**Residents’ Attitudes Towards Tourism Development**

**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 | *N =* | 288 |

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| 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.