors than demographic characteristics. To fill the gap, personal factors introduced in the “influential factors” section were also introduced in this thesis study to profile residents with different preferences about involvement in tourism planning. Consequently, the following hypothesis (with 5 sub-hypotheses, as shown in Chapter 1) was suggested.

*H3: There are no differences in personal factors between residents who prefer spontaneous participation to induced participation and who prefer induced participation to spontaneous participation.*

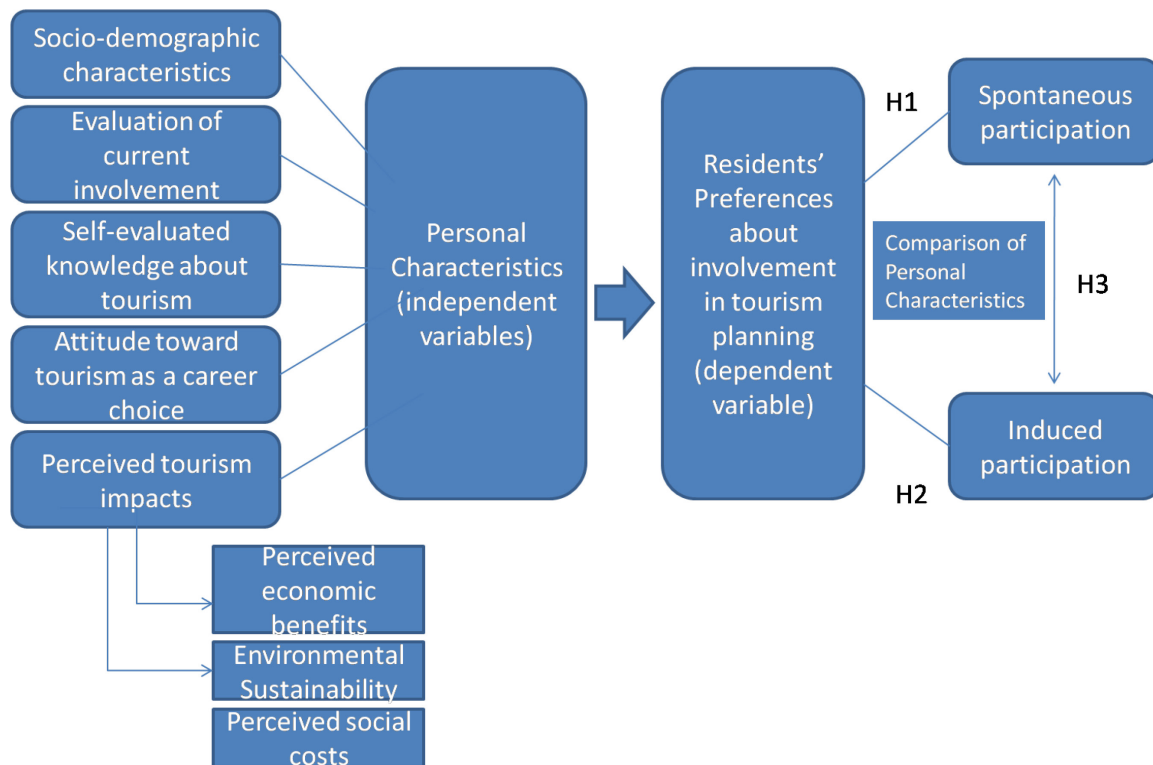
### Summary

As a major issue in tourism planning, community involvement has received great attention. While many studies have been conducted to explore the costs and benefits of involving host communities in tourism development, they have mainly been from the perspective of governments aiming to assess the effectiveness of involving host communities, rather than speaking to communities' interests. In fact, a government-dominated style of community involvement has been proven to sometimes actually exclude host communities from the decision-making process in tourism development. Thus, future research should further explore how to empower local residents to claim their benefits. Residents should be granted the means to participate in a way that they can trust to fully represent their interests.

In addition, more research is needed to explore the residents' personal factors which may affect their preferences about involvement in tourism planning. This unusual style of research will greatly benefit governments focusing on the reasons causing residents to love or hate one form of involvement and in conjunction will help governments seeking to resolve local residents' tourism-related grievances via more effective community involvement. It will also assist governments in identifying measures urgently required to promote or enhance locals' passion for community involvement in tourism development. There is also an inherent educational value in such studies, as they may motivate residents to gain a deeper knowledge of their role in the decision-making process as well as their potential power to influence tourism development projects.

Figure 1: *An Analytical Framework for Exploring Personal Factors Influential to Residents' Preferences about Community Involvement in Tourism Planning*





The conceptual model above derived from all the previous studies incorporated in this chapter. First, this study highlighted the residents' preferences about community involvement over the will of governments or other powerful stakeholders. Second, based on the typology of community involvement by Tosun (2006), this study adopted the two types of community involvement in tourism planning, spontaneous and induced participation, and researched residents' preference about either one form.

This study investigated the possible personal factors that influence the residents' preferences (H1, H2). Since no such study has been done yet, and preferences about involvement in tourism are related to the perception of tourism, so the personal factors proposed in previous studies as influential to residents' perceptions of tourism were examined in this research as independent variables. Those factors proposed in past studies include: socio-demographic characteristics (gender, age, educational level, and household income), evaluation of their current involvement in tourism planning, self-

evaluation of knowledge about tourism, attitude toward tourism as a career choice, and three dimensions of perceived tourism impacts: perceived economic benefits, environmental sustainability, and perceived social costs.

Moreover, the residents preferring spontaneous participation and residents preferring induced participation were identified and compared based on the differences in their personal factors (H3), in order to provide a profile of the residents with specific preference for either form of participation.

The purpose of such research was to discuss the involvement desired by locals and to give governments and other powerful stakeholders suggestions about residents' preference about involvement in tourism planning as well as the factors leading to their different preferences. The information yielded from this research would also support governments and other powerful stakeholders in adopting separate strategies toward different sectors of the community, each with diverse desired forms of involvement, to enhance their participation in tourism.

## CHAPTER III

### METHODOLOGY

This chapter describes the procedure for exploring whether some personal factors affect residents' preferences about community involvement in tourism planning. The factors to be measured are the socio-demographic characteristics of residents, their self-evaluation of tourism-related knowledge, evaluation of their current involvement in tourism planning, attitudes toward tourism as a career choice, and perceived impacts resulting from tourism development. The chapter is organized into several sections: research design, sampling plan, construct measurement, and data analysis.

#### Research Design

This study adopted a mail survey method utilizing a self-administered questionnaire. It was used to contact randomly chosen residents from each of the 11 counties in southeastern Indiana. The 11 counties contain Region 9 (including 10 counties) and Brown County. Region 9 is a comparatively large location comprised of 10 counties in southeastern Indiana: Bartholomew, Dearborn, Decatur, Franklin, Jefferson, Ohio, Ripley, Jackson, Switzerland and Jennings (Indiana Region 9 Workforce Board, 2009); Brown County is next to Bartholomew county in Region 9, which is considered by the region as an important market of the area.

This study was a part of the EcO15 project directed by Dr. Shu T. Cole and Dr. Charles H. Chancellor. There were two main reasons for choosing these 11 counties as the study location. First, findings of the study could be widely generalized due to the spread of data collection across multiple counties. Studying the population in this area would overcome the constraints of a majority of existing community studies in tourism that only focused on a case study of one single community (Johnson & Wilson, 1999;

Timothy, 1999; Yuksel, F., Bramwell, & Yuksel, A., 1999; Tosun, 2000; Mehta & Heinen, 2001; Sheldon & Abenoja, 2001; Mowforth & Munt, 2003; Tosun, 2005; Cole, 2006; Tosun, 2006; Okazaki, 2008; Puhakka, Sarkki, Cottrell, & Siikamaki, 2009). It did not emphasize specific features of an individual community and its conclusions could be generalized to a larger scale, e.g., a commerce region including a variety of communities. Second, this area was ideal for this research because it was a typical region that largely depended on the development of tourism. With the opening of three riverboat casinos in the mid-1990s (Argosy Casino and Hotel in Lawrenceburg, Belterra Casino Resort in Vevay, and the Grand Victoria Casino in Rising Sun), tourism increased, and as a result, one-fourth of Region 9's employment was created in the services industry (Commerce Region 9, 2009). Therefore, involvement in tourism development could be a familiar topic for local residents, corresponding with the assumption of this study that residents possess a basic understanding of tourism.

The reason for choosing the survey over interview and focus groups as a research instrument was that, with a randomly delivered survey, community members with different backgrounds have equal opportunity to be studied. This technique can avoid the bias existing in some research that mainly interviewed key participants in tourism planning and management (i.e., residents who operate tourism businesses or representatives of local government officials, tourism managers, and NGOs) and performed studies based on the opinions of those people (Timothy, 1999; Sheldon & Abenoja, 2001). In its attempt to address every possible concern from host communities, this research adopted a randomly delivered survey as the data collection procedure. Compared with a face-to-face survey, mail survey is less costly; and compared with an

Internet survey, mail survey can involve the residents with limited access to internet, thus a mail survey was adopted in this study.

In order to ensure the highest possible response rate, the questionnaire was collected using a multiple wave contact system, an adjustment based on the suggestion from Salant and Dillman (1994). Residents were first contacted via an advance-notice postcard that briefly described the study and its importance and informed them that they would soon be receiving a mail survey questionnaire. Five days later the questionnaire and a cover letter were mailed. About two weeks after the original surveys were sent, a replacement questionnaire was sent to those who had not responded. The data was collected and recorded by the Center for Survey Research in Indiana University.

#### Sampling Plan

Since the population in these 11 counties is larger than 100,000 households, it is considered large enough to use the equation by Cochran (1963, p. 75) for estimating minimum sample size. The minimum sample size for this study is 384 households at a 95% confidence level and  $\pm 5\%$  precision, which means when the sample size is 384 or over, the sample can be considered well representative of the study population. To achieve this sample size, 2000 randomly selected households in the region were used as the sampling frame. This number was determined based on previous experience with a similar population, assuming a 20% response rate. A total of 354 completed questionnaires were usable, resulting a response rate of 17.7%.

### Construct Measurement

In this study, two dependent variables were the two types of involvement in tourism planning and the independent variables were different personal factors. The items measuring all the variables are shown in Table 2.

Table 2. *Items for Measurement of All the Variables*

Variables	Items
<b>Dependent Variable 1:</b> Preference about spontaneous participation	(a) Residents must be encouraged to assume leadership roles in tourism planning committees.
	(b) Full participation by everyone in the community regarding tourism decisions is a must for successful tourism development.
	(c) Tourism decisions should be made by all members in a community regardless of a person's background
	(d) Community residents should have an opportunity to be involved in tourism development decision-making.
<b>Dependent Variable 2:</b> Preference about induced participation	(e) Local residents should be involved in tourism planning discussions, but not in the decision-making process.
	(f) Sometimes it is acceptable to exclude community residents from tourism development decisions.
	(g) Local residents should be consulted in the tourism planning process but should not be decision makers.
<b>Independent variable 1:</b> Perceived economic benefits	(h) Tourism benefits businesses other than just tourism industries in our community.
	(i) Tourism generates substantial tax revenues for our local government.
	(j) Tourism brings new income to our community.
	(k) Tourism is a strong economic contributor to our community
<b>Independent variable 2:</b> Environmental sustainability	(l) Our community's diversity of nature is valued and protected by the tourism industry.
	(m) Tourism development in our community protects wildlife and natural habitats.
	(n) Tourism in our community is developed in harmony with the natural environment.
	(o) Tourism development in our community promotes positive environmental ethics.

	(p) Our community's natural environment is being protected now and for the future by the tourism industry.
<b>Independent variable 3:</b> Perceived social costs	(q) Tourists in our community disrupt my quality of life.
	(r) Our community is overcrowded because of tourism.
	(s) Tourism is growing too fast in our community.
	(t) Our community's recreational resources are overused by tourists
<b>Independent variable 4:</b> Attitude toward tourism as a career choice	Please provide your opinion on tourism/Hospitality/Recreation as possible career choices.
<b>Independent variable 5:</b> Self-evaluation of knowledge about tourism	Based on your experience, how would you rate your knowledge about tourism planning and development effort in your community?
<b>Independent variable 6:</b> Evaluation of current involvement	In your view, how involved are local residents in the tourism planning and decision-making process in your community?
<b>Independent variable 7:</b> Gender	Your gender
<b>Independent variable 8:</b> Age	Your age
<b>Independent variable 9:</b> Education	Mark the highest level of education you have completed
<b>Independent variable 10:</b> Household income	Please mark the category that best represents your 2009 household income before taxes were withheld

The items to measure dependent variables – spontaneous and induced participation- were developed based on Tosun's (2006) and Michael's (2009) measurements (see Table 1). Their items were simplified and generalized into two categories (spontaneous and induced participation) in this study without changing the original meanings. There were three key points in their items for the measurement of spontaneous participation: (1) residents join tourism decision making; (2) they are empowered with leadership in tourism planning in terms of a committee elected by the public; and (3) each resident has equal right to participate in the electoral system. Meanwhile, one key point was for the measurement of induced participation that locals

can get involved in tourism planning by being consulted but not be allowed making decisions. Apparently the best approach of distinguishing spontaneous from induced participation was to identify if residents want to make decisions in tourism planning or only want to indirectly join planning by being consulted. Therefore, with a concentration on the several summarized points above, Tosun's (2006) and Michael's (2009) items were reworded and simplified surrounding two facets: if residents should make decisions, or if residents should only be consulted. Table 3 summarizes the measurements in Tosun and Michael's studies, as well as the modified measurements adopted in this study.



Table 3. *Adopted Items for Measurement of Local People's Preferences about Community Involvement in Tourism Planning (in Comparison with Items Developed by Tosun (2006) and Michael (2009))*

Dimensions	Questions in Tosun & Michael's study	Items by Tosun (2006)	Items by Michael (2009)	Key Points	Items Adopted in This Study
<b>If residents should make decisions (spontaneous participation)</b>	Q1: Who should make decisions about tourism development?	A committee elected by the public for specially developing and managing tourism	A committee elected by the public (local people) for specially developing, managing and controlling tourism should make decisions on tourism development in Mto wa Mbu [An elected committee]	Residents are empowered with leadership in tourism planning in terms of a committee elected by the public	Residents must be encouraged to assume leadership roles in tourism planning committees.
				Each resident has equal right to participate in the electoral system	Full participation by everyone in the community regarding tourism decisions is a must for successful tourism development
	Q2: What are suitable means of involving local residents in tourism development?	Holding referendum	Taking part actively in the tourism decision-making process	Residents join tourism decision making	Community residents should have an opportunity to be involved in tourism development decision-making.

	Q3: What should be an appropriate role of local people in tourism development?	LP should have a voice in decision-making process of tourism development	Local people should be consulted when tourism policies are being made		
<b>If residents should only be consulted (Induced participation)</b>	Q1: Who should make decisions about tourism development?	Appointed and elected government by consulting local people	Appointed and elected local government agencies should jointly make decisions on tourism development in Mto wa Mbu by consulting local people [Appointed & elected officials by consulting locals]	Locals can get involved in tourism planning by being consulted but are not allowed to make decisions	Local residents should be involved in tourism planning discussions, but not in the decision-making process.
	Q2: What are suitable means of involving local residents in tourism	Attending seminar, conference  Responding to survey	Attending tourism related seminar, conference, workshops  Responding to a tourism survey		Sometimes it is acceptable to exclude community residents from tourism development decisions.
	Q3: What should be an appropriate role of local people in tourism development?	LP should be consulted, and accordingly tourism policies should be re-considered	Local people should be consulted but the final decision on the tourism development should be made by formal bodies		Local residents should be consulted in the tourism planning process but should not be decision makers.

First, a single item scale was developed to identify whether locals hope to get involved in tourism planning in the first place. This item was the basis of measurement of spontaneous or induced participation, since desire for joining tourism planning is the premise of choosing spontaneous or induced participation. The item was “It is necessary to include local residents in the tourism planning process” and was measured on a 5-point scale. The score residents rated on this item showed their agreement or disagreement about community joining tourism planning. It was only for descriptive analysis.

Second, four items (a, b, c, d) (see Table 2) were generalized from Tosun’s (2006) and Michael’s (2009) items for measurement of preference about spontaneous participation; then three others (e, f, g) were also generalized for measurement of preference about induced participation. Residents were asked to rate 1~5 on these items to show their agreement or disagreement about spontaneous or induced participation. The scores 1~5 represent “strongly disagree”, “disagree”, “undecided”, “agree”, and “strongly agree” in order. Finally, the mean score of items a, b, c, and d was calculated as the value to measure a resident’s preference about spontaneous participation; analogously, the mean score of items e, f, and g was also calculated to measure the preference about induced participation. The higher the mean score, the more eager the resident was to participate in the corresponding participation style.

Cronbach’s alphas were calculated for the scales measuring spontaneous and induced participation to examine the scales’ internal reliability. Cronbach’s coefficient alpha is defined as “the function of the number of test items and the average intercorrelation among the items” (Clark & Watson, 1995, p. 316). According to Nunnally (1978), the higher the alpha value, the more reliable the generated scale is. He indicated

0.7 to be an acceptable reliability coefficient, but lower thresholds are sometimes used in the literature. In this study, the Cronbach's coefficient alpha value for items measuring preference about spontaneous participation (4 items) was 0.69, and the alpha value for items measuring preferences about induced participation (3 items) was 0.62. Both of them were lower than 0.7, which is a limitation of the study (see limitation in Chapter 5).

The independent variables - personal factors - included: demographic characteristics (age, gender, level of education, and household income), self-evaluation of tourism-related knowledge, attitude toward tourism as a career choice, evaluation of current community involvement, and perceived tourism impacts. All the items measuring the independent variables are shown in Table 2.

Self-evaluation of knowledge about tourism was measured with a single item. Local people were asked to rate their knowledge level about tourism on a 5-point scale which ranged from 1 = *not at all knowledgeable*, 2 = *not that knowledgeable*, 3 = *somewhat knowledgeable*, to 4 = *fairly knowledgeable*, and 5 = *very knowledgeable*. Respondents were also asked to provide their opinions on "tourism as a career choice" on a single 5-point scale, with 1 indicating *very poor* and 5 indicating *very good*. Moreover, residents were asked to evaluate their current participation in tourism planning and decision-making process on a 5-point scale which ranged from 1 = *very low* to 5 = *very high*.

The measurement of perceived tourism impacts was split into three dimensions: perceived economic benefits, environmental sustainability, and perceived social costs. The items used to measure these dimensions were adopted from the modified SUS-TAS scale (the Sustainable Tourism Attitude Scale) verified by Yu, Chancellor, and Cole

(2009). The SUS-TAS scale is a 5-point scale measuring residents' attitudes toward sustainable tourism, with 1 representing *strongly disagree*, and 5 representing *strongly agree*. Items for each scale are listed in Table 2.

Cronbach's alpha value was calculated for each scale to examine its internal reliability. The alpha values for economic and environment benefits as well as social costs scales were .82, .87 and .84, respectively. Then the mean score of each scale was calculated as the value for one of the three independent variables. The higher the mean score was, the stronger a resident felt about the corresponding aspect of tourism impacts.

A full version of the questionnaire is shown in Appendix I.

### Data Analysis

The SPSS (Statistical Package for the Social Scientist) 16.0 computer program was adopted to process the data of this study. Descriptive analysis of dependent variables was done first to explore the overall preferences of local residents toward community involvement in tourism planning, specifically toward spontaneous and induced participation. Then multivariate step regression analysis was conducted to test the first two hypotheses of this study. During this process the significant personal factors that influence residents' preferences were identified. Next, an independent-samples t-test was conducted to test Hypothesis 3. From the confirmed differences, the differing factors corresponding with different preferences for spontaneous or induced participation were analyzed.

## CHAPTER IV

## RESULTS

This chapter analyzes the demographic characteristics of respondents, as well as the descriptive analysis of both independent and dependent variables. The analysis concludes by investigating to what extent residents in the study location desire to get involved in local tourism planning, especially in the decision making. Furthermore, statistical tests are conducted to address the three main hypotheses of this study.

## Descriptive Analysis

The socio-demographic characteristics of residents are summarized in Table 4.

Table 4. *Socio-demographic Characteristics of the Residents*

Characteristics	Dimension	Frequency	Percentage
Location of residence	Bartholomew	74	22.8
	Dearborn	49	15.1
	Jackson	40	12.3
	Decatur	30	9.2
	Franklin	19	5.8
	Jefferson	31	9.5
	Ohio	7	2.2
	Ripley	31	9.5
	Switzerland	12	3.7
	Jennings	19	5.8
	Brown	13	4.0
<b>Total</b>		325	100
Gender	Male	189	54.6
	Female	157	45.4
<b>Total</b>		346	100
Education	Grade school or some high school	12	3.5
	High school diploma or GED	92	26.5
	Technical, vocational or trade school	39	11.2
	Junior college	8	2.3
	Some college	72	20.7
	Four-year college degree	66	19.0
	Graduate school	58	16.7
<b>Total</b>		347	100

Age	Under 25 years	1	0.3
	25-34 years	35	10.2
	35-44 years	49	14.2
	45-54 years	62	18.0
	55 years and above	197	57.3
<b>Total</b>		344	100
Employment status	Retired	115	32.9
	Employed part time	33	9.4
	Employed full time	151	43.1
	Unemployed, homemaker, and others	51	14.6
<b>Total</b>		350	100
Household income	Less than \$20,000	43	11.3
	\$20,000 - \$39,999	70	21.6
	\$40,000 - \$59,999	71	21.9
	\$60,000 - \$79,999	55	17.0
	\$80,000 - \$99,999	32	9.9
	\$100,000 or more	53	16.4
<b>Total</b>		324	100

As for the distribution of location of residence, Bartholomew County had the highest representation of 22.8%, and Ohio County had the lowest representation of 2.2%. A little over half of the respondents were male (54.6%) and 45.4% were female. Majority of the respondents (70%) had a postsecondary education, 26.5% had a high school diploma or GED (the secondary education), and a very small percentage of respondents (3.5%) only attended grade school or some high school (primary education).

The distribution of age shows that 57.3% of residents were 55 years old or older, and residents between 25-55 years accounted for 42.4%. Only 0.3% represented residents were less than 25 years. Most respondents were either employed full-time (43.1%) or retired (32.9%). Around ten percent of respondents were employed part-time (9.4%). The rest of respondents (14.6%) were either homemaker, unemployed, or in other situations. Respondents were highly diverse in terms of their household incomes, with each income

category relatively equally represented. Most of the incomes (60.5%) fell in the range of “\$20,000 - \$79,999”.

As illustrated in Chapter 3, the values of independent variables (other than socio-demographic characteristics) all had the range of 1~5. Therefore, the average score 3 was set as the criterion to judge a resident’s attitude toward an independent variable. For a resident, when his/her value of an independent variable was over the average score 3, it meant that he/she had a positive attitude toward the independent variable; in contrast, a score that equaled or was less than 3 represented that he/she felt neutral or had a negative attitude toward the independent variable. According to this rationale, as observed in Table 5, the mean value of each independent variable (with items measuring it) among respondents was calculated and compared with the average 3.

Results in Table 5 show that residents on average agreed about the economic benefits the local community received from tourism ( $Mean = 3.64 > 3$ ,  $SD = .69$ ), as well as the contribution of tourism to local environmental sustainability ( $Mean = 3.14 > 3$ ,  $SD = .64$ ). However, they in general did not perceive the social costs tourism caused in the region ( $Mean = 2.10 < 3$ ,  $SD = .62$ ). Table 5 also shows that residents generally held a positive attitude towards tourism as a career choice ( $Mean = 3.49 > 3$ ,  $SD = 1.00$ ). Moreover, residents in general had a positive evaluation of their current community involvement in tourism planning ( $Mean = 3.16 > 3$ ,  $SD = 1.74$ ). Most residents failed to evaluate themselves as knowledgeable about tourism ( $Mean = 2.53 < 3$ ,  $SD = 1.08$ ).

Table 5. *Measures of Central Tendency for Independent Variables*

Variables	N	Mean	Std. Dev.
Perceived economic benefits	333	3.64	.69
<i>Tourism benefits businesses other than just tourism industries in</i>	341	3.71	.90



<i>our community.</i>			
<i>Tourism generates substantial tax revenues for our local government.</i>	345	3.48	.90
<i>Tourism brings new income to our community.</i>	343	3.88	.89
<i>Tourism is a strong economic contributor to our community</i>	344	3.47	1.06
Environmental sustainability	331	3.14	.64
<i>Our community's diversity of nature is valued and protected by the tourism industry.</i>	343	3.16	.82
<i>Tourism development in our community protects wildlife and natural habitats.</i>	346	3.07	.87
<i>Tourism in our community is developed in harmony with the natural environment.</i>	344	3.24	.78
<i>Tourism development in our community promotes positive environmental ethics.</i>	341	3.24	.74
<i>Our community's natural environment is being protected now and for the future by the tourism industry.</i>	343	3.06	.80
Perceived social costs	337	2.10	.62
<i>Tourists in our community disrupt my quality of life.</i>	344	1.99	.77
<i>Our community is overcrowded because of tourism.</i>	339	2.02	.77
<i>Tourism is growing too fast in our community.</i>	334	2.17	.77
<i>Our community's recreational resources are overused by tourists.</i>	344	2.23	.76
Attitudes toward tourism as a career choice	342	3.49	1.00
Self-evaluation of knowledge about tourism	347	2.53	1.08
Evaluation of current community involvement	346	3.16	1.74

As described in Chapter 3, the values for the two dependent variables both had the range 1~5, which represented from “strongly disagree” to “strongly agree”. When the value of the preference about spontaneous participation was over 3, it indicated that the individual resident supported spontaneous participation; when the value of the preference about induced participation was over 3, it revealed that the individual resident desired induced participation. To observe the overall attitude of respondents toward the two types of participation, mean scores of each dependent variable were counted among respondents and displayed in Table 6.

Table 6. *Measures of Central Tendency for Dependent Variables*

Items	Mean	Std. Dev.
	<i>Participation in tourism planning</i>	
It is necessary to include local residents in the tourism planning process.	3.91	.70
	<i>Spontaneous Participation</i>	
Community residents should have an opportunity to be involved in tourism development decision-making.	3.96	.68
Full participation by everyone in the community regarding tourism decisions is a must for successful tourism development.	3.41	.97
Tourism decisions should be made by all members in a community regardless of a person's background.	3.32	1.03
Residents must be encouraged to assume leadership roles in tourism planning committees.	3.69	.76
<b>Average</b>	3.60	.62
	<i>Induced Participation</i>	
Local residents should be involved in tourism planning discussions, but not in the decision-making process	2.72	.97
Sometimes it is acceptable to exclude community residents from tourism development decisions.	2.69	1.01
Local residents should be consulted in the tourism planning process but should not be decision makers.	2.77	.96
<b>Average</b>	2.73	.73

The result showed the overall agreement of residents about the value of participation in tourism planning was above the average ( $Mean = 3.91 > 3$ ,  $SD = .70$ ).

This result suggests that local people in general hoped to get involved in the tourism planning process.

The mean scores of items for spontaneous participation were all above 3 ( $Mean = 3.60$ ,  $SD = .62$ ) while those for induced participation were all under 3 ( $Mean = 2.73$ ,  $SD = .73$ ). It was apparent that residents in general preferred spontaneous participation to

induced participation. This suggests residents preferred making decisions and supervising the local tourism development to only being consulted and lacking real power.

### Hypothesis Testing

#### *Testing of Hypotheses 1 & 2*

Stepwise regression analyses were conducted to test hypotheses 1 and 2 due to the number and nature of dependent and independent variables (more than 2 independent variables and interval-type dependent variables). In addition, stepwise regression would help to eliminate potential errors caused by correlations between independent variables (Creswell, 2009).

According to the prerequisite for regression analysis, both dependent and independent variables must be continuous variables (Creswell, 2009). As a result, before statistical analysis, two independent variables, in the format of categorical variables, were transformed into continuous variables. Gender was transformed into the dummy variable (Female = 0, Male = 1) and the level of education variable was recoded to an ordinal variable, with 1 = *Grade school or some high school*, 2 = *High school diploma or GED*, 3 = *Technical, vocational or trade school, Junior college, Some college*, 4 = *Four-year college degree*, and 5 = *Graduate school*.

Results of the multivariate stepwise regression analysis revealed that there were two personal factors that influenced residents' preference about spontaneous participation. In the first step, perceived economic benefits was introduced as a statistically significant predictor ( $F(1, 281) = 13.32, p < .000$ ), with an adjusted  $R^2$  0.042 (Table 7). In the second step attitude toward tourism as a career choice was identified as the second greatest contributor to explaining the variance in preference measure ( $F(2, 280) = 9.26, p$

< .000). With this additional predictor, the explained variance increased from 4.2% to 5.5% (Adjusted *R* Square). Beyond that, no more personal factors could be introduced without reducing the explained variances. As a result, the sub-hypothesis H1d and H1e in the null form were rejected while H1a, b, c could not be rejected. Consequently, Hypothesis 1 in the null form was rejected since there were influential relationships between some personal factors and residents' preference about spontaneous participation.

Table 7. *Regression for Preference about Spontaneous Participation and Personal Factors*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.91	.20		14.83	.00
	Perceived economic benefits	.19	.05	.21	3.65	.00
	R	.21				
	Adjusted R <sup>2</sup>	.04				
	Standard error	.60				
	F(1,281)	13.32				
	p value	.00				
2	(Constant)	2.76	.21		13.45	.00
	Perceived economic benefits	.15	.06	.17	2.72	.01
	Attitude toward tourism as a career choice	.09	.04	.14	2.24	.03
	R	.25				
	Adjusted R <sup>2</sup>	.06				
	Standard error	.59				
	F (2,280)	9.26				
	p value	.00				

To test Hypothesis 2, another multivariate stepwise regression analysis was conducted to examine the association between residents' preference about induced participation and their personal factors. The regression results revealed that only environmental sustainability ( $F(1, 282) = 8.16, p < .00$ ) influenced residents' preference about induced participation and explained 2.5% (adjusted  $R^2$ ) of the variance (Table 8). Therefore, sub-hypothesis H2e in the null form was rejected, demonstrating that environmental sustainability influenced residents' preference about induced participation to some degree. However, H2a, b, c, d could not be rejected. Consequently, Hypothesis 2 in the null form was rejected since at least one personal factor was found to be influential to residents' preference about induced participation.

Table 8. *Regression for Preference about Induced Participation and Personal Factors*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.14	.22		9.85	.00
Environmental Sustainability	.19	.07	.17	2.86	.01
R	.17				
Adjusted $R^2$	.03				
Standard error	.72				
F (1, 282)	8.16				
p value	.01				

Since a great portion of resident respondents generally evaluated themselves as not knowledgeable enough about tourism planning and decision making (53.6% of them rated a score under 3 on the 1~5 scale as the evaluation of their tourism-related knowledge), there might be a lack of understanding among this group concerning their

preferences about spontaneous or induced participation in tourism planning.

Consequently, relationships between participation preferences and personal factors might not be the same for those who were knowledgeable and those who were not. Therefore, the multivariate regression analysis was conducted again among these respondents who were assumed to be knowledgeable about tourism in order to further examine the relationship stated in Hypotheses 1 & 2. Residents who rated a score equal or greater than 3 on the self-evaluated knowledge item (representing from *somewhat knowledgeable* to *very knowledgeable*) were included for further hypothesis testing (N=161).

In testing Hypothesis 1, attitude toward tourism as a career choice was first introduced as the most influential factor to preference about spontaneous participation ( $F(1,128) = 19.35, p < .000$ ). It explained 12.5% (Adjusted  $R$  square) of the total variation in the preference measure. In the second step, controlling for the effect of the “attitude” measure, environmental sustainability was introduced as an additional variable that influenced the preference about spontaneous participation ( $F(2, 127) = 13.11, p < .000$ ). Adding environmental sustainability to the model slightly increased the proportion of explained variance above that derived solely from the “attitude” factor. The adjusted  $R$  square increased from .125 to .158 (Table 9). The third step further introduced evaluation of their current community involvement in tourism planning as a significant independent variable, with which the overall model was significant ( $F(3, 126) = 11.43, p < .000$ ) and explained variance increased from 15.8% to 19.5% (Adjusted  $R$  Square). All the other personal factors beyond those three failed to be identified as significant independent variables. As a result, H1c, d, e in the null form were rejected while H1a, b could not be rejected. Hypothesis 1 was rejected because attitude toward tourism as a career choice,

environmental sustainability, and evaluation of their current community involvement in tourism planning to some extent influenced residents' preference about spontaneous participation.

Table 9. *Regression for Preference about Spontaneous Participation and Personal Factors (Among the Residents Rating from "Somewhat Knowledgeable" through "Very Knowledgeable")*

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.74	.21		13.09	.00
	attitude toward tourism as a career choice	.24	.06	.36	4.40	.00
	R	.36				
	Adjusted R <sup>2</sup>	.13				
	Standard error	.62				
	F(1,128)	19.35				
	p value	.00				
2	(Constant)	2.26	.29		7.93	.00
	Attitude toward tourism as a career choice	.20	.06	.31	3.63	.00
	Environmental sustainability	.20	.08	.21	2.47	.02
	R	.41				
	Adjusted R <sup>2</sup>	.16				
	Standard error	.60				
	F (2, 127)	13.11				
	p value	.00				

3	2.48	.29		8.52	.00
(Constant)					
Attitude toward tourism as a career choice	.19	.06	.28	3.35	.00
Environmental sustainability	.24	.08	.25	3.01	.00
Evaluation of their current involvement	.10	.04	.21	-2.62	.01
R	.46				
Adjusted R <sup>2</sup>	.20				
Standard error	.59				
F (3, 126)	11.43				
p value	.00				

Among residents who were knowledgeable about tourism, none of the personal factors were identified as statistically significant factors that influenced their preference about induced participation. All the proposed personal factors were removed in the stepwise regression analysis (with 0.05 level of significance as the entry criterion and 0.1 level of significance as the removal criterion). Thus none of the sub-hypotheses in the null form were rejected and Hypothesis 2 in the null form could not be rejected.

### *Testing of Hypothesis 3*

With one categorical independent variable (preferring spontaneous or induced participation), and one continuous dependent variable (each personal factor), along with a normal distribution of scores, an independent-samples t-test was adopted to test each sub-hypothesis of Hypothesis 3 (Creswell, 2009).

In order to categorize residents into two groups - those preferring spontaneous participation, and those preferring induced participation, their mean score for each type of participation were compared. If a respondent's mean score on the spontaneous



participation scale was higher than that on the induced scale, the person was categorized into 1 (residents who rated higher scores on spontaneous participation). Likewise, if a respondent's mean score on induced participation scale was higher than that on the spontaneous participation scale, the person was categorized into 0 (residents who rated higher scores on induced participation). Then the means of each personal factor were compared between these two groups of residents through an independent-samples t-test (Table 10).

Table 10. *Independent T-test- Comparison of Personal Factors between Residents with Different Preferences about Spontaneous or Induced Participation*

	Preferring spontaneous to induced participation	Preferring induced to spontaneous participation	T score	Sig.
	Mean	Mean		
Perceived social costs	2.10	2.03	.68	.50
Perceived economic benefits	3.62	3.74	1.06	.29
Environmental sustainability	3.13	3.12	-.15	.88
Attitude toward tourism as a career choice	3.51	3.32	-1.17	.24

Self-evaluated knowledge about tourism	2.48	2.73	1.52	.13
Evaluation of their current involvement	3.04	3.61	2.21	.03
Gender	.51	.71	2.96	.01
Age	55.69	56.32	.31	.76
Education	3.16	3.36	1.13	.22
Income	3.27	3.83	2.43	.02

In general, significant differences were found in three factors (residents' evaluation of their current community involvement in tourism planning, gender, and household income) between the two groups. Residents who preferred spontaneous participation had higher evaluation of their current community involvement in tourism planning (*Mean* = 3.61), which suggested that residents were more willing to participate in the decision-making process of tourism planning when they felt the current community involvement were at a high level. Also, the results revealed that male residents showed more support for spontaneous participation than female residents did (*Mean* = 0.71). Furthermore, residents who preferred spontaneous participation had higher household income than those who preferred induced participation (*Mean* = 3.83).

As a result, sub-hypothesis H3a and H3c in the null form were rejected while H3b, d, e could not be rejected. Accordingly Hypothesis 3 in the null form was rejected, suggesting that there were differences in evaluation of their current community involvement in tourism planning, gender, and household income between residents with different preferences about spontaneous or induced participation.

#### *Summary of Hypotheses Testing*

In summary, Hypotheses 1 & 2 were both rejected among general residents. However, among residents who were knowledgeable about tourism planning, only Hypothesis 1 was rejected and Hypothesis 2 failed to be rejected. For Hypothesis 3 testing, significant differences were found and the null hypothesis was rejected.

For general residents, perceived economic benefits and attitude toward tourism as a career choice influenced their preference about spontaneous participation, while environmental sustainability influenced residents' preference about induced participation; for residents who were knowledgeable about tourism, attitude toward tourism as a career choice, environmental sustainability, and evaluation of current community involvement were identified as influential factors for preference about spontaneous participation, but no personal factors were identified for preference about induced participation. Finally, the study indicated that there were significant differences in evaluation of current community involvement, gender, and household income between residents who preferred spontaneous participation and who preferred induced participation.

## CHAPTER V

### DISCUSSION & CONCLUSIONS

This chapter first summarizes and discusses the results of data analysis, then concludes with research and practical implications. Finally the limitation of this study and accordingly the recommendation for future research are indicated.

#### Discussion

In general, residents in 11 counties across Indiana hoped to get involved in the tourism planning process, thus enabling them to claim their benefits from the tourism industry. They specifically preferred spontaneous to induced participation, which means they preferred making decisions and supervising the development of local tourism industry over only being consulted and thus lacking real power in decision making.

In terms of personal factors other than demographic characteristics, residents in the 11 counties in general had a positive perception of the impacts tourism brought to the region; they respected tourism jobs; and they evaluated local community involvement in tourism planning as at a relatively high level. However, they generally were not confident about their own knowledge concerning tourism planning.

The hypothesis testing showed that Hypothesis 1, concerning the relationship between personal factors and preference about spontaneous participation, was rejected for both general residents and residents who were assumed to be knowledgeable about tourism. This result suggested that there were some personal factors influential to residents' preference about spontaneous participation. According to the stepwise regression results, for general residents, perceived economic benefits ( $F(1, 281) = 13.32$ ,  $p < .000$ ) and attitude toward tourism as a career choice ( $F(2, 280) = 9.26$ ,  $p < .000$ ) were influential to their preference for spontaneous participation. However, these factors

only explained 5.5% of the variance in preference measure, which suggested their influence on preference about spontaneous participation was limited. For residents who were knowledgeable about tourism according to their self-evaluation, attitude toward tourism as a career choice ( $F(1, 128) = 19.35, p < .000$ ), environmental sustainability ( $F(2, 127) = 13.11, p < .000$ ), and evaluation of current community involvement ( $F(3, 126) = 13.32, p < .000$ ) were identified as statistically significant predictors for preference about spontaneous participation. They collectively explained 19.5% of the total variance in preference measure but their influence was still limited among the knowledgeable residents.

Testing of Hypothesis 2, concerning the relationship between personal factors and preference about induced participation, concluded that among general residents Hypothesis 2 was rejected but among residents knowledgeable about tourism it failed to be rejected. The influential factor identified among general residents was environmental sustainability ( $F(1, 282) = 8.16, p < .00$ ), and it explained 2.5% of the total variance in preference measure. Therefore its influence on preference about induced participation was confirmed but limited. In contrast, for residents who were knowledgeable according to their self-evaluation, none of the proposed factors were identified as influential.

Hypothesis 3 testing revealed significant differences in personal factors between these two resident groups and the hypothesis was rejected. The significant differences between the two groups' preferences were found to be linked to the following three factors: evaluation of current involvement ( $p = .03$ ), gender ( $p < .00$ ), and household income ( $p = .02$ ).

#### *Local Overall Preferences about Involvement in Tourism Planning*

According to the results of descriptive analysis, residents in 11 counties generally supported spontaneous participation but resist induced participation. This phenomenon reveals that the general public in the Midwestern United States preferred decision making in tourism planning over only being consulted for their opinions about tourism.

In comparison, Tosun (2006) discovered that the majority of residents in Turkey preferred simply being consulted instead of making decisions. Their preference for induced participation to spontaneous participation might derive from the socio-political, economic and cultural structure of developing countries like Turkey (Tosun, 2000). It has been widely agreed that community decision making seldom occurs in many developing countries, the chief reason being that a majority of commercial activities including tourism development in those countries mostly reflects the bureaucratic and fiscal concerns of central governments rather than “a source of democratic citizen participation” (p. 627) for local people. Since the exclusion of residents in tourism decision making has been a tradition, residents realize that their ideas are not considered anyway; thus they are not motivated to participate in decision making at all (Tosun, 2000).

In the U.S. and other developed countries like Canada and Australia, residents may not always be able to make decisions in planning and policy making, because private capital dramatically influences governments’ policy making and resists community involvement to influence the governmental decisions. However, unlike other industries, tourism has a wide influence on the normal life of residents and residents hope to claim their benefits in tourism development. As a result, they may spontaneously find ways to influence the tourism planning and decision making. After all they have more democracy

than residents in developing countries. One approach they adopt to influence the tourism decision making is that, residents form different interest groups with varying interests, such as interests for environmental sustainability, and they would to some degree influence tourism planning through these interest groups (Marcouiller, 1997). Therefore, communities in developed countries may have a better opportunity to claim their benefits than communities in developing countries do. With a higher level of democracy in tourism planning, residents in developed countries such as the U.S. are more motivated to desire decision making than residents in developing countries such as Turkey.

*Influential Personal Factors Affecting Preference about Spontaneous Participation*

As illustrated by regression analysis results, general residents' preference about spontaneous participation was influenced by their perceived economic benefits from tourism as well as their attitudes toward tourism as a career choice. Hence, residents who perceive more economic benefits from tourism tend to be more supportive of spontaneous participation; also, residents who hold a more positive attitude toward tourism as a possible career tend to be more supportive of spontaneous participation. These two personal factors collectively accounted for 5.5% of the variance found in residents' preference about spontaneous participation, while perceived economic benefits from tourism independently explained 4.2% of the variance. Apparently, perceived economic benefits were more influential to preference about spontaneous participation than attitude toward tourism jobs. However, given 5.5% of the total explained variance in preference measure, neither of the two factors had a strong influence on the preference about spontaneous participation.

The statistical results indicate that obtaining economic benefits is one of the motives for residents to actively claim their rights in tourism decision making. This conclusion is in accordance with the results from studies by Puhakka, Sarkki, Cottrell, and Siikamäki (2009) and Nyaupane, Morais, and Dowler (2006). Their studies described the phenomenon that local residents actively participated in tourism planning mostly because they were attracted by the fast economic benefits tourism might bring. Moreover, spontaneous participation demands a great amount of input in terms of time and energy for an individual resident, and the resident would not be able to afford the opportunity costs of the input without a good individual economic condition. Such input is especially unaffordable for a majority of residents in the developing world. Just as Tosun (2000) highlighted, the “vast majority of the people in the developing world have difficulty meeting basic and felt needs, which limits them to get closely involved in issues of community concern” (p. 625). Thus economic motives should be provided to encourage residents to participate in tourism planning and consider the issues of community concern.

The second factor identified as influential, attitude toward tourism as a career choice, offered limited previous research. Most studies suggested that residents with tourism-related jobs tend to be more active in community participation (Caneday & Zeiger, 1991; Haralambopoulos & Pizam, 1996). However, this study found that even without a tourism-related job, a positive impression of the tourism industry could also encourage residents to actively participate in tourism decision making. This conclusion, that support from local residents for tourism development is related to their perception of tourism jobs, is supported by Milman and Pizam (1988) and Tosun (2002). Especially when residents only perceive the negative nature of tourism jobs - seasonality, low



productivity, low wages, heavy working conditions and other problems within a troubled local socioeconomic structure - they show little support for tourism development.

Therefore, tourism planners should learn from this information that a positive image of tourism jobs would be helpful to raise locals' passion for spontaneous participation.

*Influential Personal Factors to Preference about Induced Participation*

Environmental sustainability was confirmed to be influential to locals' preference about induced participation through a stepwise regression. However, environmental sustainability only explained 2.5% of the total variance of preference about induced participation. Environmental sustainability is one dimension of perceived tourism impacts and reflects an individual resident's awareness of local environmental improvement due to tourism development. Thus, according to the statistical results, the more a resident is aware of the contribution of tourism to the improvement of the local environment, the more he/she supports induced participation.

Follow this rationale, when residents perceive a degradation of the local environment due to tourism development, they would tend to dislike induced participation. The interesting question then arises: what type of participation do they prefer when facing the damage tourism causes to a local environment? One possibility was proposed by Jamal and Getz (1995), who discovered that the Canadian residents who actively participated in tourism decision making were those who felt the local environment was suffering from rather than benefiting from tourism development. This finding suggests that maybe when residents experience the degradation of local environment due to tourism development, they may desire the decision-making power to take control over local tourism development, because governments and other powerful

stakeholders fail to solve the environmental problems tourism brought to them. If this is true, then residents actually prefer spontaneous participation when facing the negative environmental impacts of tourism, which is a possible answer to the question above.

However, the results of Hypothesis 1 testing showed that environmental sustainability failed to be identified as an influential factor to preference about spontaneous participation. As a matter of fact, in this study environmental sustainability is influential to preference about induced participation. This suggests the residents in 11 counties of Indiana may be willing to join tourism planning in terms of being consulted for environmental concerns, but they may not care about environmental sustainability enough to actively join the decision-making process. Along these lines, the difference between the conclusions of this study and Jamal and Getz (1995)'s, with regard to the influence of environmental sustainability on preference about spontaneous participation, may be due to the different degrees of concern about environmental issues that residents living in different regions have, or perhaps in this study the local environment was promoted rather than being damaged by tourism as in Jamal and Getz's study, residents then do not pay as much attention to environmental issues. A further study to explore the relationship between environmental sustainability and preference about spontaneous participation in Canada would release information to explain the different conclusions.

*Influential Personal Factors among Residents who are Knowledgeable about Tourism*

Findings about residents who are assumed to be knowledgeable about tourism revealed different conclusions from the findings for general residents. First, concerning preference about spontaneous participation, attitude toward tourism as a career choice was still identified as an influential factor - the same as among general residents.

Environmental sustainability and evaluation of their current involvement in tourism planning were also introduced as influential to preference about spontaneous participation. The three factors collectively contributed to explain 19.5% of the total variance in the preference measure, which was still not the majority of total variance in preference measure. Thus these three characteristics are influential factors but not key factors to preference about spontaneous participation among the knowledgeable residents.

The results illustrate that among the residents who are knowledgeable about tourism, environmental sustainability and evaluation of their current involvement in tourism planning, instead of the economic motives for general residents, become relatively important factors that influence them to actively participate in decision making. On the one hand, with more knowledge about tourism planning, residents highlight environmental issues and emphasize sustainable development of tourism, rather than merely focusing on economic benefits. Nyaupane, Morais, and Dowler (2006) studied residents in Yunnan, China and concluded that with more education of locals about tourism, local residents could be more aware of sustainable tourism development and know how to manage tourism in a sustainable way. This study also discovered that for residents who are knowledgeable about tourism, their environmental ethic may be strong and their motive of participation in tourism decision making could be environmental sustainability rather than obtaining economic benefits from tourism.

On the other hand, since evaluation of current involvement was also identified as influential to preference about spontaneous participation among knowledgeable residents, perhaps with a relatively high level of current community involvement, the residents with enough knowledge about tourism may be more willing to join tourism decision making.

This phenomenon indicates that residents may need to be assured that a high level of community involvement is taking place and their voice can be taken account in a serious way, so that they would have more confidence in the future community empowerment, or they would not have enough passion to support the participation in decision making.

This phenomenon reveals the lack of resident trust toward planners and governments. As a matter of fact, the loss of trust toward governments is not rare in current tourism planning. Long-time ignorance of residents' ideas has eroded their trust toward governments and made them accustomed to keeping silent (Tosun, 2000; Libbard & Lurie, 2000). Sometimes they may be disappointed when facing no change in level of participation; a worse situation is that many people, especially someone poor, may "act with a fear of making objections which could be used against them at a later date" (Tosun, 2000, p. 625). Therefore, the probability that a high level of community involvement can be achieved is important for residents to consider before making choices about participation in decision making. The evaluation of current involvement status helps them assure this probability. As demonstrated in this study, a relatively high degree of current community involvement perceived by residents encouraged them to be more supportive of spontaneous participation. Meanwhile, it makes sense that it was knowledgeable residents that highlight this factor, given their sufficient knowledge about tourism and correspondingly higher rational evaluation of the participation issues.

One last difference between general residents and knowledgeable residents was the failure to identify any factor influential for the preference toward induced participation among the residents who were knowledgeable about tourism, whereas among general residents environmental sustainability was identified as an influential

factor. There is a high possibility that this failure is due to a lack of other more influential factors, given that none of the proposed personal factors could explain the majority of total variance in preference measure. The possible missing factors will be discussed in the last section, Limitations & Future Research.

#### *Differences in Personal Factors between Residents with Different Preferences*

Results of the study suggest that residents preferring spontaneous participation, as compared with those preferring induced participation, perceive current community involvement as at a relatively high level, are composed of more males than females, and have a higher household income.

The conclusion that residents who support spontaneous participation are also the ones who perceive current community involvement as at a relatively high level is in accordance with the rationale described in the last section. The finding about gender, on the other hand, goes against the existing study by Kibicho (2008), who discovered that female residents supported tourism decision making by local communities more than males did. The greater support of spontaneous participation from males in this study may be due to many possible reasons, e.g., the male residents in these 11 counties may have more positive impressions of the tourism industry than female residents have, or male residents may have a better economic condition than female residents have to support the active participation in tourism planning. All of these possibilities deserve greater exploration.

The difference in household income levels can be explained by Tosun (2000). He claimed that the poor people in a community cannot afford the time and energy demanded for spontaneous participation, so they hesitate toward active participation in

tourism decision making. Similar with his finding, this study revealed that residents who support spontaneous participation have a higher household income than those who prefer induced participation. Thus the individual financial situation is influential for residents in selecting their preferred forms of participation in tourism planning.

## Conclusions

### *Research Implications*

Some studies demonstrated that residents' socio-demographic characteristics may influence their perceptions of tourism development or community involvement in tourism. Those socio-demographic characteristics are mostly: age (Shelson & Abenoja, 2001; Trakolis, 2001; Harrill, 2004; Kibicho, 2008; Michael, 2009), gender (Harrill, 2004; Kibicho, 2008; Michael, 2009), and education (Shelson & Abenoja, 2001; Trakolis, 2001; Kibicho, 2008; Michael, 2009). However, in this study, no influential relationship was found between socio-demographic characteristics and the preferences. This is in contrast to the significant causal relationship between perceptive factors (perception of tourism impacts, attitude toward tourism jobs, and evaluation of current involvement) and the preferences. Therefore, it further suggests a possibility that the socio-demographic characteristics have little contribution in explaining residents' preferences about community involvement, while the perceptive factors can better predict the preferences.

Also, some interesting results are found in the comparison between the influential factors of general residents and those of knowledgeable residents. First, as having a tourism-related job has been proposed as influential to residents' support for tourism by previous studies, this study further indicates that even only a good impression of tourism industry can still be influential to residents' preference toward tourism decision making.

Second, compared with general residents, residents more knowledge about tourism may be more willing to actively participate in tourism planning for environmental concerns rather than economic motives, and are more rational in ensuring their concerns are seriously taken into account. Apparently these knowledgeable residents hold a more sustainable and rational perspective toward community involvement in tourism planning, which supports the suggestions by many researchers that residents should be educated about sustainable tourism development before they are empowered during the tourism planning process (Tosun, 2000; Okazaki, 2008).

One result that is not consistent with existing studies is the exclusion of self-evaluation of knowledge about tourism from influential personal factors. As some research indicated, residents normally hesitate about participation in tourism planning partially because they feel with a lack of confidence in their knowledge about tourism (Hibbard & Lurie, 2000; Keogh, 1990; Tosun, 2000). Following this rationale, with more knowledge about tourism planning, residents should be more confident and support an active form of participation in tourism planning. However, the stepwise regression between preferences and self-evaluation of tourism-related knowledge failed to identify the “knowledge” factor as a predictor of preferences. Perhaps knowledge is not the primary reason for some residents to hesitate about participation in tourism planning, then even with increased knowledge about tourism issues, some residents would still hesitate due to their limited trust in governments or even a missing motive for them to participate. Therefore, this study suggests that educating residents about tourism-related knowledge is necessary for sustainable tourism development, but it does not necessarily increase the support for spontaneous participation from residents.

Meanwhile, perceived social costs fail to be identified as an influential personal factor. This means that the social costs are not considered seriously by local people and especially seem to be not influential to their preferences about participation in tourism planning. On the other hand, it is true that most of the local residents in the 11 counties perceived limited social costs caused by tourism (Mean = 2.1 < 3, see Chapter 4), thus it is reasonable that the residents considered this factor less.

### *Practical Implication*

Attitude toward tourism jobs is an influential personal factor to residents' preference for either spontaneous or induced participation, which illustrates the importance of spreading a positive image of the tourism industry within the neighborhood. Also, finding a solution for negative aspects of tourism jobs (Milman & Pizam, 1988) should be explored by tourism planners to improve the image of tourism jobs or advertise the positive image of the tourism industry to raise the passion of residents for active participation in tourism planning.

Governments should make step-by-step and continuous progress in the empowerment of local communities if they want to encourage residents to join tourism decision making. In this case they may be more confident that their concerns can truly be taken into account by governments or tourism planners, and then they would be more likely to actively participate in tourism decision making.

Moreover, education of residents about tourism issues would make them more concerned about sustainable tourism development rather than only focus on the fast profits tourism brings. Governments and tourism planners should strengthen the education of local residents about sustainable tourism development, and in turn the local



environmental ethic will be promoted. However, for residents without enough knowledge about tourism, a possible approach to encourage their active participation is providing them with economic benefits. General residents are more likely to participate in decision making when they can perceive potential economic benefits from tourism development.

### *Limitations of the Study*

This research explored some personal factors in terms of their possible influence on residents' preferences about participation in tourism planning. However, as the statistical results showed, the identified influential factors collectively explained less than 20% of the total variance in preference measure. Also, among the residents who were knowledgeable about tourism, personal factors that predict preference about induced participation could not even be found. These suggest a lack of some key predictors other than those proposed in this study. More factors need to be introduced to increase the explained variance in preference measure.

Moreover, residents' knowledge about tourism was measured in terms of self-evaluation. On the one hand, it may make sense since previous studies claimed that residents perceive themselves as having more tourism-related knowledge may be more confident to join tourism planning (Hibbard & Lurie, 2000). On the other hand, however, the self-evaluation may not be an accurate way to measure how much tourism-related knowledge a resident really possess. A scale with exact standards would be better to achieve such measurement.

Another concern for this study is the possible correlation between different independent variables. For example, the knowledge of residents about tourism may be gained from their involvement in tourism planning. Maybe they evaluate their experience

with current involvement as at a high level because they participate frequently, and which would further explain why they possess enough knowledge about tourism. Therefore, a test of collinearity between those proposed personal factors would ensure more accuracy.

Another limitation of this research is the non-ideal Cronbach's coefficient alpha values for items measuring preference about spontaneous participation (0.69) and for items measuring preference about induced participation (0.62). Both of them are a little lower than 0.7, the acceptable reliability coefficient value proposed by Nunnally (1978), which is a limitation of the items design in this study. A more reliable scale is needed to measure the preferences.

In addition, the limited sample size is 354 and less than 384, the ideal sample size to represent the whole population of the 11 counties. Thus the results of this study may not exactly represent the population of the 11 counties. Moreover, for the independent-samples t-test, 256 residents prefer spontaneous participation, compared with only 56 residents preferring induced participation. The large gap between the two sample sizes may lead to some possible error.

Furthermore, given the high percentage of respondents at old ages (57.3% of respondents are older than 55 years), there is a possibility that, because the survey using a self-administered questionnaire is time-consuming, the retired residents who could afford the time accounted for a great portion of the respondents. As a result, the conclusion may not be appropriate to apply for residents over different age levels.

#### *Recommendation for Future Research*

Since this study is missing some key predictors other than the proposed personal factors, future research should explore other factors which may explain the majority of

variance in preference measure. In fact, the factors influential to residents' preferences about community participation in tourism could be a complex of factors. In this study, the researcher tends to explore the personal factors that have been proposed as influential to residents' perception of tourism, to see if those factors can also influence residents' perceptions about community participation in tourism. Actually, the personal factors should not only be chosen from the ones affecting residents' perceptions of tourism; rather, the factors that influence residents' passion toward any random community-level participation (not just tourism-related participation) should also be considered. Such factors are most often studied in sociology, e.g., maybe someone tends to participate more actively in any community event due to a strong sense of community attachment; or someone who simply likes to interact with others thereby prefers an active form of participation in community-level events (Matarrita-Cascante, Luloff, Krannich, & Field, 2006). In conclusion, the study requires cross-discipline exploration.

Measures of dependent variables and some of the independent variables should be further improved. Several independent variables were based on self-evaluation in this study, such as the measurement of knowledge about tourism and the evaluation of current community involvement in tourism planning. Future study could explore a more objective way of measuring such variables. For example, asking respondents specific questions regarding tourism planning and development will allow researchers to identify the level of respondents' knowledge about tourism. Moreover, more robust scales should be developed to measure residents' preferences about spontaneous and induced participation.

Another research project that could be conducted based on this study is a study using mixed methods, including surveys as well as interviews of residents in the 11 counties. In this case the information released from interviews will be helpful to better explain the identified influential personal factors in this study, and maybe the key predictors for residents' preferences about participation can be revealed.

Regarding the difference between this study and Jamal and Getz (1995)'s conclusions about the possible influence of environmental sustainability on residents' preference about participation in tourism decision making, a similar study of this possible relationship in Canada in comparison with this study in the Midwestern United States would be helpful to reveal the reasons for the inconsistency in conclusions. Moreover, other personal factors proposed in this study should also be examined in locations outside the Midwestern United States, e.g., in Canada or even developing countries, for the purpose of revealing the personal factors most influential to preferences about participation in tourism planning in different cultural, social, and economic structures.

Another question that needs to be answered is the reason for more support from male residents for spontaneous participation than from females. What causes the difference in perception of participation in tourism planning between males and females should be further discussed.

Moreover, research seeking a solution to another critical problem is in compelling demand. The problem is about how to put local empowerment in tourism decision making into practice. Because of the huge expense of capital and time in involving locals in decision making, and other opportunity costs resulting from the possible conflicts local communities have with other stakeholders, governments normally choose to avoid this

trouble and exclude residents from decision making (Tosun, 2000; Blackstock, 2005; Cole, 2006; Okazaki, 2008). However, as many researchers insist, only when residents are involved in tourism decision making can tourism develop in a sustainable way (Jamal & Getz, 1995; Tosun, 2000). Although some efforts have been put into determining the approach to strike a balance between all the stakeholders (Bramwell & Sharman, 1999; Timothy, 1999; Yuksel.F., Bramwell, & Yuksel, A., 1999; Tosun, 2005; Cole, 2006; Okazaki, 2008), none of them have ever discovered a practical approach as a guideline for tourism planners and governments to follow. Hence more efforts will be needed in studying the practical way of empowering local people in tourism planning, especially in decision making.

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## Appendix I

### Research Instruments

### Section 1. Tourism impacts perceived by local people

Please provide your opinions on tourism in your area, by marking the answer that best represents your agreement or disagreement with each statement.

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Undecided</b>	<b>Agree</b>	<b>Strongly agree</b>
Tourism benefits businesses other than just tourism industries in our community	1	2	3	4	5
Our community's recreational resources are overused by tourists	1	2	3	4	5
Our community's diversity of nature is valued and protected by the tourism industry	1	2	3	4	5
Tourism development in our community protects wildlife and natural habitats	1	2	3	4	5
Tourism in our community is developed in harmony with the natural environment	1	2	3	4	5
Tourists in our community disrupt my quality of life	1	2	3	4	5
Our community's natural environment is being protected now and for the future by the tourism industry	1	2	3	4	5
Our community is overcrowded because of tourism	1	2	3	4	5
Tourism generates substantial tax revenues for our local government	1	2	3	4	5
Tourism development in our community promotes positive environmental ethics	1	2	3	4	5
Tourism is growing too fast in our community	1	2	3	4	5
Tourism brings new income to our community	1	2	3	4	5
Tourism is a strong economic contributor to our community	1	2	3	4	5

### Section 2. Residents' preferences about community involvement in tourism planning

Please provide your opinions about tourism development in general, by marking the answer that best represents your agreement or disagreement with each statement.

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
Community residents should have an opportunity to be involved in tourism development decision-making.	1	2	3	4	5
Local residents should be involved in tourism planning discussions, but not in the decision-making process	1	2	3	4	5
Full participation by everyone in the community regarding tourism decisions is a must for successful tourism development.	1	2	3	4	5
Tourism decisions should be made by all members in a community regardless of a person's background.	1	2	3	4	5
Sometimes it is acceptable to exclude community residents from tourism development decisions.	1	2	3	4	5
Residents must be encouraged to assume leadership roles in tourism planning committees.	1	2	3	4	5
Local residents should be consulted in the tourism planning process but should not be decision makers.	1	2	3	4	5
It is necessary to include local residents in the tourism planning process.	1	2	3	4	5

### **Section 3. Local people's attitude toward tourism as a career choice**

**Q:** Please provide your opinion on tourism as a possible career choice.

Very poor	poor	not sure	good	Very good
1	2	3	4	5

#### **Section 4 Local people's self-evaluation of knowledge about tourism**

**Q:** Based on your experience, how would you rate your knowledge about tourism planning and development effort in your community?

not at all knowledgeable	not that knowledgeable	somewhat knowledgeable	Fairly knowledgeable	Very knowledgeable
1	2	3	4	5

#### **Section 5. Local people's evaluation on current participation in tourism planning**

**Q:** In your view, how involved are local residents in the tourism planning and decision-making process in your community?

Very low				Very high
1	2	3	4	5

#### **Section 6. Background Information**

1. Your gender:              Female                      Male
2. Your age:
3. Mark the highest level of education you have completed.
  - Grade school or some high school
  - Junior college
  - Graduate school
  - High school diploma or GED
  - Some college
  - Technical, vocational or trade school
  - Four-year college degree
4. Please mark the category that best represents your 2009 household income before taxes were withheld.
  - Less than \$20,000
  - \$20,000 – \$39,999
  - \$40,000 - \$59,999
  - \$60,000 - \$79,999
  - \$80,000 - \$99,999
  - \$100,000 or more