

RESIDENTS' ATTITUDES TOWARD TOURISM  
DEVELOPMENT OPTIONS IN RURAL OKLAHOMA:  
THE CASE OF GUTHRIE

By

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Title of Study: RESIDENTS' ATTITUDES TOWARD TOURISM DEVELOPMENT OPTIONS IN RURAL OKLAHOMA: THE CASE OF GUTHRIE

Major Field: HEALTH, LEISURE, AND HUMAN PERFORMANCE

Abstract: Residents play a key role in the planning and development of the tourism industry in host communities. The purpose of this study was to examine residents' attitudes toward tourism development options in Guthrie, Oklahoma. Building on the pioneer model of Perdue, Long, and Allen (1990) and using Social Exchange Theory (SET), as a theoretical framework, this study proposed and tested a model. The major research objectives of this study were to: (a) examine residents' attitudes and identify factors that influence support toward specific tourism development options; b) compare the level of support toward additional tourism development of residents and entrepreneurs employed or not employed in the tourism industry; and (c) determine the ratings of acceptability of potential tourism development options in the research area. Participants of this study were residents (18 years or older) of Guthrie. Data were collected using a self-administered online survey, and an identical paper survey from March 2016 through May 2016 from voluntary participants. A series of multiple regression analyses were conducted to examine the relationships among the variables in the study. Analysis of variance was conducted to determine differences in the level of support for additional tourism between residents and entrepreneurs, employed or not employed in the tourism industry. Findings of the study indicated that respondents had favorable attitudes toward tourism in the community. Respondents were generally supportive of additional tourism development in the community, and the perceived positive impacts of tourism outweighed the perceived negative impacts. The higher level of support for additional tourism among respondents came from entrepreneurs in the community. The ratings and ranking of acceptability of potential tourism development options in the research area indicated that the most acceptable potential tourism development options among respondents were: festivals/ fairs/events, parks, and outdoor recreation opportunities. On the contrary, bars, taverns, or clubs were the least acceptable development options among respondents. Overall, the results indicated that support for tourism development options in Guthrie was significantly influenced by residents' perceived positive impacts of tourism and, residents' support for additional tourism in the community.

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## **CHAPTER I**

### **INTRODUCTION**

#### **Introduction**

The purpose of this chapter is to present the overall research background, research problem statement, purpose of the study, and research objectives. Moreover, research questions, hypotheses, assumptions and limitations of the study and definition of key terms are also included in this chapter.

#### **Research Background**

Tourism has been widely recognized as a powerful factor for economic development of rural communities around the world. Tourism has become a major tool for development and a significant source of tax revenues, particularly in developing countries, where the creation of tourism jobs and business have helped to balance economic opportunities and kept rural residents from migrating to crowded cities (Moscardo, 2008). Tourism planning and development in both developed and developing countries has contributed to the improvement of the livelihood of rural communities by enhancing economic opportunities and promoting social revitalization (Sharpley, 2009). In rural areas, tourism has long been perceived as a potential basic industry which provides local employment opportunities, tax revenues, and economic diversity to rural communities (Long, Perdue, & Allen, 1990).

In North America, economic opportunities in rural communities have been reduced by economic restructuring and farm crises (Wang & Pfister, 2008). These changes have restricted the economic development options for rural communities where the traditional employment associated with forestry, mining or ranching has progressively diminished. For communities facing the decline of traditional industries (i.e. agriculture, mining), local authorities have explored alternative development strategies including tourism which contributes to the revitalization of their communities and economy (Andereck & Vogt, 2000; Vargas-Sanchez et al., 2009; Latkova & Vogt, 2012). For many community leaders, the development of tourism-related products has emerged as an alternative strategy for economic development that contributes to job creation and to a better livelihood for the inhabitants of the host communities.

Tourism development is perceived as a means for improving the quality of life of people in rural areas, not only in terms of economic opportunities but also community development and personal benefits, whether economic or non-economic, for local residents. According to Simpson (2009) the enhancement of livelihoods in rural communities involve the development of infrastructure and local services, the expansion and use of local labor and local goods, supportive policies and environmental strategies for the improvement of a community's quality of life.

Furthermore, tourism planning and development can bring substantial economic, social and environmental impacts, either positive or negative, which may influence the attitudes and support for tourism development of residents of rural communities. Local residents may perceive effective tourism planning requires resident involvement to reduce the negative impacts and to clarify the benefits associated with tourism

development in rural communities. Hence, the importance of community leaders and tourism developers to gain an understanding of residents' opinion and support toward tourism development options (Long, et al., 1990; Allen, Hafer, Long, & Perdue, 1993; Andereck & Vogt, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008; Hwang et al., 2012) in particular at an early stage of tourism planning and development in the community.

Studies of residents' attitudes toward tourism development have often been conducted in rural communities with economic constraints as residents search for opportunities that can help them to obtain economic viability. According to Allen et al. (1993) rural residents generally have positive attitudes toward recreation facilities and tourism development, but these attitudes are related to the level of tourism development and the total economic activity in a rural community. Andereck & Vogt (2000) explored the relationship between residents' attitudes toward tourism development for economic benefit in rural communities, where they found a strong tendency to support tourism as a community development strategy.

The majority of the studies on predicting tourism attitudes have shown residents who are dependent on the tourism industry or perceive a greater level of economic gain to have a more positive perception of tourism's economic impact than other residents (McGehee & Andereck, 2004). In this scenario, the study and understanding of residents' perceptions and attitudes toward tourism development is of major importance for tourism planning and its consolidation in rural communities.

Community stakeholders and decision-makers (e.g. the government, the private sector, NGOS and the local community) implement strategies that aim to obtain

residents' support for tourism development. Local authorities increasingly engage in tourism initiatives associated with infrastructure improvements, increased recreational community choices as well as improved amenities that can be shared by residents and tourists alike to promote a favorable attitude towards tourism within the community (Wang & Pfister, 2008). Host communities experiment with several revitalization efforts not only for community enhancement but to bring business and attract tourists to the area in an aim to boost the local economy. Even at an emergent level of tourism development, communities aim to develop a variety of attractions ranging from historical sites, dining, shopping and special events to be promoted as a tourist destination.

### **Research Problem Statement**

In recent years, rural communities in America, due to the decline of traditional industries, have adopted tourism as a new economic development strategy (Johnson & Beale, 2002; Latkova & Vogt, 2012; Wang & Pfister, 2008). Tourism has contributed to the creation of jobs and entrepreneurial ventures that increase income, accelerate the local economy, and help to improve the quality of life of residents, in rural areas. The success of a sustainable tourism development strategy requires an understanding of residents' attitudes and an active involvement of residents to further tourism development options in their communities.

Residents' attitudes and support for tourism development have been widely explored in the literature. However, research of residents' attitudes and support for tourism development in the United States has been sparse and limited to certain rural settings e.g. Colorado, Arizona, South Dakota, Massachusetts, North Carolina (Long, et al., 1990; Caneday & Zeiger, 1991; Allen et al., 1993; Andereck & Vogt, 2000; McGehee

& Andereck, 2004; Wang & Pfister, 2008; Byrd et al., 2009; Latkova & Vogt, 2012).

After a literature review, it seems that no research has been conducted or has been published that examines residents' attitudes and support for tourism in the state of Oklahoma which would help to identify further implications for tourism development in the area.

According to the Oklahoma Tourism and Recreation Department (OTRD), in 2008, Oklahoma's tourism industry generated more than \$6.1 billion in direct traveler expenditures which made it the third largest industry in the state of Oklahoma (OTRD, 2014). More recently, the U.S. Travel Association reported the economic impact of travel throughout all seventy-seven counties in Oklahoma during 2011-2012. According to this report domestic travelers spent nearly \$7.2 billion on transportation, lodging, food, entertainment and recreation, and retail shopping during their Oklahoma trips in 2012. In particular, Logan County, OK, has been reported to account for 0.39% (27.59 millions) of domestic travelers' expenditure (U.S. Travel Association, 2015). These data suggest that, the majority of domestic travelers' expenditure to the state of Oklahoma occurs in other counties. However, Logan County and the city of Guthrie, in particular, have enormous potential to bring more tourists to the area and to increase domestic travelers' expenditure due to its wide variety of attractions, ranging from natural and historical sites, extraordinary architecture, museums, festivals and special events, recreational opportunities, dining, and shopping options so to be promoted as a tourist destination in Oklahoma.

In order to better understand the relationships among resident characteristics, community attachment, community dependence on tourism, perceived positive/negative

tourism impacts, and support for specific tourism development options in a rural community, this study developed and tested a model which describes the above mentioned relationships.

### **Rationale of the Study**

Building on the pioneer model of Perdue, Long, and Allen (1990) and using Social Exchange Theory (SET), as a theoretical framework, this research has utilized the proposed model (Figure 1) to examine residents’ attitudes and support toward development options in the research area within the City of Guthrie in Logan County, in central Oklahoma.

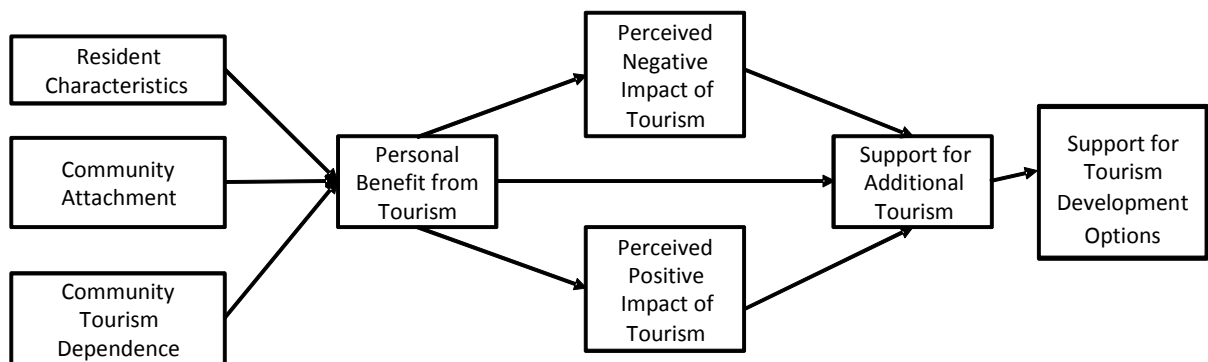


Figure 1. Proposed model of residents’ perceptions and support for potential tourism development options.

Source: Adapted from Perdue, Long and Allen, 1990; Andereck and Vogt (2000); McGehee and Andereck, 2004; Wang & Pfister, 2008; Latkova and Vogt, 2012.

### **Purpose of the Study**

The purpose of this study was to examine residents’ attitudes and identify factors that influence support toward tourism development options in rural Oklahoma. This study developed and tested a model (Figure 1) to determine if support toward tourism development options was influenced by the following factors: a) residents’

characteristics, b) community attachment, c) community dependence on tourism, d) perceived personal benefit from tourism, e) perceived positive/negative tourism impacts, and f) support for additional tourism development in the community.

### **Research Objectives**

Based on the proposed model on residents' attitudes and support for tourism development options (Figure 1) this study has three major research objectives:

1. To examine residents' attitudes and identify factors that influence support toward specific tourism development options in the research area.
2. To compare the level of support toward additional tourism development of residents and entrepreneurs employed or not employed in the tourism industry.
3. To determine the ratings of acceptability of potential tourism development options in the research area.

To test the proposed model (Figure 1) on residents' perceptions and support for tourism development options in the research area, the researcher used a questionnaire to seek respondents input related to residents' demographics and employment in tourism, community attachment, perceived personal benefit from tourism, perceived positive/negative impacts of tourism, and ratings of potential tourism product development options in the community.

### **Research Questions and Research Hypotheses**

The researcher developed seven research questions and the corresponding null hypothesis ( $H_0$ ) and alternate hypothesis ( $H_A$ ) to determine how residents' support for tourism development options was influenced by the following factors: a) residents' characteristics, b) community attachment, c) community dependence on tourism, d)



perceived personal benefit from tourism, e) perceived positive/negative tourism impacts, and f) support for additional tourism development in the community. The last two research questions inquired about other research objectives of the study: a) to compare the attitudes and support toward tourism development of residents employed or not employed in the tourism industry, and b) the ratings of acceptability of tourism development options in the research area.

In total, nine research questions were developed to achieve the study objectives:

1. Are residents' characteristics a significant variable for explaining attitudes toward tourism?

H<sub>0</sub>. There is no significant relationship between residents' characteristics and residents' attitudes toward tourism in the community.

H<sub>A</sub>. There is a significant relationship between residents' characteristics and residents' attitudes toward tourism in the community.

2. Is community attachment a significant variable for explaining attitudes toward tourism?

H<sub>0</sub>. There is no significant relationship between community attachment and residents' attitudes toward tourism.

H<sub>A</sub>. There is a significant relationship between community attachment and residents' attitudes toward tourism.

3. Is community tourism dependence a significant variable for explaining attitudes toward tourism development?

H<sub>0</sub>. Community dependence on tourism does not influence residents' attitudes toward tourism development.

H<sub>A</sub>. Community dependence on tourism significantly influences residents' attitudes toward tourism development.

4. What variables predict residents' support for additional tourism in the community?

H<sub>0</sub>. Residents' attitudes toward tourism and personal benefit from tourism do not influence residents' support for additional tourism in the community.

H<sub>A</sub>. Residents' attitudes toward tourism (perceived positive impacts of tourism) and personal benefit from tourism significantly influence residents' support for additional tourism in the community.

5. Do perceived impacts of tourism influence support for tourism development options in the community?

H<sub>0</sub>. There is no relationship between the perceived impacts of tourism and residents' support for tourism development options in the community.

H<sub>A</sub>. There is a significant relationship between the perceived positive impacts of tourism and residents' support for tourism development options in the community.

6. To what extent does support for additional tourism is related to overall support for tourism development options in the community?

H<sub>0</sub>. Support for additional tourism does not influence residents' support for tourism development options in the community.

H<sub>A</sub>. Support for additional tourism significantly influences residents' support for tourism development options in the community.

7. To what extent does personal benefit from tourism is related to overall support for tourism development options in the community?  
  
H<sub>0</sub>. Personal benefit from tourism does not influence residents' support for tourism development options in the community.  
  
H<sub>A</sub>. Personal benefit from tourism significantly influence residents' support for tourism development options in the community
8. Is there any difference in the level of support for additional tourism development of residents and entrepreneurs employed or not employed in the tourism industry?  
  
H<sub>0</sub>. Support for additional tourism in the community does not differ between residents and entrepreneurs, employed or not employed, in the tourism industry.  
  
H<sub>A</sub>. Support for additional tourism in the community differs between residents and entrepreneurs, employed not employed, in the tourism industry.
9. What are the ratings of acceptability of potential tourism product development options in the research area?

### **Definitions of the Key Terms**

Resident– Any person that lives in the research area, whether renters or home owners, 18 years or older.

Rural communities– Refers to non-metropolitan areas located outside of urbanized areas, i.e. small, mid-sized and large cities that share a culture, language and history and are employed in traditional industries (McGehee & Andereck, 2004).

Social Exchange Theory (SET) –Theoretical framework that suggests that individuals engage in exchanges if the resulting rewards outweigh the costs (Skidmore 1975 as cited

in Jurowski, Uysal, & Williams, 1997) regarding tourism development in their communities.

Community attachment– Refers to the level of connection of residents to their community based on the respondents' length of residence and active membership in civic organizations within the local community as supported by previous studies (McGehee & Andereck, 2004; Wang & Pfister, 2008).

Community tourism dependence– In this study, community tourism dependence variable has been developed by the researcher in collaboration with community experts in tourism and local authorities in Guthrie who have been asked to rank the research area on a scale from 1 to 5 where (1) not at all tourism dependent to (5) extremely tourism dependent. A consensus score has been used for analysis as in previous studies (McGehee & Andereck, 2004).

Tourist– Any person that visits the research area during the day or for overnight stay for tourism purpose and is not a resident.

### **Limitations of this Study**

The following limitations have been identified as restrictions of this study:

1. The study only examined the research area within the City of Guthrie in Logan County, Oklahoma. Non-residents of the research site were not considered for the analysis.
2. Only adult residents (18 years or older) were included in the study.

3. The sampling was restricted to the research area Guthrie, Oklahoma. Therefore the findings of this study may not be generalized to other geographical areas within the state.
4. The sample of the study was collected using convenient sampling which might provide some source of bias and limit the generalizability of the results of the study.
5. Research participants for this study were voluntary; respondents and non-respondents may have differed in their motivations to complete or not the survey on their own time for no material reward.

### **Significance of this Study**

The investigation of residents' attitudes and support for tourism development in rural settings within the United States has been sparse in recent years. However, tourism has been widely adopted as a new economic development strategy in many rural communities across the country (Long, et al., 1990; Caneday & Zeiger, 1991; Allen et al., 1993; Andereck & Vogt, 2000; Johnson & Beale, 2002; McGehee & Andereck, 2004; Wang & Pfister, 2008; Byrd et al., 2009; Latkova & Vogt, 2012). Therefore, examining the relationships among resident characteristics, community attachment, community dependence on tourism, the perceived positive/negative and economic tourism impacts, and support for specific tourism development options in a rural community is of relevance for community leaders who seek to make decisions regarding tourism development and management. This study developed and tested a model which describes the above mentioned relationships. Understanding residents' attitudes and support for

tourism development in rural Oklahoma may produce a host of benefits to a variety of people and groups in the community.

The findings of this research may assist community stakeholders, local authorities, tourism planners and developers in the planning and implementation of tourism development options and strategies that aim to obtain residents' support for existing and future tourism development options in a rural community. In rural communities that are undertaking tourism as economic development tool local authorities may engage in tourism development initiatives that not only bring tourists to the area but enhance local infrastructure, increase recreational community choices and improve varied amenities to be shared by residents and tourists alike and promote a favorable attitude toward tourism within the community.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **Introduction**

In tourism literature, many studies have been conducted to evaluate and predict residents' perceptions, attitudes and support for tourism development of host communities in various settings. These studies range in purpose, focus, and findings. This chapter includes first a review of the interaction of leisure, recreation, travel and tourism, followed by an overview of research relevant to this study including residents' attitudes toward tourism development, social exchange theory, tourism impacts, community attachment, community dependence on tourism, community involvement and tourism policy, and information related to the research area selected for this study.

#### **Leisure, Recreation and Tourism Interaction**

The relationship and interaction between leisure, recreation, travel and tourism have been widely explored as major contributors to one's overall satisfaction with quality of life for individuals and communities (Allen et al., 1993). The study of tourism does share several common areas with the study of leisure and recreation i.e. leisure behavior, leisure motivation, recreation planning and development, stewardship of natural resources (Smith & Godbey, 1991). For instance, leisure behavior and travel motivation of people have been explored to identify their needs and preferences (Mannell & Iso-

Ahola, 1987). It has also been suggested that recreation and tourism have a symbiotic relationship (Allen, et. al, 1993). Accordingly, tourism research has recognized that many visitors are attracted by distinctive recreational offerings at the travel destination seeking for the authentic and the extraordinary (MacCannell, 1973; Urry, 1992). Likewise, the planning and development of tourism and recreation facilities, in turn, increase the attractiveness and potential of an area for increased visitation while adding revenue which can be reinvested to improve facilities and opportunities for local residents.

It has been widely recognized by tourism researchers and practitioners that leisure and recreation are important motivations for tourism experiences of people. Tourism involves a function of the recreational motive of people, including the distance and the activities in which people engage when travelling for leisure either domestically or internationally (Clawson & Knetsch, 1966). According to Clawson's Model, tourism involves different steps such as anticipation, travel to and from location, the on-site experience, and the recollection process. The close interaction of tourism, leisure and recreation is evident in the Tourism Paradigm which places all tourism within leisure, some tourism within recreation, and some tourism within commercial recreation delivery.

Leisure, recreation, and tourism researchers and practitioners have acknowledged the interaction of their disciplines by conducting research projects, especially at the community level, for the improvement of the recreational and tourism experiences of both tourists and local residents and the investigation of the impacts of tourism in the hosting communities.



## **Residents' Attitudes Toward Tourism Development**

Research on resident attitudes toward tourism has been a productive area in tourism research for several decades. Residents' attitudes and perceptions of tourism impacts have been found to be determinants of residents' support for tourism development at host communities (Long, Perdue & Allen 1990; Allen et al. 1993; Lankford 1994; Lankford & Howard 1994; McCool & Martin 1994; Siegel & Jakus 1995; Snaith & Haley 1995; McGehee & Andereck 2004; Andereck, et al 2005; Gursoy et al., 2010; Gursoy & Rutherford, 2004; Wang & Pfister, 2008; Nunkoo & Ramkissoon, 2012; Latkova & Vogt, 2012).

The importance to study and predict residents' support for tourism development based on the evaluation of the perceptions and attitudes of tourism impacts has been widely recognized for tourism planning and development in the host communities. Tourism development and its consolidation at the host community require a positive attitude and support of the local residents to be successful. Therefore, understanding the relationship between an attitudinal position expressed by an actor (e.g. resident) and a range of potential benefits (e.g. economic or non-economic) associated with an attitude has been widely explored in tourism research. Early studies found that rural residents perceive tourism as a source of development of recreation facilities and community enhancement, although these positive attitudes were related to the level of tourism development and the total economic activity the community (Perdue, et al, 1990; Allen et al. 1993). More recently, Andereck and Vogt (2000) examined the relationship between residents' attitudes toward tourism and tourism development options, across several Arizona communities, where they found a large tendency to support tourism as a

community development strategy. Several studies (Ko & Stewart 2002; Madrigal 1993; McGehee & Andereck 2004; Snaith & Haley 1995; Latkova & Vogt, 2012) have tested and extended the pioneer Perdue, Long, and Allen (1990) model in rural and urban areas to examine residents' attitudes toward tourism development.

The Perdue, Long, and Allen (1990) model utilized regression analysis as a way to measure the interactive effects of various personal characteristics of respondents, the influence of those characteristics on impact perceptions, and the influence of personal characteristics and perceptions on support for tourism development in 28 small rural communities in Colorado. In a later study, McGehee and Andereck (2004) extended the Perdue, et al (1990) model and investigated tourism attitudes about diverse communities in Arizona within close proximity to each other with varying levels of tourism dependency. According to McGehee and Andereck (2004) most of the studies on predicting tourism attitudes have shown residents who are dependent on the tourism industry or perceive a greater level of economic gain tend to have a more positive perception of tourism's economic impact than other residents. This result would be expected in that business owners receive direct benefits from tourism. The only demographic characteristic that appears consistent across any studies indicates that business owners are more positive toward tourism than other groups (Caneday & Zeiger, 1991; Lankford, 1994; Siegel & Jakus, 1995; Wang & Pfister, 2008).

Numerous models aiming to determine the antecedents of residents' support for tourism development have been developed based on the Social Exchange Theory (SET) (Gursoy et al., 2010; Lee, 2013, Nunkoo & Ramkissoon, 2012; Vargas-Sanchez et al., 2009). While these models validate the relationships between perceived impacts and

residents' support for tourism, there is an apparent lack of agreement on the classification of tourism impacts. Most studies defined the various impacts of tourism as costs (negative) and benefits (positive) (Choi & Murray, 2010; Gursoy et al., 2002; Lee, 2013; Nunkoo & Ramkissoon, 2012). However, a benefit-cost classification may hinder the predictive strength of the model as well as provide an inaccurate representation of the proposed relationships, as opposed to a fuller model, which relates to the various forms of impacts (i.e. environmental, social, cultural and economic impacts of development) (Nunkoo & Ramkissoon, 2011).

### **Social Exchange Theory (SET)**

One of the main theories that has been used to explain residents' attitudes and support toward tourism development is social exchange theory (SET). As stated by Skidmore (1975), SET suggests that individuals will engage in exchanges if (1) the resulting rewards are valued, (2) the exchange is likely to produce valued rewards, and (3) perceived costs do not exceed perceived rewards (cited in Jurowski, Uysal, & Williams, 1997, p. 3). Theoretically, residents who view the results of tourism as personally valuable and believe that the costs do not exceed the benefits will favor the exchange and support tourism. In brief, SET suggests that people evaluate an exchange based on the costs and benefits incurred as a result of that exchange. According to Ap (1992), SET is generally concerned with understanding the exchange of resources between individuals and groups and in the context of tourism development, residents evaluate tourism in terms of expected benefits or costs obtained in return for their participation and services provided. Hence, residents' attitude toward tourism will be determined by the assessment of these outcomes.

SET has been usually employed in the tourism literature to understand residents' attitudes toward tourism development (Andereck et al., 2005; Gursoy et al., 2010; Gursoy & Rutherford, 2004; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Latkova & Vogt, 2012). Andereck, et al. (2005) argued that people engage in a social interaction where they seek to obtain something of value, i.e. material, social, or psychological. Thus, individuals choose to engage in an exchange once they have evaluated the rewards and the costs of such an exchange. Therefore, it is assumed that the more positive the perceptions of the impacts of tourism (economic, socio-cultural, and environmental), the more supportive for tourism development the resident will be (Andriotis & Vaughan, 2003; Gursoy et al., 2010).

McGehee and Andereck (2004) examined the factors predicting rural residents' attitude in a dozen communities in Arizona, using social exchange theory as the foundation, finding community dependence on tourism as a predictor over personal characteristics. Residents in a host community who perceive themselves as benefiting from tourism are likely to view it positively, while residents who perceive themselves as incurring in costs are likely to view tourism negatively.

Wang and Pfister (2008) conducted a study in a small rural community (population of less than 10,000) in Washington, North Carolina that had not yet become dependent on tourism as an economic activity, but where tourism was increasingly perceived as a potential source to provide local employment opportunities, tax revenues, and economic diversity in an economically distressed region. In this study, social exchange theory offered a framework for examining the position an individual actor may take contingent upon a rewarding action from others. The benefits were essentially

defined as value domains, and in tourism, economic and non-economic value domains may influence an attitude toward tourism (Wang & Pfister, 2008). For instance, when someone or a family member is employed in the tourism industry, the economic value domains are often clear and identifiable. However, when tourism is an emerging economic activity in the community, it is interesting to examine the value domains for the segment of the resident population not enjoying direct economic benefits from the tourism activity.

In a study conducted in Santiponce, a small community in southern Spain, researchers found that residents' level of personal benefits obtained from tourism influence their perceptions regarding tourism impacts, and consequently, their support for tourism development (Oviedo-Garcia, M. A., Castellanos-Verdugo, M., & Martin-Ruiz, D., 2008).

As previously discussed, SET has been considered a suitable framework to explain residents' attitudes toward tourism in multiple tourism studies, as it recognizes that the elements being exchanged by the residents during tourism development include not only economic, but also social and environmental components that may be perceived as benefits or costs in the exchange.

### **Tourism Impacts**

The development of tourism in rural communities is aimed to deliver economic and social benefits to both local inhabitants and tourists that visit a destination and bring tourism dollars to the community and surrounding areas, create new jobs, entrepreneurial opportunities and contribute to the improvement of the local economy due to its multiplier effect. Despite the numerous economic and non-economic advantages of

tourism development in a community, tourism can also have negative impacts in a community. Hence, the importance of tourism development in a responsible way in order to be sustainable is a critical research consideration. According to UNWTO (2004) sustainable tourism refers to the "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

Tourism is perceived to increase employment and the standard of living, to contribute to infrastructure development, to generate revenue for local communities and governments, and to create new business opportunities. Most of previous research supports the idea that residents tend to have a positive attitude toward the economic impacts of tourism in their community. The perceived economic impacts of tourism have been found to have a positive effect on residents' support for tourism development (Andereck & Vogt, 2000; Caneday & Zeiger, 1991; Jurowski et al., 1997).

Research on the impacts of tourism support the idea of a positive relationship between residents' personal economic benefit from tourism development and their perceptions of tourism negative impacts or costs. In particular, previous research findings confirmed that residents who benefit financially from tourism tend to perceive the full spectrum of the impacts of tourism (i.e. economic, socio-cultural, and environmental) more positively than those who receive fewer or no benefits (Jurowski et al., 1997; McGehee & Andereck, 2004; Pizam, 1978). Although residents seem to acknowledge most of the positive economic and socio-cultural impacts of tourism on their community, several studies have revealed residents' concern with the negative impacts of tourism on

the environment, including environmental pollution, traffic, crowding, and noise (Byrd, et al. 2009; Latkova & Vogt, 2012; McGehee & Andereck, 2004).

On the positive side, residents commonly acknowledge socio-cultural benefits of tourism development in their communities including increased cohesion and community spirit among the locals, increased provision of recreational, entertainment, and shopping opportunities, as well as the preservation of the local natural and cultural resources (Byrd, Bosley & Dronberger, 2009; Latkova & Vogt, 2012; McGehee & Andereck, 2004; Wang & Pfister, 2008).

On the negative side, tourism is often considered responsible for increased crime rates and social problems, such as vandalism, prostitution and alcoholism, as well as for cultural erosion and commodification (Dyer et al., 2007; Ko & Stewart, 2002; Tosun, 2002). Researchers have suggested that tourism negatively affects local cultures by causing changes in family values, lifestyles and traditions (Kousis, 1989; Tosun, 2002), commercialization of culture, and exploitation of local natives (Cohen, 1988; Ko & Stewart, 2002; McGehee & Andereck, 2004). Furthermore, the perceived impacts of tourism on the environment, such as pollution and noise, have been found to be negatively related to the level of local residents' support for tourism development (Yoon et al., 2001).

Overall, most of the tourism research reveals a favorable disposition of residents towards the sociocultural aspects of tourism, especially in urban settings (Andriotis & Vaughan, 2003) and findings indicate that there is a positive relationship between the perceived socio-cultural impacts and general support for tourism (Lankford & Howard, 1994; Latkova & Vogt, 2012; McGehee & Andereck, 2004). Overall, it has been argued

that there is a link between the perceived environmental impacts and support for tourism (Jurowski et al., 1997, Yoon et al., 2001).

### **Community Attachment**

Community attachment, usually measured as length of residence and/or growing up in a community is another variable that has been investigated as a predictor of residents' attitudes toward tourism development (Andereck, Valentine, Knopf & Vogt, 2005; McGehee & Andereck, 2004; Wang & Pfister 2008). For example, Andereck, et al. (2005) investigated residents' perceptions of tourism impacts and tested the relationship between these perceptions and several predictor variables, including perceptions of the role of tourism in the local economy, personal benefit from it, engagement with it, and community attachment. Moreover, membership in civic organizations as another critical variable measuring community attachment has been identified to be significantly correlated with attitudes toward tourism (Wang & Pfister 2008).

### **Community Tourism Dependence**

The total level of economic activity in rural communities and the level of tourism development have been considered significant factors when examining residents' attitudes and support toward future tourism development (Allen et al, 1993; Long, et al , 1990) Latkova & Vogt, 2012). Community dependence on tourism has been identified as a significant predictor of residents' support for tourism development in rural communities, at different stages of tourism and economic development (Andereck & Vogt, 2000; McGehee & Andereck, 2004). In previous research, community tourism dependence variable has been developed by using expert opinions (i.e. tourism professionals and local authorities in the community) to rank the research area on a scale from 1 to 5 where (1)



not at all tourism dependent to (5) extremely tourism dependent, and a consensus score has been used for analysis (McGehee & Andereck, 2004).

### **Community Involvement and Tourism Policy**

In communities that are experiencing a strong growth and change due tourism, the development of an active and collaborative planning process is critical (Jamal & Getz, 1995). Tosun and Timothy (2003) argued that public participation contributes to a fair distribution of the social, cultural, economic and environmental costs and benefits among community members. Hence, local authorities and businesses should promote active local participation of residents for decision-making by the inclusion of locals on tourism development committees. Promoting more active community participation, versus passive, may lead to more favorable tourism perceptions among residents.

Planning and development of tourism within rural communities must be coordinated between key stakeholders. Cooperation between the public and private sectors, and local residents in a rural community are necessary to develop and maintain projects that will enhance both economic and social development through the tourism industry (Palacios, 2013). Tourism planning and development in a community should be based on active community participation in which residents are not only recipients of information about decisions already made, but also decision-makers. In addition, attempts should be made to ensure community involvement in decision and policy making. For Nunkoo and Gursoy (2012) residents should not be treated as customers, who should be convinced to support tourism, but rather, they should be considered as a group of important stakeholders whose attitudes and interests are important for the sustainable development of tourism in a community.

The preplanning activity should focus on including capacity building, community trust and ownership and, creating procedures for an open dialogue and information (Reid et.al, 2000). The implementation of locally driven initiatives is needed to enhance active community participation in tourism-related decision making, employment and income generation in a community. Mubanga and Umar (2016) have argued that communities' objectives and expectations should be incorporated in the tourism development initiatives and policies. Local authorities involved in tourism planning should attempt to find out about those residents who view tourism negatively and attempt to change their opinions favorably (Nunkoo & Gursoy, 2012). Moreover, community leaders and planners may also consider conducting an educational program informing residents about the benefits of tourism to gain their support (Nunkoo, R., & Ramkissoon, H., 2011).

Tourism development is a double-edged sword for local communities and attitude directly affects the current and contributes to the word-of-mouth promotion among them. Hence, the involvement and the participation of the host community are pertinent towards the success of the tourism development plan (Hanafiah, Jamaluddin, & Zulkifly, 2013). In addition, support for future tourism development is a key factor in developing and implementing successful initiatives. Therefore, tourism policy should rely on an ongoing monitoring of residents' attitudes, independently from the stage of tourism development i.e. maturity or decline in the community. There should be a continuous process of residents' involvement and consultation of their perceptions regarding the development of the tourism system all stages of the destination life cycle (Vargas-Sánchez, do Valle, da Costa Mendes & Silva, 2015).

## Description of the Research Area

The research area to be included in this study is the city of Guthrie located within Logan County in central Oklahoma (see Figure 2). Guthrie is located at the intersection of Interstate 35 and State Highway 33 which provides close and easy access to major transportation corridors. Guthrie is 30 miles north of Oklahoma City Metro Area, 114 miles west of Tulsa and 130 miles south of Wichita, Kansas. Logan County has quick access to Texas, Arkansas, Kansas, Missouri and Colorado on major state, and federal highways and by air from Will Rogers World Airport in OKC and the Guthrie Edmond Regional Airport located in Guthrie. The climate is temperate and perfect for sports and outdoor recreation (Logan County Economic Development, 2015).

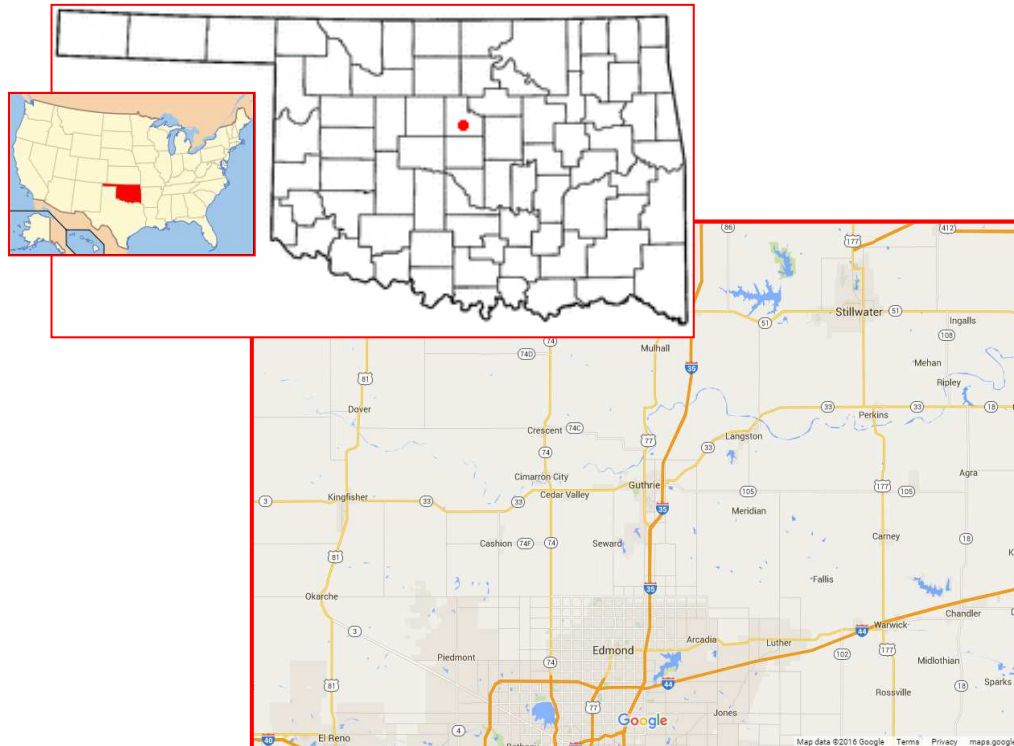


Figure 2. Geographic location of the research area  
Source: Google maps

Guthrie is the County Seat and the largest city in Logan County, the fifth fastest growing county in Oklahoma. Guthrie combines convenient location and access with open land for industrial development, rolling hills, and wooded areas for residential development (Logan County Economic Development, 2015).

Guthrie is a community that offers the qualities of small town in rural Oklahoma living along with the culture, history and economic growth most often found in much larger cities (Guthrie Oklahoma Tourism, 2015). Guthrie is a rapidly growing city with a regional airport, a regional medical center and an influx of tourism, manufacturing, industrial and agricultural enterprises that are helping to grow the town and enhance Logan County. A unique and business friendly climate combines a focus on an extraordinary history, with a commercial/industrial outreach that makes for interesting and intriguing economic development opportunities in Guthrie (Logan County Economic Development, 2015).

The city of Guthrie is the first capital of Oklahoma and a national historic landmark site, combining the spirit of Oklahoma Territory with charm and ambiance rivaling the finest heritage destinations in America. It stands today as a National Historic Landmark with dozens of beautifully restored buildings, examples of late Nineteenth and early Twentieth Century architecture. History is brought to life each day on Historic Trolley Tours and in places like the Oklahoma Territorial Museum, The State Capital Publishing Museum, and The Oklahoma Frontier Drugstore Museum. There are over 2,000 buildings within the Guthrie Historic District covering 1,400 acres (Guthrie Chamber of Commerce, 2015). Public and private initiatives are ensuring the

preservation of Guthrie's rich architectural legacy. Within one of the largest historic districts on the National Register, a portion of the downtown district is designated as a national historic landmark. This designation signifies the national importance of the downtown architecture and its history (City of Guthrie, 2015). Residential and commercial zoning exist side by side in the Historic District. Several notable movies have been shot in the Historic District and Guthrie has been featured on many TV programs and in numerous magazine and newspaper articles focusing on historic towns (Logan County Economic Development, 2015).

There is a wide variety of natural, historic, and cultural attractions in Guthrie, Oklahoma. There are two lakes in the area, Guthrie Lake and Liberty Lake which provide an environment for many popular outdoor activities such as fishing and boating, water skiing, children's playground, picnic areas, outdoor grills and fire pits, and campsites. Duck hunting is available during season at Liberty Lake (Travel Oklahoma, 2015). Cedar Valley and Cimarron National PGA Golf courses provide a huge draw for golfers to Guthrie. There are four beautiful 18-hole courses, fine clubhouses, restaurants and pro shops in the area (Logan County Economic Development, 2015). In addition, there are three RV Parks, Cedar Valley, Territorial Inn, and Pioneer, which offer campgrounds, group facilities, restrooms, showers, laundry, pavilion, groceries, gas, propane, free Wi-Fi, and horseshoes (Travel Oklahoma, 2015).

### **Tourism Development in Guthrie, Oklahoma**

Tourism has played an increasingly important role in the socio-economic development of Guthrie. In the last decades, local authorities and community leaders have undertaken efforts to further develop Guthrie as a tourist destination. The Guthrie

Chamber of Commerce, the City of Guthrie, the Bed and Breakfast Association, Hotels and Inns and merchants have focused on providing a variety of attractions, facilities, events and activities to bring more people to the community. From Victorian cottages and historic homes to new hotel rooms, there is a full range of lodging styles and pricing options offered in the area. There are also a number of fully furnished luxury apartments in the historic district. As for dining options, there are unique eateries which are locally owned and operated and offer plenty of choices from a quick snack to an elegant sit-down dinner. In the historic downtown area and all over town, there are different kind of retail businesses from antique and collectibles, clothing, jewelry, art, accessories, gifts and art galleries which offer a wide variety of merchandise for locals and visitors (Guthrie Oklahoma Tourism, 2015).

A variety of entertainment options are offered in Guthrie all year long and are a major attraction to the area. The Pollard Theatre repertory company provides live, year round theater productions and there are numerous meeting and conference centers that encourage businesses to plan their retreats and off-site meetings in Guthrie (Logan County Economic Development, 2015). Festivals and special events such as Guthrie Territorial Christmas Celebration, Guthrie Escape Art & Wine Festival, Guthrie Art Walk, 89er Days, Guthrie Road Celebration Car Show, Make Guthrie Weird Block Parties, and First Capital Triathlon, combine arts, music, sport, food and activities to be enjoyed for the locals and visitors alike (City of Guthrie, 2015).

The research area is considered to be at an early to medium stage of tourism and recreation development. According to data from 2010-2014 American Community Survey, about 6.5 % of employed residents in Guthrie, Oklahoma work in tourism-

related jobs, including recreation, entertainment, accommodation, food services, and arts (U. S. Bureau of Census). Table 1 presents a description of the demographic and socioeconomic information of Guthrie, Oklahoma from the U.S. Census Bureau in 2010. The research area provides a unique opportunity to study residents' attitudes toward tourism development options that may help decision makers in the planning and tourism development strategy to follow in their community.

**Table 1. Demographic information Guthrie, Oklahoma**

Demographics	Frequency	Percentage (%)
Total population	10,191	100.0
Male	4,791	47.0
Female	5,400	53.0
Age		
Under 18 years	2,462	24.0
18 to 64 years	6,092	60.0
65 years and over	1,637	16.0
Median age	37 years old	
Median household income	\$40,122.00	
Race/ethnicity		
White	7,751	76.1
African American	1,365	13.4
Mixed race (two or more races)	542	5.3
Hispanic	465	4.6
American Indian or Alaskan Native	318	3.1

Source: U.S. Census Bureau 2010

## **CHAPTER III**

### **METHODOLOGY**

#### **Introduction**

This chapter details the research methodology used in this study to examine residents' attitudes toward tourism development options in Guthrie, Oklahoma. This chapter discusses the research design and methods for this study, including the description and measurement of the survey instrument, population and sampling, data collection, statistical procedure of this study, reliability testing and data analysis procedure.

#### **Research Instrument**

To examine residents' attitudes and support toward tourism development options in Guthrie, Oklahoma, the researcher used a quantitative survey. The research instrument used in this study has been developed from a review of literature on residents' attitudes toward tourism development. The survey was divided in four sections. The first section aimed to capture residents' attitudes and perceptions of the various impacts of tourism development in the community. The second section inquired residents' acceptability of



specific potential tourism development options in the community. The third section inquired residents' support for current and additional tourism development in the community. The fourth section was the community attachment questions, seeking to identify the level of involvement of respondents in the community organizations and their length of residence. The final section of the instrument included demographics and other characteristics of respondents, including employment in the industry and residential status similar to those tested in previous research (Perdue, et al 1990; Caneday & Zeiger, 1991, Andereck & Vogt, 2000; Latkova & Vogt, 2012.). The complete survey for this study is in Appendix B.

### **Measuring Tourism Impacts**

In the first section of the questionnaire, residents' perceptions of the impacts of tourism development in their community were evaluated by (18 items) attitude statements gathered from prior research (Perdue et al., 1990; Andereck & Vogt, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008; Byrd, et al., 2009; Latkova & Vogt, 2012) (see Table 2). These previous studies included a series of either 4-point or 5-point agreement scales, including items to measure resident perceptions of the positive and negative impacts of tourism development. The instruments used in the aforementioned literature have been tested for internal consistency reliability and construct validity. For this research, the residents' attitudes instrument has been developed to Likert-scale items inquiring about perceptions of tourism and recreation development in general and in the

community. Respondents were requested to demonstrate their attitudes toward perceived impacts (positive/negative) including economic and non-economic in general and within their community. Respondents were asked to indicate the extent to which they agree or disagree with each statement provided by using a five-point Likert scale (1= strongly disagree; 2= disagree; 3= neutral; 4= agree; 5=strongly agree) for each statement provided.

Perceived positive economic impacts of tourism were estimated by employment opportunities, standard of living, infrastructure development, and contribution of tourism to the economy. Perceived non-economic (i.e. socio-cultural) positive impacts of tourism were measured by quality of public services, and recreation opportunities in the community. Perceived negative environmental impacts of tourism were evaluated by environmental pollution, noise, crowding, and traffic congestion. Responses were measured on a five point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for each statement provided.

**Table 2. Detailed information for the Tourism Impacts Instrument**

Tourism Impacts Subscale	Items in instrument	Scale type
Positive Impacts	Item: 1, 2, 3, 4, 5, 6, 12,13,14,16,17	Five-point Likert Scale
Negative Impacts	Item: 7, 8, 9,10, 11,15,18	Five-point Likert Scale

### **Measuring Support for Tourism**

The second section of the questionnaire asked respondents to indicate their support for additional tourism development, and their perceived personal benefit from tourism development in the community (13 items). Each statement used a five point Likert scale ranging from strongly disagree (1) to strongly agree (5) (see Table 3). The statements have been adapted from prior research (Perdue et al., 1990; Andereck & Vogt, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008; Byrd, et al., 2009; Latkova & Vogt, 2012). The instruments used in these previous studies have been identified as reliable and valid to measure residents' attitudes toward tourism in various settings.

**Table 3. Detailed information for the Support for Tourism Instrument**

Support for Tourism Subscale	Items	Scale type
Support for current and additional tourism development	Item:1, 2, 3, 4, 5, 6, 7, 9, 10, 12, 13	Five-point Likert Scale
Personal benefit from tourism	Item:8,11	Five-point Likert Scale

### **Measuring Acceptability of Potential Tourism Development Options**

The third section of the questionnaire asked respondents to indicate acceptability of potential tourism development options in the community (10 items) using a five-point Likert scale (1=not acceptable; 2= somewhat unacceptable; 3= neutral; 4= somewhat acceptable; 5=very acceptable) for each statement provided. The list of potential tourism

development options has been adapted from previous research on residents' attitude toward tourism development in their community (Andereck & Vogt, 2000) and included: 1) Festivals/fairs/events; 2) parks; 3) outdoor recreation opportunities, 4) restaurants; 5) historic/cultural attractions; 6) museums; 7) bed and breakfasts inns; 8) retail stores; 9) hotels/motels; 10) bars/taverns/clubs.

### **Community Attachment Measurement**

The fourth section of the questionnaire included community attachment questions (2 items) asking residents about their length of residence in the community and membership in local community organizations. These questions have been adapted from previous studies that have examined the relationship between community attachment and residents' support for tourism development in their community (McGehee & Andereck, 2004; Wang & Pfister, 2008).

### **Demographic Information**

The last section of the questionnaire included the demographic questions (8 items), including age, gender, race/ethnicity, level of education, and household income and other characteristics of the respondents, including zip code, residential status (i.e. home ownership) and employment in the tourism industry. Employment factors are considered important in the development of attitudes and support toward tourism development. Those individuals whose jobs depend on tourism may differ from those employed in non-tourism related jobs. Hence, this research also examined the

perceptions of residents, entrepreneurs and business operators of tourism impacts in the community to determine if there exist any differences among them as explored in previous studies (Pizam, 1978; Caneday & Zeiger, 1991; Andriotis, 2005). These demographic factors have been found in prior research to influence support for tourism development. In addition, these demographic factors have been used to describe the sample and permit comparisons to the broader population.

### **Population and Sampling**

This study aimed to examine residents' attitudes and support toward tourism development options in rural Oklahoma. The research population included residents that lived in the city of Guthrie, Oklahoma that were at least 18 years old. The 2010 United States Census reported a total Guthrie, Oklahoma population of 10,191 (U.S. Bureau of Census). Non-residents of the research area were not included in this study.

A convenient sample was used for this study. Within the convenient sample, all responses were voluntary, independent and mutually exclusive. A tailored mixed-mode design has been utilized to collect information through online surveys and identical paper surveys for those without access to a computer and/or Internet (Dillman, 2000). The sampling procedures and research process were approved by the Oklahoma State University IRB as shown in the appendix C.

Sample size was calculated using the following formula (Dillman, 2000):  $n = \frac{N(p)(1 - p)}{[(N - 1)(B/C)^2 + (p)(1 - p)]}$ .

According to Dillman (2000),  $n$  is the sample size needed for the size of the survey population and  $N$  is the number of people in the survey population from which the sample is to be drawn. The term  $(p)(1-p)$  is a measure of the expected variation of the responses, which is set at the most conservative value (i.e. 50/50 split response) which gives the largest sample size.  $B$  refers to the amount of sampling error expressed as a decimal; for this study, the margin of error had been set at 0.05. Lastly,  $C$  refers to the  $Z$  statistic associated with the confidence level, commonly set at 95%. The  $z$  value for a 95% confidence level is 1.96 (Dillman, 2000, p.207).

The total population of the study area was  $N=10,191$  inhabitants. To calculate the sample size for this study, the researcher used the formula presented above. The calculation of the optimum sample size, according to the Dillman's formula, is shown below:

$$n = N(p)(1 - p) / [(N - 1)(B/C)^2 + (p)(1 - p)]$$

$$n = 10191(0.5)(1 - 0.5) / [(10191 - 1)(0.05/1.96)^2 + (0.5)(1 - 0.5)] = 370$$

In this study, the targeted sample size was 370 respondents in Guthrie for a 95% confidence level and a 5% sampling error. However, it seemed that several potential respondents chose not to participate in the study. A total of 83 surveys were complete and usable for data analysis. This resulted in a total response rate of 22.43%. This is a low response rate compared to previous studies conducted in similar settings. Reasons

for the low response rate could include a lack of interest in the topic by the sample and the length of the questionnaire (Sellitto, 2006). It is acknowledged that because of the low response rate there could be an issue of non-response bias, however, the information provided by the respondents can give insight on the residents of Guthrie, Oklahoma.

### **Data collection**

This study used a self-administered survey for data collection. Data were collected from an online survey developed on Qualtrics, a software program for online surveys, and an identical paper survey to give equal opportunity to non-Internet users to participate in the study. The researcher used online surveys with the aim to reduce costs, and increase response rates versus traditional mail surveys. Prior to the study, the researcher obtained approval from Institutional Review Board (IRB) at Oklahoma State University (Appendix C) for protection of human subjects.

Participants for the study were recruited using emails, posters, online, and personal communication using a Dillman (2000) tailored mixed-mode design. Residents in Guthrie who could be accessed through an email list were sent an email invitation to respond to an online survey posted in Qualtrics (Appendix D). The online survey was available from March 2016 through May 2016. After four weeks a reminder e-mail was sent to participants to take the online survey (Appendix E). On-site invitations were extended to residents at public locations in the city of Guthrie and the Guthrie Public Library through posters and cards via URL or QR codes with access to the online survey

(Appendix F). For residents who did not have access to a computer and/or Internet, paper surveys were available at the Public Library in the City of Guthrie from March to May, 2016. Finally, on-site data collection was conducted by the researcher at public spaces, i.e. local eateries on the weekend of March 12-13, 2016 by approaching voluntary residents in Guthrie, Oklahoma. The data collection procedure intended to give an equal opportunity for residents in Guthrie to voluntarily participate in the study. However, many residents chose not to participate in the study for several reasons, but the most apparent reason was that some respondents were not interested or did not want to spend time in completing the survey neither online or in paper. All participants were informed of the voluntary nature of their participation, that there were no risks to their participation, and assured confidentiality and anonymity in the participant consent at the beginning of the survey (See Appendix A).

### **Preparation for data analysis**

Once online and paper surveys were collected, the total number of participants in this study was 83, including 28 who completed online surveys and 55 who completed identical paper surveys. Data screening was conducted before conducting further analysis to clean data and find incomplete surveys. From the online surveys in Qualtrics, 42 responses had been recorded; however, only 28 surveys were fully complete by participants and retained for data analysis. Fully incomplete questionnaires were removed from the sample. However, if a participant did not complete or skipped one or more questions within the first three sections, the survey was still retained for analysis,



resulting in some missing data. Additionally, in the demographic information section, some participants did not answer or skipped a question, resulting in missing data from the sample, which might represent missing minor demographic information of the sample. A total of 83 surveys were employed for the data analysis.

### **Data Analysis**

This study employed several statistical analysis tools to describe the sample and test the hypotheses associated with the proposed model (see Figure 1). The statistical analyses employed in this study were: (1) descriptive statistics with mean and standard deviation; (2) principal components factor analysis with varimax rotation was computed to reduce the number of items measuring tourism impacts and support for tourism development to a few factors (i.e. dimensions) to proceed with further analysis; (3) Cronbach's  $\alpha$  (alpha) coefficient was used to examine the internal consistency reliability of the subscales used to measure resident's attitudes and support toward tourism development; (4) a series of multiple regression analyses were performed to explore the relationships among the variables in the model proposed for this study; and (5) analysis of variance (ANOVA) to determine if there existed differences in the level of support for additional tourism between residents and entrepreneurs, employed or not employed in the tourism industry. Data were tested for key assumptions and outliers before proceeding with further analysis.

For storage and management of the data the researcher has utilized Microsoft Excel (Microsoft Corp.). The computer software used for the analysis of the data was the Statistical Package for the Social Science (SPSS) version 24.0 for Windows.

### **Test of reliability for variables in this study**

The reliability and validity of the instruments used in this study were evaluated. In this study, internal consistency reliability was first evaluated based on the use of the instruments in previous research, and then it was evaluated for responses provided in this study. Construct validity refers to the extent to which the scale item in a research instrument to reflect accurately what it is intended to measure. In this study, construct validity was evaluated based on the review of tourism scholars who reviewed the questionnaire prior conducting the research.

Cronbach's  $\alpha$  (alpha) was used to examine the internal consistency reliability of the subscales used to measure resident's attitudes toward tourism development (i.e. tourism impacts instrument and support for tourism development instrument) following the common suggested criteria of alpha value no lower than 0.70 (Nunnally & Bernstein, 1994). In addition, the Kaiser-Meyer-Olkin (KMO) was calculated to estimate the sampling adequacy for principal components factor analysis. Values of 0.60 or above from the KMO indicated that the data were adequate for proceeding with factor analysis (Tabachnick & Fidell, 2001).

### **Internal consistency reliability**

Cronbach's alpha reliability coefficient (correlation ranging from 0 to 1) is commonly used to determine how much multi scale items are measuring the same underlying dimensions in a study. Cronbach's internal consistency reliability test has been used widely in developing scales for measuring residents' attitudes toward tourism development. Nunnally and Bernstein (1994) have set a benchmark of alpha coefficient 0.70 which is widely used as a reference in the social sciences literature. Therefore, for this study, an alpha coefficient score of .070 or higher indicated an acceptable level of reliability of the subscales used to measure tourism impacts and support for tourism development. The alpha value of the four sub-scales ranged from 0.86 to 0.94, indicating a high degree of reliability, and the entire instrument's alpha value is 0.93 (>0.70) (see Tables 14 and 15).

### **Principal components factor analysis**

Principal components analysis is a data reduction technique in which the components are calculated using all of the variance of the manifest variables, with all of that variance appearing in the solution (Costello & Osborne, 2005). Principal component analysis aims to reduce a larger set of variables into a smaller set of variables or components which account for most of the variance in the original variables. According to Gorsuch (1983), factor analysis is a statistical technique used to reduce a set of observable variables to a small number of factors (cited in Wang & Pfister, 2008). Factor

analysis has been developed primarily for analyzing relationships among a number of measurable entities, such as attitudinal items. To reduce the number of variables, the loading values that indicate the correlations between variables and factors are used to identify whether the group of variables can be represented by the factor (Wang & Pfister, 2008, p.87).

The principal components factor analysis (with varimax rotation) technique has been used in previous research examining residents' attitudes toward tourism development to assess the dimensionality of attitude items included in the research instrument and to identify a factor solution (i.e. dimensions) that explains the most of the variance in the attitudes items, i.e. the original variables (Andereck & Vogt, 2000; Wang & Pfister, 2008; Muresan, et.al, 2016). The varimax rotation has been used to maximize the differences among the components extracted and to maintain correlation among the components (Muresan, et.al, 2016, p. 5).

In this study, respondents were requested to demonstrate their attitudes toward tourism development in their community by using the 5-point Likert-type scale for each of the 31 attitude statements provided in the research instrument. To reduce the data and develop variables a principal components factor analysis with varimax rotation of the 31 attitude items was conducted. The final result was four factors that loaded well and had high alpha coefficients (Andereck, Valentine, Knopf & Vogt, 2005). The factors were: positive impacts, negative impacts, personal benefit from tourism, and support for

additional tourism, similar to findings of previous studies conducted in similar settings (Perdue, et. al, 1990; McGehee & Andereck, 2004); Wang & Pfister, 2008; and Latkova& Vogt, 2012; Muresan, et.al, 2016).

In summary, in this study Cronbach's alpha tests were conducted to verify the internal reliability of the subscales used to measure residents' attitudes (tourism impacts) and support for tourism development, and principle components factor analysis with varimax rotation was used to reduce the data into few factors (i.e. positive impacts, negative impacts, personal benefit from tourism, and support for additional tourism). Furthermore, the mean value of each factor was calculated to explore the relationships among the variables in residents' attitudes and support toward tourism development options as done in previous studies (Wang & Pfister, 2008).

### **Descriptive Analysis**

To describe the sample population in terms of their socioeconomic profile, demographic data (gender, age, race/ethnicity, level of education and household income) were collected. In addition, descriptive statistics were used to describe respondents' length of residence in the community, membership in civic community organizations, residential status, and employment in the tourism industry. Profiles of residents' characteristics were provided for each variable in frequencies and percentage. Finally, descriptive statistics were used to report means and standard deviations of the major

research instruments: tourism impacts, support for tourism development, and potential tourism development options.

### **Multiple Regression Analysis**

The next statistical procedure conducted was multiple regression analysis. Regression analysis is conducted to predict the value of a variable based on the value of another variable. However, if we are studying the dependence of one variable on more than one explanatory variable, it is known as multiple regression analysis (Gujarati, 2003). A regression model that includes more than one independent variable is called multiple regression (Vaske, 2008). Multiple regression establishes the effectiveness of a set of independent variables in explaining the proportion of the variance in a dependent variable using a significance test of R. By comparing beta weights, multiple regression determines which independent variables are the strongest predictors of dependent variables (Cohen & Cohen, 1983).

To test the proposed model developed for this study (see **Figure 1**), and following the procedure suggested in previous research by Latkova and Vogt (2012), Wang and Pfister (2008), McGehee and Andereck (2004), Andereck and Vogt (2000), and Perdue, et.al., (1990), a series of multiple regression analyses were performed to explore the relationships among the variables in the study (i.e. residents' characteristics, community attachment, community tourism dependence, tourism positive/negative impacts, support for additional tourism) and to identify factors that

predict support for tourism development options in the community (the ultimate dependent variable) (see Table 4).

Prior to proceed with multiple regression analysis, data has been tested for assumptions. The following assumptions have been tested for the data: linearity, multivariate normality, homoscedasticity, independence of errors, and absence of multicollinearity. The assumption of linearity means that the relationship between the independent variables and the dependent variable should be linear. The linearity assumption can best be tested with scatterplots when comparing the studentized residuals (y axis) and the predicted dependent variable (x axis). The scatterplots show if the values follow a linear pattern or a curve or non-linear pattern (Pedhazur, 1997). All the variables in this study were close to follow a linear pattern. Thus, the assumption of linearity was met.

The assumption of multivariate normality is the assumption that each variable and all linear combinations of the variables are normally distributed (Tabachnick & Fidell, 2001). Normality of the data was assessed by examining skewness and kurtosis values of the variables in this study. Skewness measures deviations from symmetry in the distribution, and kurtosis measures whether the distribution of the data is peaked or flat (Vaske, 2008). The acceptable range of skewness is within the range between -3 and 3, and a kurtosis score between -10 and 10 is considered acceptable (Kline, 2005). All of the variables in the study were within the acceptable range for both skewness and

kurtosis, except for race/ethnicity which had skewness of 3.203 and a kurtosis value of 11.669. The reason is that almost all of the study participants responded the same on race/ethnicity.

Homoscedasticity means that the variance of the errors or residual terms is congruent on all levels of the independent variables used (Gujarati, 2003). The assumption of homoscedasticity can be checked by casewise diagnostics, in which the residual statistics are examined for extreme cases. In casewise diagnostics, it is expected that 95% of cases in the data should have standardized residuals within about  $\pm 2$  (Field, 2005). In this study, the number of cases which standardized residuals were outside of  $\pm 2$  was within 5%, therefore, the assumption of homoscedasticity was met.

The assumption of independent errors means that the residual terms should be uncorrelated. Autocorrelation occurs when the residuals are not independent from each other. The Durbin-Watson (d) test can be used to check for autocorrelation between errors. The d test statistic ranges in values between 0 and 4. As a rule of thumb, if d is found to be 2, one may assume that there is no first-order autocorrelation, either positive or negative (Gujarati, 2003). In this study, the values of Durbin-Watson test were between 1 and 2, which falls in the criteria for no first order linear auto-correlation in the multiple linear regression data. Thus, the assumption of independent errors was met.

Multicollinearity occurs in a regression model that includes three or more independent variables, when there is a substantial correlation among the predictors



(Vaske, 2008). The assumption of absence of multicollinearity is that there is no substantial correlation between two or more predictors in a regression model. Two common approaches for examining multicollinearity are the tolerances for individual variables and the variance inflation factor (VIF). The higher the intercorrelation among the predictor variables, the more tolerance will approach zero. Therefore, as a rule of thumb, if tolerance is less than .20, there is a multicollinearity problem. Likewise, VIF values above 4 suggest multicollinearity (Vaske, 2008). In this study, the assumption of absence of multicollinearity was tested calculating the tolerances and VIF values for each variable, using tolerance  $\geq 0.20$  and VIF  $\leq 4$  as the cut off criterion (Vaske, 2008). All the variables in the study met this criterion, with tolerance values close to 1, and VIF values  $\leq 2.5$ . Thus, the assumption of absence of multicollinearity was met.

### **Multiple regression models used in the study**

As stated above in this Chapter, to validate the proposed model developed for this study (see **Figure 1**), and following the procedures suggested in previous studies by Latkova and Vogt (2012), Wang and Pfister (2008), McGehee and Andereck (2004), Andereck and Vogt (2000), and Perdue, et.al., (1990), a series of multiple regression analyses were conducted to examine the relationships among the variables in this study (see Table 4).

Models 1 and 2 regression models examined the relationship between resident characteristics, community attachment, and the perceived positive and negative impacts

of tourism while controlling for personal benefit from tourism. Models 3 and 4 regression models tested the relationship between community tourism dependence and the perceived positive and negative impacts of tourism while controlling for personal benefit from tourism. Model 5 explored the relationship between attitudes toward tourism, personal benefit, and support for additional tourism. Finally, model 6 examined the variables that predict overall resident support for tourism development options in the community.

**Table 4. Multiple regression models used in this study**

Variables of interest and hypotheses	Independent Variables	Dependent Variable (Focus)
Model 1		
Resident Characteristics (H <sub>1</sub> )	Gender <sup>a</sup> Age Income	Tourism's Negative Impacts
Community Attachment (H <sub>2</sub> )	Education Length of residence Membership in local civic organizations <sup>b</sup> Personal benefit from tourism	
Model 2		
Resident Characteristics (H <sub>1</sub> )	Gender <sup>a</sup> Age Income	Tourism's Positive Impacts
Community Attachment (H <sub>2</sub> )	Education Length of residence Membership in local civic organizations <sup>b</sup> Personal benefit from tourism	
Model 3		
Community Tourism Dependence (H <sub>3</sub> )	Community Dependence on Tourism Personal benefit from tourism	Tourism's Negative Impacts
Model 4		
Community Tourism Dependence (H <sub>3</sub> )	Community Dependence on Tourism Personal benefit from tourism	Tourism's Positive Impacts
Model 5		
Attitudes toward tourism (H <sub>4</sub> )	Tourism's negative impacts Tourism's positive impacts Personal benefit from tourism	Support for Additional Tourism
Model 6		

Perceived impacts of tourism (H <sub>5</sub> )	Support for additional tourism Tourism's negative impacts Tourism's positive impacts	Support for Tourism Development Options
Support for Additional Tourism (H <sub>6</sub> )	Personal benefit from tourism	
Personal benefit from tourism (H <sub>7</sub> )		

Note: H means hypothesis

### **Analysis of Variance**

The last statistical procedure conducted in this study was the analysis of variance (ANOVA). ANOVA is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups. The advantage of using ANOVA versus t-tests is that t-tests compare only two means at a time, while ANOVA is a more robust procedure, allowing for multiple group means to be analyzed at once (Tabachnick & Fidell, 2001). With a one-way ANOVA, the independent variable can be either dichotomous or a categorical level variable and the dependent variable is continuous (Vaske, 2008). In this study, ANOVA test has been conducted to determine if there existed differences in the level of support for additional tourism in the community between residents and entrepreneurs, employed or not employed in the tourism industry. A Bonferroni post hoc test (to avoid the increased risk of Type I error that occurs with multiple comparisons; Vogt 1999 as cited in Latkova & Vogt, 2012) was then conducted to determine which specific groups were different.

There are three key assumptions that must be met when using ANOVA. The first assumption is independence of observations, which means that each respondent to the

instrument was not influenced by other respondents, and that no respondent was used more than once.

The second assumption refers to normality; ANOVA assumes that the dependent variable is approximately normally distributed for each category of the independent variable(s) in the population. ANOVA is sufficiently robust for handling moderate violations of this assumption (Vaske, 2008). As previously stated in this chapter, the assessment of normality of the data has already been conducted with an examination of skewness and kurtosis values, and all of the variables in the study were within the acceptable range for both skewness and kurtosis, except for race/ethnicity which had skewness of 3.203 and a kurtosis value of 11.669.

Finally, the third assumption for ANOVA is that there needs to be homogeneity of variances which can be tested using the Levene's F test. The Levene Test is a conservative test to ensure homogeneity of variances and should be tested during the ANOVA procedure (Tabachnick & Fidell, 2001). The Levene's test examines whether or not the variances are equal. If the Levene's F value is significant ( $p < .05$ ), equal variances cannot be assumed. On the contrary, if the Levene's F value is not significant ( $p > .05$ ), there is evidence for homogeneity of variances. In this study, for the Support for Additional Tourism variable, the F value for Levene's test was 2.298 with a Sig. (p) value of .068. This means there was evidence for the assumption of homogeneity of variance.



## **CHAPTER IV**

### **RESULTS**

#### **Introduction**

This chapter reports the results of the research along with demographic information about study participants. The main purpose of this study was to examine residents' attitudes toward tourism development in Guthrie, Oklahoma and to determine if support toward specific tourism development options (the ultimate dependent variable) was influenced by the following factors: a) residents' characteristics, b) community attachment, c) community dependence on tourism, d) perceived personal benefits, e) perceived positive/negative tourism impacts in the community, and f) support for additional tourism. There were three major objectives in this research: (1) to examine residents' attitudes and support toward tourism development options in the research area; (2) to compare the level of support for tourism development between residents employed or not employed in the tourism industry; and (3) to determine the ratings of acceptability of potential tourism development options in the area.

This chapter is divided into five sections: (1) the general demographic and socioeconomic information of the sample; (2) descriptive analysis of the three major research instruments; (3) statistical analyses including internal reliability test and principal components factory analysis; (4) results of standard multiple regression analyses used to examine the relationship among variables; (5) results of ANOVA analysis; and (6) the chapter conclusion of the findings associated with the research questions and hypotheses.

### **Demographic and socioeconomic profile of the sample**

This section contains the demographic and socioeconomic characteristics of the respondents from the city of Guthrie, Oklahoma, including: gender, age, race/ethnicity, level of education, household income. The total number of usable questionnaires was 83. The demographic and socioeconomic characteristics are compared to the demographic profile of the actual population of Guthrie, Oklahoma in the 2010 U.S. Census presented previously in Chapter 2 (see Table 1). Descriptive analysis of respondents' residential status, length of residence, membership in civic organizations, and employment in the tourism industry are also presented in this section.

As shown in Table 5, the majority of respondents were female (65.5%). This does not precisely reflect the gender profile of the Guthrie community (see Table 1) which had a female population of 5,400 (53%) and a male population of 4,791 (47%) in the 2010 U.S. Census. This is a potential source for bias acknowledged by the researcher.



Although efforts were made to give equal opportunity to male and female respondents to participate in the study, women were more likely to agree to complete the survey.

**Table 5. Gender of respondents**

Gender	No. responses (n=76)	%
Male	27	35.5
Female	49	65.5

As shown in Table 6, the age of respondents ranged from 18 to 100, with the greatest representation in the 40-49 old age group (25.3%), followed equally by the 50-59 old age group (18.7%) and the 70 years old and over group (18.7%). The least representation was in the 18-29 old age group (10.7%). The average age of survey respondents was 51.9 (Mean = 51.09, Median = 48, SD =17.81). According to data provided by the U.S. Census Bureau 2010, the median age in Guthrie, Oklahoma is 37 years old, the population within the 18-64 years old age group is about 60% and the 65 years old and over group is about 16% of the population (see Table 1).

**Table 6. Age of respondents**

Age	No. responses (n=78)	%
18-29	8	10.7
30-39	11	14.6
40-49	19	25.3
50-59	14	18.7
60-69	9	12.0
70 and over	14	18.7

As indicated in Table 7, the majority of respondents (80.8%) were White, while Native Americans were the second largest ethnic group (11%) followed by Mixed race (2.7%), Hispanic (2.7%), and other (2.7%). It is important to point out there were no African Americans among the respondents of this study. The data are similar to the population in Guthrie, Oklahoma where the majority of the population is White (76.1%), although African Americans are the second largest group (13.4%) in the community, according to the U.S. Census Bureau 2010 (see Table 1).

**Table 7. Race/ethnicity of respondents**

Race/ethnicity	No. responses (n=73)	%
White	59	80.8
American Indian or Alaskan Native	8	11.0
Mixed race	2	2.7
Hispanic	2	2.7
Other	2	2.7

As shown in Table 8, the majority of respondents had a fairly high level of education, (29.7%) had completed college, (20.2%) had a graduate degree, and (17.6%) had an associate’s degree. Although one quarter (25.7%) had completed high school or less.

**Table 8. Level of education of respondents**

Highest level of education completed	No. responses (n=74)	%
High school or less	19	25.7
Associate’s degree	13	17.6
College Degree	22	29.7
Graduate Degree	15	20.2
Other	5	6.7

Table 9 displays the household income level of the respondents. It should be noted, however, that out of the 83 complete surveys, 17 respondents refused to report their household income level. The majority of respondents (36.3%) reported having a level of household income between \$25,000 - \$ 49,999; while the lower income residents with \$25,000 or less was the second largest group (19.7%). The remaining half of the respondents had household incomes of \$50,000 - \$ 74,999 (15.2%), \$75,000 - \$ 99,999 (10.6%), \$100,000 - \$ 124,999 (7.6%), and \$125,000 or more (10.6%). According to the U.S. Census Bureau 2010, the median household income in Guthrie, Oklahoma is \$40,122.00 (see Table 1).

**Table 9. Household income level of respondents**

Household Income level (last 12 months)	No. responses (n=66)	%
Less than \$25,000	13	19.7
\$25,000 - \$ 49,999	24	36.3
\$50,000 - \$ 74,999	10	15.2
\$75,000 - \$ 99,999	7	10.6
\$100,000 - \$124,999	5	7.6
\$125,000 or more	7	10.6

### **Community attachment**

Respondents were asked two questions adapted from prior studies that have examined the relationship between community attachment and residents' attitudes and support for tourism development in their community (McGehee & Andereck, 2004; Wang & Pfister, 2008) as discussed in Chapter 2. The two questions were length of

residence in the community (in years) and membership in community organizations (i.e. local church, PTA, scouts, etc.). Respondents were asked how long they have lived in the community (Table 10) and whether they belong to a civic organization in the community (see Table 11).

As shown in Table 10, the majority of respondents (36%) had lived in Guthrie from 1-10 years. The second largest group (20%) had lived in the community from 11-20 years, followed by the third group (14.7%) who had lived 31-40 years, and the fourth group (10.7%) who had lived 50 years or more in Guthrie. Respondents with less than a year living in the community were the least represented (1.3%). The average length of residence of survey respondents was 23.05 years (Mean = 23.05, Median =17.5; SD =19.4).

**Table 10. Length of residence in Guthrie, Oklahoma.**

Length of residence	No. responses (n=75)	%
Less than a year	1	1.3
1-10 years	27	36.0
11-20 years	15	20.0
21-30 years	7	9.3
31-40 years	11	14.7
41-50 years	6	8.0
50 years or more	8	10.7

Regarding civic organization membership in the community (i.e. local church, PTA, scouts, etc.), the majority of respondents (59.7%) were active members of a civic organization, while the balance of the respondents (40.3%) said they did not belong to a civic organization in the community (see Table 11).

**Table 11.Civic organization membership**

Civic organization membership	No. responses (n=77)	%
Yes	46	59.7
No	31	40.3

**Residential status and employment in the tourism industry**

As noted in Chapter 2, those individuals whose jobs depend on tourism may differ from those employed in non-tourism related jobs in their attitudes and support toward tourism development in the community. Employment in the industry and residential status similar to those tested in previous research (Perdue, et al 1990; Caneday & Zeiger, 1991, Andereck & Vogt, 2000; Latkova & Vogt, 2012.) were presented to respondents. These were asked to select the group that best defined their residential and employment status in the community.

As shown in Table 12, the majority of respondents (92.1%) were permanent residents of the community, including permanent homeowners (80.3%) and permanent renters (11.8%). Only 7.9% of respondents were seasonal residents of the community, including seasonal renters (5.3%) and seasonal homeowners (2.6%).

**Table 12.Residential status**

Residential Status	No. responses (n=76)	%
Permanent Homeowner	61	80.3
Permanent Renter	9	11.8
Seasonal Renter	4	5.3
Seasonal Homeowner	2	2.6

Regarding employment in the tourism industry (Table 13), the majority of respondents (86.3%) were nontourism employed, while only 13.7% of respondents answered that they were tourism employed. More specifically, the majority of respondents (54.8%) self classified as resident non-tourism employed, and only 5.5% of respondents classified as resident tourism employed. The same number of respondents classified as entrepreneur non-tourism employed (8.2%) and entrepreneur tourism employed (8.2%). It should be noted, however, that several respondents did not identify with the any categories provided and selected other (23.3%) as their classification.

**Table 13. Employment in the tourism industry**

Category	Frequency (n=73 )	%
Resident non-tourism employed	40	54.8
Other	17	23.3
Entrepreneur non-tourism employed	6	8.2
Entrepreneur tourism employed	6	8.2
Resident tourism employed	4	5.5

### **Descriptive analysis of the three major instruments**

There are three major instruments in this study: tourism impacts, support for tourism development, and potential tourism development options. Descriptive statistics for each of the items comprising the three major research instruments are provided in Tables 14, 15, and 16.

### **Tourism impacts instrument**

In the tourism impacts instrument, 18 attitude items came from previous research (Perdue et al., 1990; Andereck & Vogt, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008; Byrd, et al., 2009; Latkova & Vogt, 2012) as stated in Chapter 3. Two subscales of tourism impacts in the community were used in this study: perceived positive tourism impact statements and perceived negative tourism impact statements. To assess residents' attitudes toward tourism impacts, respondents were asked their level of agreement with several statements. Each statement was situated on a five-point Likert scale, with 1 representing a response of "strongly disagree" and 5 representing "strongly agree".

Table 14 presents the means and standard deviation scores of items included in the tourism impacts instrument. The items receiving the highest level of agreement in positive impacts of tourism in the community were about respondents' perception of improvement of the local economy due to increased tourism ( $M = 4.17$ ,  $SD = 1.08$ ), and an increase in community's tax revenue ( $M = 4.17$ ,  $SD = 1.13$ ). The item receiving the lowest level of agreement was about the perception of the improvement of quality of public services due to tourism in the community ( $M = 3.31$ ,  $SD = 1.15$ ). Respondents seemed to agree more about their perception of the economic benefits of tourism, than about other contributions that tourism could make in the community. Regarding perceived negative impacts of tourism, the statements that had the highest level of agreement among respondents were about tourism development increasing traffic



problems in the community ( $M = 3.62$ ,  $SD = 1.12$ ), and more litter in the area as a result of tourism ( $M = 3.32$ ,  $SD = 1.09$ ). The lowest level of agreement was about both, the perception of tourism producing long-term negative effects on the environment ( $M = 2.58$ ,  $SD = 0.99$ ), and causing more vandalism in the community ( $M = 2.58$ ,  $SD = 0.98$ ). Respondents seemed to agree more about the negative environmental impacts of tourism, than about negative social impacts of tourism in their community. Overall, perceived positive impacts of tourism had the highest mean (3.79) among respondents, followed by perceived negative impacts of tourism development in the community (3.03). The results indicated that overall respondents had a positive perception of the role of tourism in their community in comparison to the negative impacts.

**Table 14. The Means and Standard Deviation of items in Tourism Impact Instrument**

Tourism Impact items	Mean	S.D.
<b>Tourism Positive Impacts (Scale mean= 3.79)</b>		
Tourism increases a community's tax Revenue	4.17	1.08
Increased tourism improves the local economy	4.17	1.13
Shopping, restaurants, entertainment options are better in communities as a result of tourism.	4.15	1.08
Tourism development increases the number of recreational opportunities for local residents	3.97	1.12
Tourism industry provides worthwhile job opportunities for community residents	3.89	1.12
Tourism development improves a community's appearance	3.71	1.25
Tourism decreases unemployment	3.65	1.32
Tourism development increases income and standard of living	3.59	1.06
Tourism provides incentives for protection and conservation of natural resources	3.51	1.13
Tourism helps preserve the cultural identity of my community	3.40	1.25
The quality of public services in my community has improved due to tourism	3.31	1.15
<b>Tourism Negative Impacts (Scale mean= 3.03)</b>		
Tourism development increases the traffic Problems	3.62	1.12
Tourism results in more litter in an area	3.32	1.09
Tourism development increases property taxes	3.22	1.10
Tourism results in an increase in the cost of living	3.08	1.13
Tourism development increases crime.	2.70	1.07
Tourism results in more vandalism in a community	2.58	0.99
Tourism produces long-term negative effects on the environment	2.58	1.00

Note: Based on a five-point Likert scale on which respondents indicated their level of agreement, from 1=strongly disagree through 5=strongly agree.

### **Support for tourism instrument**

Support for tourism was measured using 13 items adapted from previous research (Perdue et al., 1990; Andereck & Vogt, 2000; McGehee & Andereck, 2004; Wang & Pfister, 2008; Byrd, et al., 2009; Latkova & Vogt, 2012). Two sub-scales of support for tourism were used in this study: support for additional tourism development, and perceived personal benefit from tourism development in the community. Respondents were asked to indicate their support for additional tourism development, and perceived personal benefit from tourism using a five-point Likert-scale, with responses ranging from strongly disagree to strongly agree.

Table 15 presents the means and standard deviation scores of items included in the support for tourism instrument. Respondents' highest level of agreement in support for additional tourism was about the perception that their community should plan and manage the growth of tourism ( $M = 4.27$ ,  $SD = 0.89$ ). Respondents' lowest level of agreement in support for additional tourism was about their perception that tourists should pay more than local residents to visit parks and outdoor recreation facilities ( $M = 2.89$ ,  $SD = 1.26$ ). In their support for additional tourism development, respondents seemed to agree more about taking a more active role in planning and management of tourism within the community than about asking tourists to pay more than residents for funding for developing recreation facilities. Regarding personal benefit from tourism,

respondents' highest level of agreement was about the perception of a personal benefit from more tourism development in the community (M = 3.36, SD = 1.31), followed by the perception of a personal benefit from current tourism in the community (M = 3.27, SD = 1.36). Overall, support for additional tourism development in the community had the highest mean (3.91) among respondents, followed by personal benefit from tourism (3.31). The results indicated that respondents were generally favorable to tourism in their community and demonstrated their strong support for additional tourism development. Respondents strongly agreed that their community should plan and manage the growth of tourism.

**Table 15. The Means and Standard Deviation of items in Support for Tourism Instrument**

Support for Tourism items	Mean	S.D.
Support for additional tourism (Scale mean= 3.91)		
My community should plan and manage the growth of tourism	4.27	0.89
I support tourism having a vital role in this community	4.15	1.01
Additional tourism would help this community grow in the right direction	4.12	0.98
My community should become a tourist destination	4.11	0.96
Generally, the positive benefits of tourism outweigh the negative impacts	4.11	1.08
Tourism can be one of the most important industries for a Community	4.09	1.05
The community should try to attract more tourists	4.08	1.02
Tourism holds great promise for my community's future	4.07	1.11
I favor building new tourism facilities	3.91	1.14

which will attract more tourists		
Tourists should pay a special tax on hotel and motel room fees.	3.29	1.17
Tourists should pay more than local residents to visit parks and outdoor recreation facilities	2.89	1.26
<hr/>		
Personal benefit from tourism (Scale mean= 3.31)		
I would personally benefit from more tourism development in my community	3.36	1.31
I personally benefit from current tourism in my community	3.27	1.36
<hr/>		
Note: Based on a five-point Likert scale on which respondents indicated their level of agreement, from 1=strongly disagree through 5=strongly agree.		

### **Tourism development options instrument**

Respondents in Guthrie, Oklahoma were asked to respond to ten Likert-style statements about their acceptability of potential tourism development options in their community. The list of potential tourism development options was adapted from previous research on residents' attitude toward tourism development in their community (Andereck & Vogt, 2000). Each option was situated on a five-point Likert scale, with 1 representing a response of "not acceptable" and 5 representing "very acceptable". As shown in Table 16 all potential tourism development options had a range of acceptability ratings.

The most acceptable development options among respondents tended to be special events and outdoor attractions, with festivals/ fairs/events (M=4.40); parks (M=4.39), and outdoor recreation opportunities (M=4.37) receiving very high ratings. Restaurants (M=4.29); historic/cultural attractions (M=4.24), and museums (M=4.23) were also highly acceptable. Lodging and services such as Bed and Breakfasts/inns

(M=4.14); retail stores (M=4.13); hotels/motels (M=4.13) were considered quite acceptable. On the contrary, development of bars, taverns, or clubs (M=3.53) was the least acceptable option to the majority of respondents (see Table 16).

**Table 16. Acceptability of Potential Tourism Development Options**

Tourism Development Options	Not Acceptable (%)	Somewhat Unacceptable (%)	Neutral (%)	Somewhat Acceptable (%)	Very Acceptable (%)	Mean (N=79)	S.D.
Festivals/fairs/Events	2.6	2.6	10.3	21.8	62.8	4.40	0.96
Parks	5.1	1.3	7.6	21.5	64.6	4.39	1.04
Outdoor recreation opportunities	5.1	1.3	9.0	20.5	64.1	4.37	1.05
Restaurants	2.5	5.1	10.1	25.3	57.0	4.29	1.01
Historic/cultural attractions	6.4	2.6	10.3	21.8	59.0	4.24	1.15
Museums	5.2	5.2	10.4	19.5	59.7	4.23	1.15
Bed and Breakfasts/ inns	5.1	1.3	14.1	33.3	46.2	4.14	1.05
Retail stores	6.4	1.3	15.4	26.9	50.0	4.13	1.13
Hotels/motels	3.8	1.3	19.0	30.4	45.6	4.13	1.01
Bars/taverns/Clubs	12.8	11.5	20.5	20.5	34.6	3.53	1.40

Note: Based on a five-point Likert scale on which respondents indicated their level of acceptability, from 1= not acceptable through 5=very acceptable.

### **Community dependence on tourism**

In this study, community dependence on tourism was not measured by the questionnaire but was created *post hoc*, following the procedure of a previous study conducted by McGehee and Andereck (2004) by asking community experts about the level of tourism dependence of the community. As noted in Chapter 2, the community dependence on tourism variable has been developed by the researcher in collaboration with local authorities and tourism experts (i.e. City of Guthrie, Convention and Visitors Bureau, Chamber of Commerce, Community and Economic Development Authority, Neighborhood Solutions) in Guthrie, Oklahoma who have been asked to rate the research

area on a scale from 1 to 5 where (1) equaled not at all tourism dependent and (5) equaled extremely tourism dependent. The range of responses from local authorities and tourism experts in the community ranged from 2 to 5, and five out of seven community experts rated the community as "extremely tourism dependent" (see Table 17). These results indicated that for local authorities and community experts, in Guthrie, Oklahoma, the community is considered highly dependent of tourism. The mean of responses related to Community Tourism Dependence based on the ratings of community experts was 4.29 (M= 4.29, S.D. 1.25). This mean score was calculated to be used for further analysis in this study as in previous research (McGehee & Andereck, 2004).

**Table 17. Community Tourism Dependence based on expert ratings**

Community Dependence on Tourism	Not at all Dependent (1)	Somewhat Dependent (2)	Neutral (3)	Very Dependent (4)	Extremely Dependent (5)
Community Expert 1					X
Community Expert 2		X			
Community Expert 3			X		
Community Expert 4					X
Community Expert 5					X
Community Expert 6					X
Community Expert 7					X



### **Factors of Respondents' Attitudes toward Tourism Development**

Respondents were requested to demonstrate their attitudes toward tourism development options in their community by using the 5-point Likert-type scale for each statement. Following the procedures suggested in previous research (Andereck & Vogt, 2000; Wang & Pfister, 2008; Muresan, et.al, 2016) principal component factor analysis (varimax rotation) was conducted to reduce the 31 attitude items to multi-item scales. This procedure was conducted for the entire sample. The Bartlett's Test of Sphericity was significant (Chi-square = 1969.055,  $p < 0.000$ ). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was computed to quantify the degree of intercorrelations among the variables, and the results indicated a value of 0.83. The KMO value of 0.83, exceeding the recommended value of 0.60 showed that the use of factor analysis was appropriate. A cut-off factor loading of 0.5 and an eigenvalue greater than or equal to 1 were used (Hair et al., 1998 cited in Ramseook-Munhurrun & Naidoo, 2011). Cronbach's alpha reliability coefficient was computed to evaluate the internal consistency of each component, and an alpha coefficient no lower than 0.70 was acceptable (Nunnaly & Bernstein, 1994). Cronbach's alpha coefficients for the four factors ranged from 0.88 (lowest) to 0.94 (highest) with a total scale reliability of 0.92, indicating a high degree of reliability. The principal component matrix of residents' attitude toward tourism development is reported in Table 18.)

As indicated in Table 18, the principal component analysis (with varimax rotation) of the 31 items resulted in a four-factor solution that explained 67.71% of the total variation. A fifth factor including two variables did emerge; however, given the low alpha coefficients (i.e.  $<0.70$ ) and conceptual considerations, these two variables were included in Factor 2.

**Table 18. The Principal Component Analysis of Residents Attitudes Toward Tourism Development**

Item	Component				
	1	2	3	4	5
TI_4	<b>.859</b>	.347			
TI_3	<b>.852</b>	.345			
TI_1	<b>.831</b>	.377			
TI_6	<b>.782</b>	.305			
TI_13	<b>.779</b>	.367			
TI_14	<b>.767</b>				
TI_16	<b>.699</b>	.418			
TI_17	<b>.693</b>				
TI_5	<b>.660</b>				
TI_12	<b>.535</b>				.382
TI_2	<b>.526</b>				
SFT_10		<b>.857</b>			
SFT_2		<b>.828</b>			
SFT_12	.323	<b>.823</b>			
SFT_4	.361	<b>.794</b>			
SFT_9		<b>.794</b>			
SFT_1	.431	<b>.719</b>			
SFT_13	<b>.547</b>	<b>.698</b>			
SFT_7	.347	<b>.698</b>			
SFT_3	<b>.541</b>	<b>.687</b>			
TI_8			<b>.839</b>		
TI_11			<b>.829</b>		
TI_15			<b>.794</b>		
TI_9			<b>.778</b>		
TI_7			<b>.743</b>		
TI_10			<b>.693</b>		
TI_18			<b>.593</b>		.406
SFT_8		.364		<b>.787</b>	
SFT_11		.495		<b>.734</b>	
SFT_5					<b>.791</b>

SFT_6	.396	<b>.743</b>
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Note: factor loading > 0.50 are in boldface

Table 19 displays the factors, factor loadings, Cronbach's alpha coefficients, and descriptive statistics. The first factor labeled as "Tourism Positive Impacts" explained 41.29% of the variance with an alpha coefficient of 0.94 and mean of 3.79. This factor consisted of eleven items related to respondents' perceived positive impacts of tourism development in the community, including economic benefits such as job opportunities for locals, improvement in the local economy, tax revenues, and social-cultural benefits such as increased recreational opportunities for locals, improvement of community's appearance and preservation of its cultural identity. Factor loadings ranged from 0.85 to 0.52.

The second factor labeled "Support for Additional Tourism" explained 14.24% of the variance with an alpha coefficient of 0.93 and mean of 3.91. Factor 2 included eleven items related to respondents' support for additional tourism development in their community, including the perception about the vital role played by tourism in the local economy, the potential of additional tourism development to bring more tourists to the community and to become a tourist destination, and overall support for tourism planning and management to take place within the community. Factor loadings ranged from 0.85 to 0.68.

The third factor labeled “Tourism Negative Impacts” explained 7.40% of the variance with an alpha coefficient of 0.88 and mean of 3.03. This factor included seven items related to respondents’ perceived negative impacts of tourism in the community, including an increase in property taxes and cost of living, rise of crime, more vandalism, traffic problems and more litter in the area due to tourism. Factor loadings ranged from 0.83 to 0.59. The fourth factor, “Personal Benefit from Tourism”, explained 4.77% of the variance with alpha coefficient of 0.90 and mean of 3.31. This factor comprised two items that reflect perceived personal benefits from current and future tourism development in the community. Factor loadings ranged from 0.78 to 0.73.

**Table 19. Attitudes toward Tourism Development items**

Item	Factor
Tourism Positive Impacts (Factor mean= 3.79, $\alpha$ =0.94) Eigenvalue: 12.8; Variance (%): 41.29	
	Loading
Tourism industry provides worthwhile job opportunities for community residents	0.859
Shopping, restaurants, entertainment options are better in communities as a result of tourism.	0.852
Increased tourism improves the local economy	0.831
Tourism increases a community's tax revenue.	0.782
Tourism development increases the number of recreational opportunities for local residents	0.779
Tourism development improves a community's appearance	0.767
Tourism development increases income and standard of living	0.699
Tourism helps preserve the cultural identity of my community	0.693
The quality of public services in my community has improved due to tourism.	0.66
Tourism provides incentives for protection and conservation of natural resources	0.535
Tourism decreases unemployment.	0.526
Support for Additional Tourism (Factor mean= 3.91, $\alpha$ = 0.93) Eigenvalue: 4.41; Variance (%): 14.24	
The community should try to attract more tourists	0.857
Additional tourism would help this community grow in the right direction	0.828
I support tourism having a vital role in this community	0.823
My community should plan and manage the growth of tourism	0.794
My community should become a tourist destination	0.794
Tourists should pay more than local residents to visit parks and outdoor recreation facilities	0.791
Tourists should pay a special tax on hotel and motel room fees	0.743
Tourism can be one of the most important industries for a community	0.719
I favor building new tourism facilities which will attract more tourists	0.698
Tourism holds great promise for my community's future	0.698
Generally, the positive benefits of tourism outweigh the negative impacts	0.687
Tourism Negative Impacts (Factor mean=3.03, $\alpha$ = 0.88) Eigenvalue: 2.29; Variance (%): 7.4	
Tourism development increases property taxes	0.839
Tourism development increases crime.	0.829
Tourism results in more vandalism in a community	0.794
Tourism results in an increase in the cost of living	0.778
Tourism development increases the traffic problems	0.743
Tourism results in more litter in an area	0.693
Tourism produces long-term negative effects on the environment	0.593
Personal Benefit from Tourism (Factor mean= 3.31, $\alpha$ = 0.90)	

Eigenvalue: 1.48; Variance (%): 4.77

I personally benefit from current tourism in my community	0.787
I would personally benefit from more tourism development in my community	0.734

Scale: from 1 = strongly disagree to 5 = strongly agree

As indicated in Table 19, these four factors were used to create multi-item scales: tourism positive impacts (variance explained= 41.29 %, mean= 3.79, alpha= 0.94); support for additional tourism variance explained= 14.24%, mean=3.91, alpha=0.93); tourism negative impacts (variance explained= 7.40%, mean= 3.03, alpha= 0.88); and personal benefit from tourism (variance explained= 3.31%, mean= 3.31, alpha= 0.90). Respondents seemed to agree that the development of tourism has a positive impact in their community, and generally, the positive economic and social-cultural impacts outweigh the negative impacts. The results indicated that overall, respondents were quite supportive of additional tourism development in their community, particularly for its vital role in the local economy. In addition, respondents perceived that tourism development contributes to community enhancement by increasing recreation opportunities, entertainment options, and services that can be enjoyed by tourists and residents alike.

### **Developing the ultimate dependent variable: Support for Tourism Development Options**

To explore the relationship between resident attitudes and support for tourism development options in the community, a series of multiple regression analyses were

conducted to test different models as discussed in Chapter 3 (see Table 4, p.48). First, following the procedures suggested by Andereck and Vogt (2000), a scale using 10 of the potential tourism development options was created as a multi-item measure of support for tourism development options in the community that resulted in a single variable more complex and well-defined than in prior studies (Andereck & Vogt, 2000, p.32). The scale statistics and Cronbach's alpha coefficients were calculated. This procedure created the ultimate dependent variable of this study, "Support for Tourism Development Options" (M = 4.19, S.D. = 0.89,  $\alpha = 0.94$ ). Table 20 presents an inter-item correlation matrix of the 10 potential tourism development options, showing the high degree of interrelations among the variables.

**Table 20. Inter-item correlations between potential Tourism Development Options**

	1	2	3	4	5	6	7	8	9	10
1. Parks	1	.818**	.663**	.661**	.550**	.654**	.582**	.562**	.382**	.557**
2. Outdoor recreation opportunities		1	.734**	.762**	.622**	.745**	.697**	.581**	.400**	.562**
3. Historic/cultural attractions			1	.852**	.887**	.682**	.652**	.709**	.370**	.573**
4. Festivals/fairs/events				1	.756**	.749**	.695**	.703**	.461**	.657**
5. Museums					1	.613**	.617**	.712**	.318**	.555**
6. Restaurants						1	.881**	.665**	.568**	.684**
7. Retail stores							1	.627**	.546**	.764**
8. Bed and Breakfasts/ inns								1	.521**	.735**
9. Bars/taverns/clubs									1	.557**



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Note: All correlations statistically significant at the .01 level.

Once the ultimate dependent variable of this study, "Support for Tourism Development Options" ( $M = 4.19$ ,  $S.D. = 0.89$ ,  $\alpha = 0.94$ ) was developed, standard multiple regression analyses were used to test the models of the relationship between tourism attitudes and support for tourism development options in the community.

### **Multiple Regression Analysis of the variables in the study**

Previous studies in residents' attitudes toward tourism development conducted by Latkova and Vogt (2012), Wang and Pfister (2008), McGehee and Andereck (2004), Andereck and Vogt (2000) and the pioneer research by Perdue, et.al (1990) were used to develop the model proposed in this study. The model proposed for this study intended to determine if support toward tourism development options (the ultimate dependent variable) was influenced by the following factors: residents' characteristics, community attachment, community dependence on tourism, perceived positive/negative tourism impacts, and support for additional tourism in the community. It should be noted that perceived personal benefit from tourism has been included as an independent variable in all of the models since it has been found to be a clear predictor of attitudes toward tourism in previous research (Vargas-Sánchez et al., 2009; Andereck et al., 2005; Ko & Stewart, 2002; Latkova & Vogt, 2011; McGehee & Andereck, 2004; Perdue et al., 1990). To test and validate the proposed model in this study, a series of multiple

regression analyses were performed to explore the relationships among the variables mentioned above.

### **Residents’ characteristics and attitudes toward tourism**

To answer research question 1: Are resident residents’ characteristics a significant variable for explaining attitudes toward tourism? The following research hypothesis was formulated:

H1<sub>1A</sub>. There is a significant relationship between residents’ characteristics and residents’ attitudes (perceived tourism’s positive and negative impacts) toward tourism in the community.

Multiple regression analysis was conducted to examine the relationship between residents’ characteristics (set as independent variables) and the positive and negative impacts of tourism (set as the dependent variable), while controlling perceived personal benefits from tourism (see Tables 21 and 22).

**Table 21. Regression Analysis for Model 1**

Model 1: Tourism’s negative impacts	Beta	t-statistic	P
Personal benefit from tourism	-.069	-.512	.611
Age	-.044	-.318	.752
Gender <sup>a</sup>	.040	.288	.774
Education	-.030	-.212	.833
Income	-.001	-.009	.993
Length of residence	.079	.563	.576
Civic organization membership <sup>b</sup>	-.268	-2.026	.047

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Model statistics  $R^2 = .095$ ,  $F = .836$ ,  $p = .562$

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- a. Dummy coded: 1 = female, 0 = male
- b. Dummy coded: 0 = no membership, 1 = having membership

Model 1 examined the relationships between resident socio-demographic characteristics (i.e. age, gender, education, income, length of residence, civic organization membership) and the negative impacts of tourism while controlling for personal benefit from tourism (see Table 21). Regression Model 1 was not significant,  $F = 0.836$ ,  $p = .562$ ,  $R^2 = .095$ . Thus, the research hypothesis 1<sub>A</sub> about residents' characteristics predicting residents' attitudes (perceived tourism's negative impacts) toward tourism was not supported by the data. This means that there is no relationship between residents' characteristics and residents' perception of the negative impacts of tourism while controlling personal benefit from tourism.

While model 1 examined tourism's negative impacts, model 2 examined perceptions of tourism's positive impacts. Model 2 was conducted to explore the relationships between resident socio-demographic characteristics (i.e. age, gender, education, income, length of residence, civic organization membership) and the positive impacts of tourism while controlling for personal benefit from tourism (see Table 22). Regression Model 2 was significant,  $F = 3.449$ ,  $p = 0.004$ ,  $R^2 = .301$ . This means that all factors together explain 30.1% of the variability in the perception of the positive impacts of tourism. The relationship between personal benefit from tourism and the perception of

tourism's positive impacts was positive and significant,  $b = 0.473$ ,  $t = 3.991$ ,  $p < 0.001$ . This means the more respondents perceive a gain in personal benefit from tourism, the more likely they will agree in the positive impacts of tourism in the community. The effects of the socio-demographic variables in the model, were positive (age, gender, and civic organization membership) and negative (education, income, and length of residence) but none were significant. Thus, the research hypothesis 1<sub>A</sub> about resident characteristics predicting residents' (positive) attitudes toward tourism was not supported by the data. This means that there is no relationship between residents' characteristics and the residents' perception of the positive impacts of tourism while controlling personal benefit from tourism. The results of model 1 and model 2 support previous studies where discrepancies or no relationships have been found between resident characteristics and attitudes toward tourism (Andereck, Pachmayer & Zhao, 2012).

**Table 22. Regression Analysis for Model 2**

Model 2: Tourism's positive impacts	Beta	t-statistic	P
Personal benefit from tourism	.473	3.991	< 0.001
Age	.080	.661	.511
Gender <sup>a</sup>	.168	1.366	.177
Education	-.024	-.191	.849
Income	-.160	-1.316	.193
Length of residence	-.117	-.948	.347
Civic organization membership <sup>b</sup>	.123	1.058	.295
Model statistics R <sup>2</sup> = .301, F = 3.449 , p =.004			

a. Dummy coded: 1 = female, 0 = male.

b. Dummy coded: 0 = no membership, 1 = having membership

### **Community attachment and attitudes toward tourism**

To answer the research question 2: Is community attachment a significant variable for explaining attitudes toward tourism? The following hypothesis was proposed:

H<sub>2A</sub>. There is a significant relationship between community attachment and residents' attitudes (perceived tourism's positive and negative impacts) toward tourism development.

Multiple regression analysis was conducted to test the influence of community attachment (measured as *length of residence and membership in a civic organization*- set as independent variables) in attitudes toward tourism (set as the dependent variable- tourism's negative/positive impacts), when controlling perceived personal benefits from tourism (see Tables 21 and 22).

Model 1 was conducted to examine the relationships between resident socio-demographic characteristics, including length of residence and civic organization membership (i.e. the variables used in this study to measure community attachment) and the negative impacts of tourism while controlling for personal benefit from tourism (see Table 21). Regression Model 1 was not significant,  $F=0.836$ ,  $p = .562$ ,  $R^2= .095$ . The relationship between length of residence and the perception of tourism's negative impacts was positive, but not significant,  $b = 0.079$ ,  $t = .563$ ,  $p = .576$ . The relationship between civic organization membership and the perception of tourism's negative impacts was negative, but not significant,  $b = -.268$ ,  $t = -2.026$ ,  $p = .047$ . This means that there is no relationship between all variables together and the perception of the negative impacts of tourism. Thus, the research hypothesis 2<sub>A</sub> was not supported by the data. This suggests that community attachment is not a predictor of residents' (negative) attitudes toward tourism.

Model 2 was conducted to examine the relationships between resident socio-demographic characteristics, including length of residence and civic organization membership (i.e. the variables used in this study to measure community attachment) and the positive impacts of tourism while controlling for personal benefit from tourism (see Table 22). Regression Model 2 was significant,  $F= 3.449$ ,  $p = 0.004$ ,  $R^2= .301$ . This means that all factors together in model 2 explain 30.1% of the variability in the perception of the positive impacts of tourism. The relationship between personal benefit

from tourism and the perception of tourism's positive impacts was positive and significant,  $b = 0.473$ ,  $t = 3.991$ ,  $p = .000$ . However, the relationship between the length of residence and the perception of tourism's positive impacts was negative, but not significant,  $b = -.117$ ,  $t = -.948$ ,  $p = .347$ . The relationship between civic organization membership and the perception of tourism's positive impacts was positive, but not significant,  $b = .123$ ,  $t = 1.058$ ,  $p = .295$ . Thus, the research hypothesis 2<sub>A</sub> was not supported by the data. This means that the relationship between the community attachment variables (i.e. length of residence and civic organization membership) and residents' attitudes (perceived tourism's positive impacts) was not significant in this study.

### **Community tourism dependence and attitudes toward tourism**

To answer the research question 3: Is community tourism dependence a significant variable for explaining attitudes toward tourism? The following hypothesis was formulated:

H<sub>3A</sub>. Community dependence on tourism significantly influences residents' attitudes (perceived tourism's negative/positive impacts) toward tourism development.

Multiple regression analysis was used to examine the influence of community tourism dependence (set as the independent variable) in attitudes toward tourism (set as

the dependent variable- tourism's negative/positive impacts), while controlling personal benefits from tourism.

**Table 23. Regression Analysis for Model 3**

Model 3: Tourism's negative impacts	Beta	t-statistic	P
Community tourism dependence	.415	.938	.417
Personal benefit from tourism	.560	1.265	.295
Model statistics $R^2=.423$ , $F =1.100$ , $p =.438$			

Model 3 examined the relationship between community tourism dependence and perceived negative impacts of tourism while controlling for personal benefit from tourism (see Table 23). Regression Model 3 was not significant,  $F =1.100$ ,  $p = .438$ ,  $R^2=.423$ . This means that there is no relationship between the variables and perceived tourism's negative impacts. The relationship between community tourism dependence and the perception of tourism's negative impacts was positive, but not significant,  $b = 0.415$ ,  $t = .938$ ,  $p = .417$ . The relationship between personal benefit from tourism and the perception of tourism's negative impacts was positive, but not significant,  $b = 0.560$ ,  $t = 1.265$ ,  $p = .295$ . Thus, the research hypothesis 3<sub>A</sub> about community tourism dependence having a significant influence on residents' attitudes (perceived tourism's negative impacts) toward tourism development was not supported by the data. This suggests that community tourism dependence was not a predictor of residents' attitudes toward tourism while controlling for personal benefit from tourism.



**Table 24. Regression Analysis for Model 4**

Model 4: Tourism's positive impacts	Beta	t-statistic	P
Community tourism dependence	-.022	-.057	.958
Personal benefit from tourism	.733	1.861	.160
Model statistics $R^2 = .543$ , $F = 1.779$ , $p = .309$			

Model 4 examined the relationship between community tourism dependence and perceived positive impacts of tourism while controlling for personal benefit from tourism (see Table 24). Regression Model 4 was not significant,  $F = 1.779$ ,  $p = .309$ ,  $R^2 = .543$ . This means that there is no relationship between the variables and the perception of the positive impacts of tourism. The relationship between community tourism dependence and the perception of tourism's positive impacts was negative, but not significant,  $b = -.022$ ,  $t = -.057$ ,  $p = .958$ . The relationship between personal benefit from tourism and the perception of tourism's positive impacts was positive, but not significant,  $b = 0.733$ ,  $t = 1.861$ ,  $p = .160$ . Thus, the research hypothesis 3<sub>A</sub> about community tourism dependence having a significant influence on residents' attitudes (perceived tourism's positive impacts) toward tourism development was not supported by the data. This suggests that community tourism dependence was not a predictor of residents' attitudes toward tourism while controlling for personal benefit from tourism. The results of model 3 and 4 contradict previous findings by McGehee and Andereck (2004) that community dependence on tourism is a predictor of attitudes toward tourism when controlling for personal benefit from tourism.

## **Examining the influence of residents' attitudes toward tourism and personal benefit in support for additional tourism**

To answer the research question 4: What variables influence residents' support for additional tourism in the community? The following hypothesis was formulated:

H<sub>4A</sub>. Residents' positive attitudes toward tourism (tourism's positive impacts) and personal benefit from tourism significantly influence residents' support for additional tourism in the community.

Model 5 examined the relationship between residents' attitudes toward tourism (tourism's positive impacts) personal benefit from tourism (set as the independent variables), and support for additional tourism (set as the dependent variable) (see Table 25). Regression Model 5 was significant,  $F = 32.730$ ,  $p = .000$ ,  $R^2 = .574$ . This means that all three factors together in model 5 explain 57.4% of the variability in support for additional tourism in the community. The relationship between perceived tourism's negative impacts and support for additional tourism was positive, but not significant,  $b = 0.078$ ,  $t = 1.025$ ,  $p = .309$ . This suggests that there is no relationship between residents who perceive tourism's negative impacts and support for additional tourism.

However, the relationship between perceived tourism's positive impacts and support for additional tourism was positive and significant,  $b = 0.509$ ,  $t = 5.804$ ,  $p < 0.001$ . This means the more respondents perceive the positive impacts of tourism, the more likely they will be supportive of additional tourism in the community. Also, the

relationship between personal benefit from tourism and support for additional tourism was positive and significant,  $b = 0.365$ ,  $t = 4.166$ ,  $p < 0.001$ . This means the more respondents perceive they personally benefit from tourism, the more supportive they will be of additional tourism in the community. Thus, the research hypothesis 4<sub>A</sub> that residents' positive attitudes toward tourism (perceived positive impacts of tourism) and personal benefit from tourism significantly influence residents' support for additional tourism in the community was supported by the data. The results support previous studies where perceived positive impacts of tourism (McGehee & Andereck, 2004; Perdue et al., 1990) and personal benefits (McGehee & Andereck, 2004; Perdue et al., 1990; Wang & Pfister, 2008) have been found effective in predicting support for tourism.

**Table 25. Regression Analysis for Model 5**

Model 5: Support for Additional Tourism	Beta	t-statistic	P
Tourism's positive impacts	.509	5.804	< 0.001
Tourism's negative impacts	.078	1.025	.309
Personal benefit from tourism	.365	4.166	< 0.001
Model statistics $R^2 = .55$ , $F = 32.73$ , $p < 0.001$			

### **Exploring the variables that predict overall support for tourism development options**

To answer research question 5: Do perceived impacts of tourism influence support for tourism development options in the community? To answer research question

6: To what extent does support for additional tourism is related to overall support for tourism development options in the community? And to answer research question 7: To what extent does personal benefit from tourism is related to overall support for tourism development options in the community? The following hypotheses were formulated:

H<sub>5A</sub>. There is a significant relationship between perceived tourism's positive impacts and residents' support for tourism development options in the community.

H<sub>6A</sub>. Support for additional tourism significantly influences residents' support for tourism development options in the community.

H<sub>7A</sub>. Personal benefit from tourism significantly influences residents' support for tourism development options in the community.

In this study, multiple regression was used to examine the relationships between perceived positive and negative impacts of tourism, personal benefit from tourism, and support for additional tourism (set as the independent variables) in predicting overall support for tourism development options (set as the ultimate dependent variable) (see Table 26).

**Table 26. Regression Analysis for Model 6**

Model 6: Support for Tourism Development options	Beta	t-statistic	P
Tourism's positive impacts	.297	2.986	.004
Support for additional tourism	.470	4.290	< 0.001
Tourism's negative impacts	-.136	-1.883	.064
Personal benefit from tourism	.113	1.238	.220
Model statistics $R^2 = 0.611$ , $F = 30.79$ , $p < 0.001$			

Model 6 examined the relationships between perceived tourism impacts in the community (positive and negative), support for additional tourism, and personal benefit from tourism (see Table 26). Regression Model 6 was significant,  $F = 30.795$ ,  $p < 0.001$ ,  $R^2 = 0.631$ . This means that all four factors together in model 6 explain 63.1% of the variability in support for tourism development options in the community. The relationship between tourism's negative impacts and support for tourism development options was negative, and approaching marginal significance,  $b = -.136$ ,  $t = -1.883$ ,  $p = .064$ . This means that, marginally, there is no significant relationship between the perceived negative impacts of tourism and overall residents' support for tourism development options in the community.

However, the relationship between tourism's positive impacts and support for tourism development options was positive and significant,  $b = 0.297$ ,  $t = 2.986$ ,  $p = .004$ . Thus, hypothesis 5<sub>A</sub>, that there is a significant relationship between the perceived positive impacts of tourism and residents' support for tourism development options in the community was supported by the data. This means that those who perceive the positive

impacts of tourism will be more supportive of tourism development options in the community. These findings are consistent with previous studies where perceived positive impacts of tourism (McGehee & Andereck, 2004; Perdue et al., 1990) were predictors of support for tourism development.

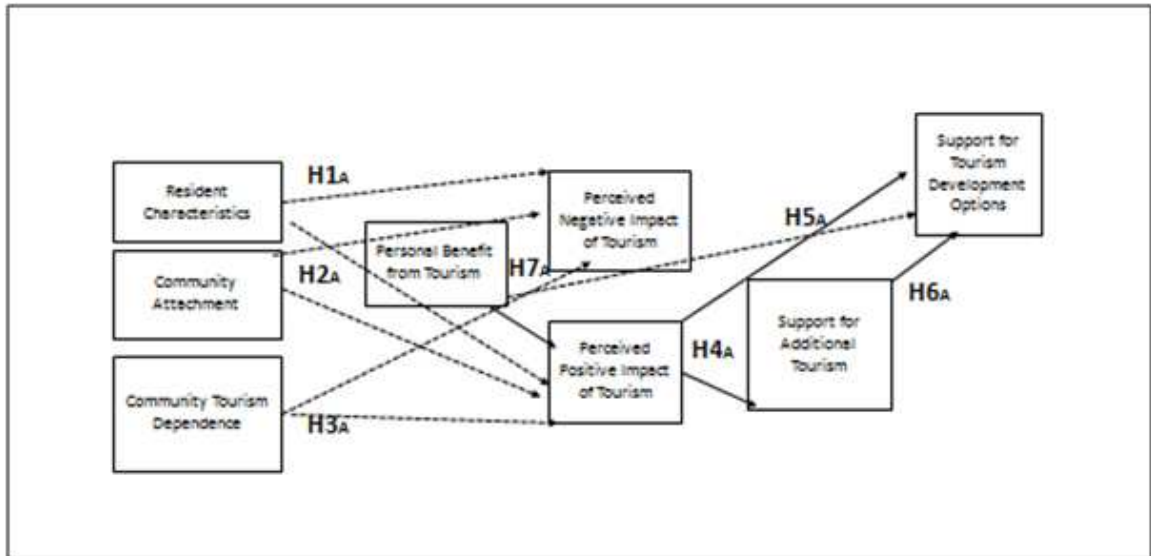
The relationship between support for additional tourism and support for tourism development options was positive and significant,  $b = 0.470$ ,  $t = 4.290$ ,  $p < 0.001$ . Thus, the research hypothesis 6<sub>A</sub> that support for additional tourism significantly influences residents' support for tourism development options in the community was supported by the data. This means that those who are supportive of additional tourism will be more likely supportive of tourism development options in the community. No previous studies have specifically examined the relationship between support for additional tourism and support for tourism development options, therefore, these results cannot be compared directly to the results of previous studies.

Finally, the relationship between personal benefits from tourism and support for tourism development options was positive, but not significant,  $b = 0.113$ ,  $t = 1.238$ ,  $p = .220$ . Thus, the research hypothesis 7<sub>A</sub> that personal benefit from tourism significantly influences residents' support for tourism development options in the community was not supported by the data. This means that there is no relationship between residents' personal benefit from tourism and their support for specific tourism development options in the community. These results differ from previous studies, in

which personal benefits from tourism have proven to be effective in predicting support for tourism (Wang & Pfister, 2008; McGehee & Andereck, 2004; Perdue et al., 1990). However, the ultimate dependent variable of this study, support for tourism development options, has been operationalized differently from previous studies.

Figure 3 and Table 27 summarize the findings of the multiple regression analyses that examined the relationships among the variables in the proposed model for this study. In summary, the hypotheses related to residents' attitudes toward tourism (perceived positive/negative impacts of tourism) in this study did not find a significant relationship with residents' characteristics, community attachment, nor community tourism dependence. The hypotheses related to support for additional tourism, found that residents' attitudes toward tourism (perceived positive impacts of tourism) and personal benefit from tourism significantly influence residents' support for additional tourism. Finally, the hypotheses related to support for tourism development options in the community found that residents' attitudes toward tourism (perceived positive impacts of tourism) and support for additional tourism significantly influence residents' support for tourism development options. However, personal benefit from tourism does not influence residents' support for specific tourism development options in the community.

Figure 3. Results of the Hypotheses Testing in Multiple Regression Analyses



Note: Solid lines show the supported hypotheses. Dotted lines show hypotheses that were not supported.

**Table 27. Summary of Hypotheses testing in multiple regression analyses**

Model/ Hypothesis No.	Hypotheses	Tests
Model 1		
Hypothesis 1 <sub>A</sub>	There is a significant relationship between residents' characteristics and their attitudes (tourism's negative impacts) toward tourism	Not supported
Hypothesis 2 <sub>A</sub>	There is a significant relationship between community attachment and residents' attitudes (tourism's negative impacts) toward tourism	Not supported
Model 2		
Hypothesis 1 <sub>A</sub>	There is a significant relationship between residents' characteristics and their attitudes (tourism's positive impacts) toward tourism	Not supported
Hypothesis 2 <sub>A</sub>	There is a significant relationship between community attachment and residents' attitudes (tourism's positive impacts) toward tourism.	Not supported



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Model 3		
Hypothesis 3 <sub>A</sub>	There is a significant relationship between community dependence on tourism and residents' attitudes (tourism's negative impacts) toward tourism development.	Not supported
Model 4		
Hypothesis 3 <sub>A</sub>	There is a significant relationship between community dependence on tourism and residents' attitudes (tourism's positive impacts) toward tourism	Not supported
Model 5		
Hypothesis 4 <sub>A</sub>	Residents' attitudes toward tourism (tourism's positive impacts) and personal benefit from tourism significantly influence residents' support for additional tourism	Supported
Model 6		
Hypothesis 5 <sub>A</sub>	There is a significant relationship between tourism's positive impacts and residents' support for tourism development options	Supported
Hypothesis 6 <sub>A</sub>	Support for additional tourism significantly influences residents' support for tourism development options	Supported
Hypothesis 7 <sub>A</sub>	Personal benefit from tourism significantly influence residents' support for tourism development options	Not supported

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### **Differences in Support for Additional Tourism in the community**

To answer the research question 8: Is there any difference in the level of support for additional tourism development of residents and entrepreneurs, employed or not employed, in the tourism industry? The following hypothesis was proposed:

H<sub>8A</sub>. Support for additional tourism in the community differs between residents, entrepreneurs, and other members of the community, employed not employed, in the tourism industry.

ANOVA was conducted to determine if there existed differences between residents, entrepreneurs, and other members of the community, employed or not employed in the tourism industry and their level of support for additional tourism in the community. To understand the current level of support for additional tourism in the community, the mean support for additional tourism scores were averaged for residents employed in tourism, residents non-tourism employed, entrepreneur employed in tourism, entrepreneur non-tourism employed, and other. The support for additional tourism mean for residents non-tourism employed was 3.93 (SD= 0.660), the mean for residents tourism employed was 4.41 (SD= 0.157), the mean for entrepreneur non-tourism employed was 4.65 (SD = 0.272), the mean for entrepreneur tourism employed was 4.21 (SD = 0.779), and the mean for other was 3.60 (SD= 0.925). ANOVA was used to determine if these five groups were significantly different when comparing support for additional tourism ratings.

ANOVA results showed that the ratings of support for additional tourism in the community were significantly different between the groups  $F(4,68) = 3.11, p = 0.021$ . A Bonferroni test was then conducted to determine which specific groups were different. Post-hoc comparisons using the Bonferroni test indicated that the mean score for the support for additional tourism for entrepreneur non-tourism employed ( $M = 4.65, SD = 0.28$ ) was significantly different from the mean score for the support for additional tourism for other ( $M = 3.60, SD = 0.93$ ). These results confirm what hypothesis 8 stated,

that support for additional tourism in the community differs between residents, entrepreneurs, and other members of the community, employed not employed, in the tourism industry. Taken together, these results suggest that the higher level of support for additional tourism comes from entrepreneurs in the community regardless whether they are employed or not in the tourism industry (see Table 28).

**Table 28. Test of significance between residents, entrepreneurs, and other, employed or not employed in the tourism industry (one-way ANOVA with Bonferroni test)**

Variable	Mean Resident Non-tourism employed	Mean Entrepreneur Tourism employed	Mean Entrepreneur Non-tourism employed	Mean Resident Tourism employed	Mean Other	F	Sig.	Bonferroni Posthoc (p<0.05)
Support for Additional Tourism	3.93	4.21	4.65	4.41	3.60	3.110	.021	Entrepreneur Non-tourism employed

### **Ranking of acceptability of potential tourism product development options in the research area**

To answer research question 9: What are the ratings of acceptability of potential tourism development options in the research area?

Descriptive analysis was conducted to determine the ratings of acceptability of potential tourism development options in the research area (see Table 16, p.64).

Respondents were asked to respond to ten Likert-style statements about their

acceptability of potential tourism development options in Guthrie in a scale from 1(not acceptable) to 5 (very acceptable). The list of potential tourism development options was adapted from previous research conducted in rural communities in Arizona (Andereck & Vogt, 2000).

Table 29 shows the ranking of acceptability of potential tourism development options in the community based on the ratings provided by respondents. The most acceptable development options were special events and outdoor attractions, with festivals/ fairs/events (M=4.40); parks (M=4.39), and outdoor recreation opportunities (M=4.37) in the top three. Restaurants (M=4.29); historic/cultural attractions (M=4.24), and museums (M=4.23) were highly acceptable among respondents. Lodging and services such as Bed and Breakfasts/ inns (M=4.14); retail stores (M=4.13); hotels/motels (M=4.13) were also quite acceptable. However, bars, taverns, or clubs (M=3.53) was the least acceptable development option to the majority of respondents.

**Table 29. Ranking of Acceptability of Potential Tourism Development Options in Guthrie, OK**

Tourism Development Options	Ranking	Mean
Festivals/fairs/events	1	4.40
Parks	2	4.39
Outdoor recreation opportunities	3	4.37
Restaurants	4	4.29
Historic/cultural attractions	5	4.24
Museums	6	4.23
Bed and Breakfasts/ inns	7	4.14

Retail stores	8	4.13
Hotels/motels	9	4.13
Bars/taverns/clubs	10	3.53

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### Introduction

The purpose of this study was to examine residents' attitudes and support toward specific tourism development options in the city of Guthrie in rural Oklahoma. This study proposed and tested a model (**Figure 1**) to determine if support toward specific tourism development options in the research area was influenced by the following factors: a) residents' characteristics, b) community attachment, c) community dependence on tourism, d) perceived personal benefit from tourism, e) perceived

positive/negative tourism impacts, and f) support for additional tourism in the community. This study extended the models of Perdue, et.al (1990), Andereck and Vogt (2000); McGehee and Andereck (2004), Wang and Pfister (2008), and Latkova and Vogt (2012) based on social exchange theory.

The major research objectives of the study were: (1) to examine residents' attitudes and identify factors that influence support toward specific tourism development options in the research area; (2) to compare the level of support toward additional tourism of residents and entrepreneurs, employed or not employed in the tourism industry; and (3) to determine the ratings of acceptability of potential tourism development options in the research area.

This chapter is divided into five sections, including the discussion of research findings, conclusion, practical and managerial implications of the study, limitations of the study, and recommendations for future research. First, the research findings from the data analysis are briefly summarized and discussed regarding their significance and compared to previous studies. Second, a conclusion of the findings of the study is provided. Third, practical and managerial implications of the research study are provided. Fourth, the limitations of the study are discussed. Finally, recommendations for future research are discussed.

## **Discussion of research findings**

In order to achieve objectives of the study, and answer research questions, a model was proposed to identify factors that influence residents' attitudes and support toward tourism development options in the community. This section reviews some important findings and then compares these findings to those of previous studies, including: a) resident characteristics and attitudes toward tourism, b) community attachment and attitudes toward tourism, c) community tourism dependence and attitudes toward tourism, d) residents' attitudes toward tourism and support for additional tourism, e) the role of personal benefit from tourism in attitudes and support toward tourism, f) factors that predict overall support for specific tourism development options in the community, and g) support for additional tourism and employment in the tourism industry.

### **Resident Characteristics and Attitudes Toward Tourism**

Demographic characteristics of residents have been used in previous studies of resident attitudes toward tourism as explanatory variables. However, the findings of previous research have shown some discrepancies or no relationships have been found (Andereck, Pachmayer & Zhao, 2012).

For McGehee and Andereck (2004), Madrigal (1993), and Perdue et al., (1990), *gender* was not a significant variable to explain resident attitudes toward tourism. *Age* has also been tested in previous studies and no relationship has been found between age and resident attitudes toward tourism, with few exceptions including a study conducted

in rural communities in Arizona by McGehee and Andereck (2004). As for *income*, most studies have found no relationship between income level and attitudes toward tourism (Latkova & Vogt, 2011; McGehee & Andereck, 2004). However, other studies have found different results (Kuvan & Akan, 2005). *Level of education* was found to have no relationship to resident attitudes in some studies (Madrigal, 1993; McGehee & Andereck, 2004; Perdue et al., 1990). However, Latkova and Vogt (2011), Kuvan and Akan (2005), Perdue et al. (1990), found it to be a significant predictor of residents' attitudes toward tourism.

In this study conducted in Guthrie, Oklahoma, multiple regression analysis examined the relationships between resident socio-demographic characteristics (i.e. age, gender, education, income, length of residence, civic organization membership) and the perceived positive and negative impacts of tourism while controlling for personal benefit from tourism. The results of this study found no significant relationship between residents' characteristics and residents' attitudes (perceived positive and negative impacts) toward tourism in the community while controlling personal benefit from tourism. The findings of this study conducted with a sampled population in Guthrie are consistent with most of previous studies which have found no relationships between resident socio-demographic characteristics and residents' attitudes toward tourism in the community (Andereck, Pachmayer & Zhao, 2012).



### **Community attachment and attitudes toward tourism**

Regarding community attachment and resident attitudes and support toward tourism, *length of residence* and *membership in a civic organization* are other socio-demographic variables that have been used as predictors in previous research (McGehee & Andereck, 2004); Perdue, et al, 1990; Wang & Pfister, 2008).

McGehee and Andereck (2004); Perdue, Long and Allen (1990) found no relationship to attitudes toward tourism and *length of residence*. In contrast, Weaver and Lawton (2001), and Hao, Long and Kleckley (2010) found significant relationships between *length of residence* and attitudes toward tourism. Wang and Pfister (2008) used *membership in a civic organization* to measure community attachment but no relationship was found with support for tourism development.

In this study, length of residence and membership in a civic organization were used as variables to measure community attachment. Multiple regression analysis tested the influence of community attachment (i.e. length of residence and membership in a civic organization) in attitudes (perceived positive and negative impacts) toward tourism. The findings of this study indicate that community attachment did not influence residents' attitudes toward tourism in the sampled population in Guthrie. These results are partially consistent with previous studies by McGehee and Andereck (2004) and Perdue, Long and Allen (1990) that found no relationship between length of residence and attitudes toward tourism.

### **Community tourism dependence and attitudes and support toward tourism**

The level of community dependence on tourism has been used to predict attitudes toward tourism in previous research (McGehee & Andereck, 2004; Smith & Krannich, 1998; Allen et al. 1993; Long, et.al, 1990) where it has been found to be a significant predictor. In a previous study conducted by McGehee and Andereck (2004), community dependence on tourism was a predictor of tourism attitudes.

In this study, multiple regression analysis was used to examine the influence of community tourism dependence in attitudes toward tourism while controlling personal benefits from tourism, and no significant relationship was found between the variables. Findings of this study suggest that community tourism dependence was not a predictor of residents' attitudes toward tourism while controlling for personal benefit from tourism in the sampled population in Guthrie. The results contradict previous findings by McGehee and Andereck (2004) that found community dependence on tourism as a predictor of attitudes toward tourism when controlling for personal benefit from tourism.

### **Relationship between residents' attitudes toward tourism and support for additional tourism**

In previous studies conducted by McGehee and Andereck (2004), Jurowski et al., (1997), Snaith and Haley (1995), and Perdue et al., (1990) *perceived positive impacts* and *perceived negative impacts* of tourism have been found predictors of support for tourism. In these studies, those who perceived tourism's positive impacts were

supportive of added tourism, while residents that perceived negative impacts were less supportive.

In this study, the results in multiple regression analysis indicated that there is a significant relationship between perceived positive impacts of tourism, personal benefit from tourism and support for additional tourism in the community. However, perceived negative impacts of tourism did not influence residents' support for additional tourism in the community. This means that for this study conducted in Guthrie support for additional tourism in the community was influenced by the perceived positive impacts of tourism and personal benefit from tourism from the sampled population in the study.

As stated by Andereck, Pachmayer and Zhao (2012), social exchange theory tends to work only partially in that while positive impacts (benefits) have been found to be a valid predictor of attitudes and support, negative impacts (costs) do not influence the dependent variable. The findings of this study are consistent with the above statement.

### **Role of personal benefit from tourism in attitudes and support toward tourism**

In previous studies, personal benefits from tourism has been found an effective predictor of attitudes toward tourism across different studies (Latkova & Vogt, 2011; Vargas-Sánchez et al., 2009; Andereck et al., 2005; McGehee & Andereck, 2004; Ko & Stewart, 2002; Perdue et al., 1990). Moreover, it has been found that residents who perceive themselves as benefiting from tourism are likely to view it positively, while

residents who perceive themselves as incurring costs are likely to view tourism negatively (McGehee & Andereck, 2004).

In previous research, personal benefit has also been found to be positively associated with predicting support for tourism development (Wang & Pfister, 2008; McGehee & Andereck, 2004). In this study, personal benefit from tourism was used as an independent variable to predict attitudes and support for tourism. The findings of multiple regression analyses indicated the relationship between personal benefit from tourism and residents' attitudes toward tourism (perceived positive impacts) was positive and significant. Likewise, this study found a significant positive relationship between personal benefit from tourism and support for additional tourism. However, in this study, personal benefit from tourism was not a predictor of support for specific potential tourism development options in the community for the sampled population in Guthrie, OK.

### **Predicting support toward tourism development options**

Previous research has explored the relationships between support for tourism development and the variables that predict it. Perceived impacts of tourism have been found to be predictors of support for tourism development (McGehee & Andereck, 2004; Perdue et al., 1990). Personal benefits have also been found predictors of support for tourism development (McGehee & Andereck, 2004; Wang & Pfister, 2008; Perdue et al., 1990). Support for additional tourism was found to be a significant predictor of tourism

planning in the community (McGehee & Andereck, 2004). In the current study, however, support for additional tourism was used to examine its influence in overall support for specific tourism development options in the sampled population in Guthrie.

In this study, multiple regression analysis found a positive and significant relationship between perceived positive impacts of tourism and support for tourism development options. The relationship between support for additional tourism and support for tourism development options was also positive and significant. However, the relationship between personal benefit from tourism and support for specific tourism development options in the community was positive but not significant. Overall, these findings suggest that those who perceive the positive impacts of tourism, and those who are supportive of additional tourism in the community, will be supportive of specific tourism development options in the community. However, those who perceive a personal benefit from tourism are not necessarily supportive of specific tourism development options in the community.

### **Differences in support for additional tourism and employment in the tourism industry**

Employment factors are considered important in the development of attitudes and support toward tourism development. Those individuals whose jobs depend on tourism may differ from those employed in non-tourism related jobs. In previous research it has been found that business owners are more positive toward tourism than other groups

(Caneday & Zeiger, 1991; Lankford, 1994; Siegel & Jakus, 1995; Wang & Pfister, 2008).

In this study, respondents in Guthrie were asked to select the group that best defined them based on employment: (1) resident employed in tourism, (2) resident non-tourism employed, (3) entrepreneur employed in tourism, (4) entrepreneur non-tourism employed, and (5) other. Analysis of Variance (ANOVA) was conducted to determine if there existed differences between residents, entrepreneurs, and other members of the community, employed or not employed in the tourism industry and their level of support for additional tourism in the community. ANOVA results showed that the ratings of support for additional tourism in the community were significantly different between the groups. More specifically, Bonferroni post-hoc test indicated that the mean score for the support for additional tourism for entrepreneur non-tourism employed ( $M= 4.65$ ) was significantly different from the mean score for the support for additional tourism for other members of the community ( $M= 3.60$ ). These results indicate that the higher level of support for additional tourism, among respondents in Guthrie, comes from entrepreneurs in the community which is consistent with previous studies that have found that business owners are more positive toward tourism than other groups (Caneday & Zeiger, 1991; Lankford, 1994; Siegel & Jakus, 1995; Wang & Pfister, 2008).

### **Ratings of acceptability of potential tourism development options**

All of the potential tourism development options had ratings of acceptability among respondents in Guthrie, OK. The most acceptable potential tourism development options were special events and outdoor attractions. Respondents ranked as their three top choices (1) festivals/ fairs/events; (2) parks; and (3) outdoor recreation opportunities. Restaurants, historic/cultural attractions, and museums were also highly acceptable among respondents. Bed and Breakfasts/ inns, retail stores, hotels/motels followed in acceptability. Bars, taverns, or clubs, however, were the least acceptable potential development option to the majority of respondents.

The findings of the ratings and ranking of acceptability of potential tourism development options among respondents in Guthrie may be helpful to local authorities and entrepreneurs to make decisions about future tourism development in the community.

### **Additional input from respondents about tourism impacts and support toward tourism development**

The questionnaire used in this study had a last question that allowed respondents to express additional input or comments related to the impact and development of tourism in Guthrie, Oklahoma. This additional input from respondents revealed interesting findings. Generally, respondents were quite supportive of tourism development in the community; several mentioned that *"tourism has been good for*

*Guthrie", "Guthrie needs more tourism", "tourism would be very beneficial for the Guthrie community" and that they are "very supportive of tourism in the local area".*

The majority of respondents agreed on the positive role of tourism in the local economy and in the growth of their community and they were supportive of the development of additional infrastructure and services that can be enjoyed by both tourists and locals saying *"we need tourism for our economy to grow and to provide more activities for local residents", "anything to bring the community together would help us all grow as the great community we are", and "tourism helps grow our community!"*. One respondent recognized the positive impacts and benefit of tourism in the community and described it as *"tourism is the lifeblood of my community and we would benefit greatly by more infrastructure"*. However, other respondents recognized that tourism can also bring some unwanted economic impacts to the locals in the community, saying *"tourists should not own too much local real estate, they drive property tax beyond the locals' ability to pay"*.

Likewise, respondents seemed to be quite aware of the costs and benefits that tourism development may bring to the locals and the community. For one respondent, *"more tourism would help some things and hurt others, I worry about outsiders not taking care of our precious resources. It has become more difficult for locals to enjoy our resources because the tourist spots have been dominated by out of state visitors."*



*However, it is overall beneficial to our economy. Have to take the good with the bad".*

This expression is in accordance to what social exchange theory states, if residents perceive the benefits outweigh the costs of tourism development in a community, residents would be more willing to support tourism in a community. Respondents, however, are concerned about the way tourism should be developed and managed in their community. For one respondent, *"the right kind of tourism would be highly beneficial to our community and potentially help create a much cleaner looking community Guthrie is somewhat trashy looking right now"*. Other respondents pointed out the challenges that local authorities face in the planning and development of tourism within a historic landmark as Guthrie, OK. For instance, a respondent expressed his opinion by saying *"I think tourist attractions can be done really well, but if Guthrie became like an amusement park it would take away from the cities small town charm an appeal. I think if that was maintained tourism could really improve Guthrie"*. Finally, another respondent expressed that *"creating a unified image for tourism is challenging with older infrastructure and few jobs"*.

In summary, most respondents demonstrated a positive attitude toward tourism and expressed their support for tourism development in the community in their additional input for this study. They seemed to be supportive mainly because they recognize the economic and social benefits of tourism in Guthrie, OK. However, respondents also expressed their concern about the challenges faced by local authorities in the planning

and management of tourism, so its benefits outweigh the costs for both, locals and the community.

## **Conclusions**

Results of the study indicated that respondents in Guthrie, Oklahoma had favorable attitudes toward tourism, mostly because of its positive impacts, including the improvement of the local economy and other type of benefits such as shopping, restaurants, and entertainment options. Respondents, however, did not seem to perceive an improvement in the quality of public services in their community due to tourism. As for personal benefit from tourism, findings of the study indicated that not all respondents perceived a personal benefit from tourism. Study results also indicated that respondents in Guthrie were generally supportive of additional tourism development in their community mainly because they perceived the positive benefits of tourism outweighed the negative impacts. Overall, most respondents strongly agreed that their community should plan and manage the growth of tourism in Guthrie which may be an indicator of the desire to be involved in tourism planning and development.

The findings of this study indicated that support for additional tourism in Guthrie was found to be influenced by both residents' attitudes toward tourism and personal benefit from tourism. This means that those respondents who perceive the positive impacts of tourism in Guthrie are more likely to be supportive of additional tourism. Likewise, the more respondents perceive they personally benefit from tourism, they will

be more supportive of additional tourism in Guthrie. Overall, support for tourism development options in Guthrie was found to be significantly influenced by residents' perceived positive impacts of tourism and residents' support for additional tourism in the community. This means that those respondents who perceive the positive impacts of tourism, and those who are supportive of additional tourism, will be supportive of specific tourism development options in Guthrie.

In the additional input provided by respondents in this study, it was found that most respondents demonstrated a positive attitude toward tourism and seemed to be supportive for tourism development in the community. Respondents seemed to recognize the economic and social benefits of tourism in Guthrie, OK. Respondents, however, expressed concern about the challenges in the planning and management of tourism, so the benefits outweigh the costs for locals and the community.

Study results indicated that support for additional tourism in the community differs between residents, entrepreneurs, and other members of the community, employed not employed, in the tourism industry. The higher level of support for additional tourism among respondents in Guthrie comes from entrepreneurs in the community.

Finally, findings of study indicated that the most acceptable potential tourism development options among respondents were special events and outdoor attractions, with festivals/ fairs/events; parks; and outdoor recreation opportunities ranked as their

three top choices. Bars, taverns, or clubs were the least acceptable potential tourism development option to the majority of respondents.

### **Limitations of the study**

The data collected in this study have several limitations. First, the findings from this study may not be relevant to communities in other rural areas in the state of Oklahoma or in the U.S. which might have different characteristics such as different demographics, levels of economic development, level of tourism development, and level of tourism dependence.

Second, the sampling procedure and data collection process of this study, using a mixed method with both paper and online surveys, may have influenced and resulted in a small sample size for this study. Furthermore, using a convenient sample might provide some source of bias and limit the generalizability of the results of the study. Although within the convenient sample, all responses were voluntary, independent and mutually exclusive which show some elements of randomness.

Third, the small sample size of the study makes it less likely that statistically significant relationships would be detected in the sample data. In addition, issues related to potential non-response bias should also be considered given the small sample size. This means that results of this study may not be fully representative of everyone in the population of the study. The findings of this study are based on a small sample size;

therefore, future studies with a large sample in different locations are needed to validate the findings of this study.

### **Implications of the study**

This study proposed and tested a theoretical model that contributes to the literature exploring residents' attitudes and support for tourism development in a community in rural Oklahoma. The findings of the study conducted in Guthrie, Oklahoma contribute to the understanding of how residents' perception of the positive impacts of tourism and personal benefit from tourism influence support for additional tourism in a community that is increasingly relying on tourism as an economic development tool.

Social exchange theory states that residents support tourism after weighing benefits and costs resulting from tourism. Based on social exchange theory, residents in Guthrie seemed to be supportive of tourism development, at least at the current stage of development in the community, although they also seem to recognize the challenges of tourism planning and management. The findings of the study indicated that entrepreneurs non-tourism employed are the ones who seemed to be more supportive of additional tourism development among respondents in Guthrie. In other words, residents or entrepreneurs employed in the tourism industry were not necessarily the most supportive of additional tourism in the community. This is an interesting finding that may be an indicator that other reasons, not only benefits and costs, as stated by social exchange

theory, can explain residents' attitudes and support for tourism. Therefore, it is recommended that in future studies, qualitative research (e.g. interviews and focus groups) is used to identify factors that influence residents' attitudes and support toward tourism more accurately.

Additionally, this study contributes to the knowledge of how to conduct research on residents' attitudes and support for tourism development using online surveys versus traditional mail surveys for data collection.

Residents play a key role in the planning and development of the tourism industry in their communities, and the findings of this research can assist community stakeholders in the implementation of tourism development strategies that aim to obtain residents' support for tourism development options in rural communities at an early stage. In communities that are undertaking tourism local authorities can engage in tourism development initiatives that enhance local infrastructure, increase recreational community choices and improve varied amenities to be shared by residents and tourists alike and promote a favorable attitude towards tourism within the community. In the next section, suggestions for local authorities and tourism decision-makers on how to improve awareness about the impacts of tourism in the area and increase participation of the locals in future tourism projects are provided.

### **Managerial Implications of the study**

Results of this study can be useful for tourism developers, local authorities, and policy-makers of the area that are planning for tourism development, and seeking to gain residents' support for further tourism development in the community. A major goal for rural tourism development is to assure that all the voices of the community are heard (McGehee & Andereck, 2004, p.139). There are several approaches that local authorities and community leaders can follow to ensure all voices in the community are heard and included in the planning and development of tourism initiatives within the community.

As it has been discussed thoroughly in this study, if residents perceive that tourism results in more costs than benefits in their community, it is likely that these residents will have a negative attitude toward tourism and oppose any tourism development. To counteract this negative opinion toward tourism local authorities may conduct an internal marketing program aiming at changing their attitudes favorably. The first step should be to conduct a community needs assessment and to involve locals by asking the types of tourism development that residents' desire and need in their community. This way tourism planners and local leaders can identify the type of development that residents desire plus residents' perception of the impacts of tourism in the community. If tourism planners and managers understand how residents perceive the impacts of tourism, then tourism development in a community can be planned in a way that improves the overall quality of life for residents (Andereck, Pachmayer & Zhao, 2012).

It is critical to involve the community in the planning and development of the tourism industry, and following a qualitative approach, with meetings, focus groups and personal interviews with representatives of different members in the community, including residents, local authorities and business owners, can help to support or contest the conclusions reached with the application of survey techniques in the community (Vargas-Sánchez, Porrás-Bueno, & Plaza-Mejía, 2011). Moreover, the implementation of a community involvement plan can be helpful in several ways, including: the integration of all community members to tourism; fostering community participation, creating a positive impact for both the host community and tourists, promoting collaborative management initiatives generated by the community, and the training of human capital (Palacios, 2013).

The development of tourism in a community can bring positive and negative impacts in different areas and at different levels, however, businesses and tourism planners should ensure that the industry's negative impacts on the economy, environment, and society are mitigated while the positive ones are enhanced (Nunkoo & Gursoy, 2012). Educating and informing the local community about tourism and its impacts can help strengthen the tourism industry by allowing all stakeholders to make informed decisions about the types of tourism development and activities that take place in their community (Byrd, et.al, 2009). For this purpose, a Destination Management Organization (DMO), in Guthrie should consider the importance of listening, educating,



informing, and involving local residents in the decision-making of the tourism development in the community.

### **Recommendations for future research**

This study proposed and tested a model for examining residents' attitudes and support for tourism development options in Guthrie, Oklahoma based on previous research and following a quantitative analysis approach using scales based on existing instruments. Therefore, a recommendation for future studies is to test the model in a different setting. Comparative studies between other cities and regions in the state of Oklahoma having different levels of tourism development and economic dependence on tourism should be conducted.

Additionally, longitudinal studies can help to observe if the attitudes and support for tourism development in the state differs overtime and depending of the level of tourism development and tourist visitation in the area. Tourism is increasingly gaining popularity in the state of Oklahoma as a source of economic development, therefore inquiring about residents' opinion of the economic role of tourism in a future study, may contribute to explain better residents' attitudes toward tourism, as suggested by other studies (Latkova & Vogt, 2011).

A quantitative approach as followed in this study may leave certain unanswered questions about residents' perceptions and attitudes toward tourism. Therefore, in future studies, the researchers would benefit of the use of a qualitative approach conducting

personal interviews and focus groups with different types of stakeholders (i.e. residents, government officials, entrepreneurs, and tourists) in the community. A qualitative analysis may allow to gain more in-depth and rich information, and to make comparisons of stakeholder perceptions of tourism impacts and their support for tourism development in the community.

Finally, the use of an additional recruitment method, such as local media advertisements including newspaper ads and radio announcements could be helpful to improve response rate of local residents in future studies. Likewise, response rate could be improved by offering material reward (i.e. incentives) for recruitment of study participants. It is recommended to offer incentives (e.g. a gift card drawing) to reward potential respondents for their time and participation, and potentially improve response rate in future studies.

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## **APPENDICES**

Appendix A: Participant information sheet  
Residents' Attitudes Toward Tourism Development Options In Rural Oklahoma

**Principal Investigator:** Catalina Palacios, Ph.D Candidate., catalip@okstate.edu, Oklahoma State University

**Purpose:** The study is designed to gain public input regarding residents' attitudes toward tourism development options in Oklahoma and will aid in planning and developing community services in the future.

**Procedures:** Proceeding with the web-based survey or paper survey will imply your consent to participate in this study. If you decide to participate, you will first look at the welcome page and then be directed to the survey pages. The instructions will be given at the beginning of the survey. You will be asked about your opinion for possible tourism development options in Guthrie and basic demographic questions. You will answer all the questions online or in the paper survey. The study is designed to last approximately 15 minutes.

**Risks of Participation:** There are no known risks associated with this project which are greater than those ordinarily encountered in daily life. If, however, you begin to experience discomfort or stress in this research, you may end your participation at any time.

**Benefits:** The results of this study may assist local community authorities in understanding the perceptions of residents about tourism development, and may aid in planning and developing potential community services in the future. The major benefit is that gained through public input into community development.

**Confidentiality:** All information about you will be kept confidential and will not be released. The information will be saved for up to one year and the records of this study will be kept private. Any written results will discuss group findings and will not include information that will identify you. Research records will be stored securely and only researchers and individuals responsible for research oversight will have access to the records.

**Compensation:** There is no compensation for participation in this survey.

**Contact:** If you have any questions or concerns about the study, please contact Catalina Palacios, (615) 724-8592, catalip@okstate.edu, Leisure Studies, Oklahoma State University, Stillwater, OK, 74078. Donna K. Lindenmeier, (405) 744-3700, donna.lindenmeier@okstate.edu, Leisure Studies, Oklahoma State University, Stillwater, OK, 74078. If you have questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 223 Scott Hall, Stillwater, OK 74078-2016



**Participant Rights:** Your participation in this research is voluntary, and there is no penalty for refusal to participate. You are free to withdraw your consent and participation in this study at any time.

**Consent:** I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

## Appendix B: Research Instrument for Tourism Study in the community

### Tourism Impact

The following are statements about the impacts that tourism has in an area. Please respond by choosing the number that most represents your agreement with the statement according to your perception. The scale is from 1 (Strongly Disagree) to 5 (Strongly Agree).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Increased tourism improves the local economy	1	2	3	4	5
2. Tourism decreases unemployment.	1	2	3	4	5
3. Shopping, restaurants, entertainment options are better in communities as a result of tourism.	1	2	3	4	5
4. Tourism industry provides worthwhile job opportunities for community residents	1	2	3	4	5
5. The quality of public services in my community has improved due to tourism.	1	2	3	4	5
6. Tourism increases a community's tax revenue.	1	2	3	4	5
7. Tourism development increases the traffic problems.	1	2	3	4	5
8. Tourism development increases property taxes.	1	2	3	4	5
9. Tourism results in an increase in the cost of living	1	2	3	4	5
10. Tourism results in more litter in an area	1	2	3	4	5
11. Tourism development increases crime.	1	2	3	4	5
12. Tourism provides incentives for protection and conservation of natural resources	1	2	3	4	5
13. Tourism development increases the number of recreational opportunities for local residents	1	2	3	4	5
14. Tourism development improves a community's appearance.	1	2	3	4	5
15. Tourism results in more vandalism in a community	1	2	3	4	5
16. Tourism development increases income and standard of living	1	2	3	4	5
17. Tourism helps preserve the cultural identity of my community	1	2	3	4	5
18. Tourism produces long-term negative effects on the environment	1	2	3	4	5

### Possible Tourism Development Options

The following items refer to possible tourism development options in a community. Some of these options may be supported by private investment while others may be more appropriate for public funds. Please respond by choosing the number that most represents your level of acceptability of tourism development options. The scale is from 1 (Not Acceptable) to 5 (Very Acceptable).

	Not Acceptable	Somewhat Unacceptable	Neutral	Somewhat Acceptable	Very Acceptable
1. Parks	1	2	3	4	5
2. Outdoor recreation opportunities	1	2	3	4	5
3. Historic/cultural attractions	1	2	3	4	5
4. Festivals/fairs/events	1	2	3	4	5
5. Museums	1	2	3	4	5
6. Restaurants	1	2	3	4	5
7. Retail stores	1	2	3	4	5
8. Hotels/motels	1	2	3	4	5
9. Bed and Breakfast inns	1	2	3	4	5
10. Bars/taverns/clubs	1	2	3	4	5

### Support toward current and future tourism development

The following are statements about your support for current and future tourism development in the community. Please respond by choosing the number that most represents your agreement with the statement. The scale is from 1 (Strongly Disagree) to 5 (Strongly Agree).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Tourism can be one of the most important industries for a community	1	2	3	4	5
2. Additional tourism would help this community grow in the right direction	1	2	3	4	5
3. Generally, the positive benefits of tourism outweigh the negative impacts	1	2	3	4	5
4. My community should plan and manage the growth of tourism	1	2	3	4	5
5. Tourists should pay more than local residents to visit parks and outdoor recreation facilities	1	2	3	4	5
6. Tourists should pay a special tax on hotel and motel room fees.	1	2	3	4	5
7. I favor building new tourism facilities which will attract more tourists	1	2	3	4	5
8. I personally benefit from current tourism in my community	1	2	3	4	5
9. My community should become a tourist destination.	1	2	3	4	5
10. The community should try to attract more tourists	1	2	3	4	5
11. I would personally benefit from more tourism development in my community	1	2	3	4	5
12. I support tourism having a vital role in this community	1	2	3	4	5
13. Tourism holds great promise for my community's future	1	2	3	4	5

This section contains questions about your participation in community activities and basic demographic questions. Please fill out in the blank or check the box which is representing your and your situation.

1. Are you an active member of a civic organization (i.e. local church, PTA, scouts, etc.) in the community?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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2. Please select the group that best defines you:

<input checked="" type="checkbox"/>	Resident - Nontourism employed
<input type="checkbox"/>	Entrepreneur - Nontourism employed
<input checked="" type="checkbox"/>	Entrepreneur - Tourism employed
<input type="checkbox"/>	Resident - Tourism employed
<input checked="" type="checkbox"/>	Other

3. How long have you lived in your home community? \_\_\_\_\_ year(s) or \_\_\_\_\_ month(s)

4. Please select what best describes your residential status:

<input checked="" type="checkbox"/>	Permanent Homeowner
<input type="checkbox"/>	Seasonal Homeowner
<input checked="" type="checkbox"/>	Permanent Renter
<input type="checkbox"/>	Seasonal Renter

5. What is your zip code? \_\_\_\_\_

6. How old are you? \_\_\_\_\_

7. Please indicate your gender

Male

Female

8. What is your primary racial identity?

American Indian or Alaskan Native

Native Hawaiian/Other Pacific Islander

Asian

Other \_\_\_\_\_

African American

Mixed race

White

Hispanic

9. Please select your highest level of education

Less than high school

Master's

High school or equivalent

Professional Degree

Associate's

Doctorate

Bachelor's Degree

Other \_\_\_\_\_

10. Please select your household income in the past 12 months

Less than \$25,000

\$75,000 - \$ 99,999

\$25,000 - \$ 49,999

\$100,000 - \$124,999

\$50,000 - \$ 74,999

\$125,000 or more

11. If there are any additional comments that you would like to add please do so below

Thank you for your assistance in this important study related to tourism development in Oklahoma. Your participation is greatly appreciated!

## Appendix C: Institutional Review Board Approval

### Oklahoma State University Institutional Review Board

Date: Wednesday, September 24, 2014  
IRB Application No ED14137  
Proposal Title: Residents' Attitudes Toward Tourism Development Option in Rural Oklahoma  
Reviewed and Processed as: Exempt

**Status Recommended by Reviewer(s): Approved Protocol Expires: 9/23/2017**

Principal Investigator(s):

Catalina Palacios	Lowell Caneday
190 CRC	180 Colvin Center
Stillwater, OK 74078	Stillwater, OK 74075

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The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval. Protocol modifications requiring approval may include changes to the title, PI advisor, funding status or sponsor, subject population composition or size, recruitment, inclusion/exclusion criteria, research site, research procedures and consent/assent process or forms
2. Submit a request for continuation if the study extends beyond the approval period. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of the research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Dawnett Watkins 219 Cordell North (phone: 405-744-5700, dawnett.watkins@okstate.edu).

Sincerely,



Hugh Cretnak, Chair  
Institutional Review Board



**Oklahoma State University Institutional Review Board**

Date: Thursday, November 19, 2015 Protocol Expires: 9/23/2017

IRB Application No: ED14137

Proposal Title: Residents' Attitudes Toward Tourism Development Option in Rural Oklahoma

Reviewed and Processed as: Exempt  
**Modification**

Status Recommended by Reviewer(s) **Approved**

Principal Investigator(s):

Catalina Palacios 190 CRC Stillwater, OK 74078	Donna Lindenmeier 182 Colvin Center Stillwater, OK 74078
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The requested modification to this IRB protocol has been approved. Please note that the original expiration date of the protocol has not changed. The IRB office MUST be notified in writing when a project is complete. All approved projects are subject to monitoring by the IRB.

- The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

The reviewer(s) had these comments:

Mod to remove Lowell Caneday as advisor and replace with Donna Lindenmeier, add Guthrie, Ok as a research site, place an ad in the Logan County OSU Cooperative Extension Service newsletter, and place an ad on the City of Guthrie Municipal Government and Chamber of Commerce Facebook sites.

Signature :

  
\_\_\_\_\_  
Hugh Crethar, Chair, Institutional Review Board

Thursday, November 19, 2015  
Date

## Appendix D: Initial Email Invitation

TO: email contact

SUBJECT: Guthrie Tourism Study



Oklahoma State University invites you to participate in a survey to address residents' opinion toward tourism development in Guthrie. This survey is available online and will take less than 15 minutes of your time. You are kindly requested to fill out all sections of the survey. Your responses to the survey will be confidential. As a resident of Guthrie and the surrounding area you are eligible to participate in this research. The information you provide is very important to the accuracy and success of the survey.

Thank you very much for helping with this important study.

Click on the Survey link <https://goo.gl/drqOqY> copy and paste the URL into your browser to access the survey.

**Investigator:**

Catalina Palacios, Doctoral Candidate, [catalip@okstate.edu](mailto:catalip@okstate.edu), Oklahoma State University

## Appendix E: Follow-up Email Invitation

TO: email contact

SUBJECT: Guthrie Tourism Study



As of today, you had not completed the online survey of tourism study in your community. Oklahoma State University invites you to participate in a survey to address residents' opinion toward tourism development in Guthrie. This survey is available online and will take less than 15 minutes of your time. You are kindly requested to fill out all sections of the survey. Your responses to the survey will be confidential. As a resident of Guthrie and the surrounding area you are eligible to participate in this research. The information you provide is very important to the accuracy and success of the survey.

Thank you very much for helping with this important study.

Click on the Survey link <https://goo.gl/drqOqY> or copy and paste the URL into your browser to access the survey.

**Investigator:**

Catalina Palacios, Doctoral Candidate, [catalip@okstate.edu](mailto:catalip@okstate.edu), Oklahoma State University

## Tourism Development Study in Guthrie

Oklahoma State University invites you to participate in a survey to address residents' attitudes toward tourism development in Guthrie. You are invited to express your opinion on perceived impact of possible tourism development in Guthrie and the surrounding area. This information may assist in planning for the future of your community.

Use the URL or QR code below to access the survey.

<https://goo.gl/drqOqY>



VITA

Catalina Nassyra Palacios Diazceballos

Candidate for the Degree of

Doctor of Philosophy

Thesis: RESIDENTS' ATTITUDES TOWARD TOURISM DEVELOPMENT  
OPTIONS IN RURAL OKLAHOMA: THE CASE OF GUTHRIE

Major Field: Health, Leisure and Human Performance (Leisure Studies)

Education:

Completed the requirements for the Doctor of Philosophy in Health, Leisure and Human Performance at Oklahoma State University, Stillwater, Oklahoma in May, 2017.

Completed the requirements for the Master of Science in International Studies at Oklahoma State University, Stillwater, Oklahoma in May, 2011.

Completed the requirements for the Bachelor of Science in Communications at Universidad de las Americas-Puebla, Cholula, Puebla/Mexico in 1998.

Experience:

2015-2016 Lecturer: Middle Tennessee State University

2013-2017 Graduate Teaching Assistant: Oklahoma State University

2011-2013 Graduate Research Assistant: Oklahoma State University

Professional Memberships:

2012-Present National Recreation and Parks Association

2013-Present Rho Phi Lambda Honorary Recreation, Park, and Leisure Service Fraternity