

Residents' Attitudes Towards Tourism Development

-Haneul Kim

Introduction

Understanding residents' perceptions of tourism development is critical for sustainable community growth. This project analyzes residents' attitudes toward tourism development in Angourie, NSW, using a quantitative approach. The findings aim to guide local governments in aligning tourism strategies with community needs, ensuring balanced growth and improved quality of life.

Research Objectives

This analysis focuses on the following objectives:

1. Identify the demographic profile of Angourie residents.
2. Analyze resident perceptions of tourism across six key dimensions.
3. Compare tourism perceptions between short-term and long-term residents.
4. Explore the relationship between tourism attitudes and perceived quality of life.

Methods

- **Data Collection:** Online survey (N=285 residents)
- **Measures:** 6-point Likert scale across six dimensions (Economic Impact, Employment, Cultural Heritage, Environmental Impact, Cost of Living, Local Services & Amenities), plus Overall Attitude & Quality of Life.
- **Analysis:**
 - Descriptive Statistics
 - Independent-samples t-tests
 - Pearson's Correlation

Results

Key Findings;

- **Local Services & Amenities** received the highest overall rating ($M=5.04$), indicating residents appreciate tourism's contribution to improving local services.
- **Cost of Living** was rated the lowest ($M=2.03$), reflecting concerns about increased expenses linked to tourism development.
- **Short-term residents** showed a more positive attitude towards tourism overall ($M=4.99$), valuing its economic benefits and service improvements.
- **Long-term residents** prioritized cultural heritage ($M=5.03$) but expressed lower overall support for tourism development ($M=2.23$), reflecting concerns about cultural and community impacts.

Statistical Analysis;

Independent-samples t-tests revealed significant differences ($p < 0.05$) between short-term and long-term residents in:

- **Economic Impact**
- **Cultural Heritage**
- **Local Services & Amenities**
- **Overall Attitude Towards Tourism Development**
- **Quality of Life**

No significant differences were found in Employment, Environmental Impact, or Cost of Living.

Correlation Analysis;

A positive correlation was identified between residents' overall attitude towards tourism and their perceived quality of life:

- **Total Sample:** $r = 0.37$ (moderate positive correlation)
- **Short-term Residents:** $r = 0.13$ (weak positive correlation)
- **Long-term Residents:** $r = 0.60$ (strong positive correlation)

These results suggest that for long-term residents, a supportive view of tourism is closely linked to higher life satisfaction.

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Table 1. Demographic Profile

Variable	Category	Frequency
Age	18-30	13
	31-40	24
	41-50	36
	51-60	82
	61-70	76
	70+	57
Income	\$0-\$50,000	56
	\$100,001-\$150,000	86
	\$150,000+	36
	\$50,001-\$100,000	110
Education Level	Bachelor	96
	Certificate	58
	Completed school	111
	Masters	17
	PhD	6
Occupation	Environmental Conservationist	73
	Healthcare Professional	17
	Local Government Official	8
	None of the above	49
	Retiree and Senior Citizen	90
	Small Business Owner	36
	Tourism Industry Professional	15
Terms of Residency	Long-term	163
	Short-term	125
Total	<i>N</i> =	288

Table 2. Means, SDs, & t-Test

Dimension	Total Sample		Short-term Residents		Long-term Residents		t-Test
	M	SD	M	SD	M	SD	P Value
Economic Impact	3.71	1.50	4.25	1.28	3.30	1.53	0.00
Employment	4.82	1.21	4.90	1.01	4.76	1.34	0.34
Cultural Heritage	4.12	1.62	2.94	1.52	5.03	0.98	0.00
Environmental Impact	3.99	1.02	4.05	0.97	3.95	1.06	0.42
Cost of Living	2.03	1.26	2.03	1.17	2.02	1.33	0.99
Local Services and Amenities	5.04	1.14	5.30	0.82	4.83	1.30	0.00
Overall Attitude Towards Tourism Development	3.43	1.81	4.99	1.00	2.23	1.31	0.00
Quality of Life in the Local Community	2.88	1.64	3.17	1.78	2.66	1.50	0.01

Table 3. Correlations

Group	Correlation(=r)
Total sample	0.37
Short-term Residents	0.13
Long-term Residents	0.60

Limitations;

This study focuses on one region (Angourie, NSW), so findings may not fully generalize to other areas. Future research could include broader geographical samples or longitudinal analysis.

Conclusion

Tourism development perceptions in Angourie vary by residency length. Long-term residents value cultural preservation, while short-term residents focus on economic and service benefits. Aligning tourism strategies with these diverse perspectives can foster stronger community support and sustainable growth.

Recommendations

- **Community Panels:** Establish advisory panels to gather resident input regularly.
- **Benefit Sharing:** Develop programs like resident discounts or revenue-sharing to address cost of living concerns.
- **Transparency Tools:** Launch a Tourism Impact Dashboard to monitor and share real-time data with the community.

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