

University of Montana

ScholarWorks at University of Montana

Institute for Tourism and Recreation Research
Publications

Institute for Tourism and Recreation Research

3-1-2004

Crow Country Resident Attitudes: Exploring Tourism Development Potential Montana CTAP 2003-2004

Jim Wilton

The University of Montana-Missoula

Follow this and additional works at: https://scholarworks.umt.edu/itrr_pubs



Part of the [Leisure Studies Commons](#), [Recreation, Parks and Tourism Administration Commons](#), and the [Tourism and Travel Commons](#)

Let us know how access to this document benefits you.

Recommended Citation

Wilton, Jim, "Crow Country Resident Attitudes: Exploring Tourism Development Potential Montana CTAP 2003-2004" (2004). *Institute for Tourism and Recreation Research Publications*. 127.
https://scholarworks.umt.edu/itrr_pubs/127

This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

Exploring Tourism Development Potential

Montana CTAP 2003-2004

Crow Country Resident Attitudes:

Exploring Tourism Development Potential
Montana CTAP 2003-2004

Prepared by

Jim Wilton

Research Report 2004-3
March 2004

Acknowledgements

This study could not have been completed without the cooperation of several outstanding people. First and foremost we would like to thank the Crow CTAP Action Committee for assisting ITRR in drafting and reviewing the local survey questions, and in particular Latonna Old Elk, CTAP Project Coordinator, for her role in assisting ITRR in conducting the resident attitude survey. Cindy Alden is also thanked for her coordinating efforts during the surveying period.

A special thanks goes to all the surveyors who worked so hard in surveying their particular districts: Bernardine Real Bird, Cindy Alden, Clinton House, Ingrid Whiteclay-Grant, Kenneth Spotted, and Leann Shepherd. We would also like to acknowledge Bob Dvorak for his help and assistance in the survey. Thank you all very much for your hard work and making this survey a success.

Executive Summary

This report presents information about tourism and recreation on the Crow Reservation in south-eastern Montana. It offers estimated travel volume and traveler characteristics for overnight visitors to the Reservation, also referred to as Crow Country throughout most of this report, which was extrapolated from the 2001/2002 Nonresident Travel Study dataset, and includes the results of a 2003 Crow resident attitude survey. This survey provides residents' opinions and attitudes regarding tourism and its development in the state and on the Reservation, and compares those results with a 2001 statewide survey.

The Crow resident attitude survey represents responses from a cluster sample of 183 Crow households in October 2003, and a statewide random sample of 328 Montana households in the fall of 2001. Local Crow surveyors were used for the door-to-door sampling method on the Reservation, while the statewide survey was in the form of a mail-back questionnaire.

The following bulleted points offer highlights of the 2001/2002 Nonresident Travel Study, in addition to the 2003 Crow resident attitude survey. In cases where there was insufficient sample size for the Reservation, Big Horn County numbers were used instead. Finally, a more detailed analysis is found in the remainder of the report for both the Crow Reservation and the state.

Nonresident Visitors (2001/2002 Nonresident Survey Data and 2002 Visitor Estimates):

- In the year 2002, over four million travel groups visited Montana. Of those, about 900,000 groups traveled through Crow Country.
- Over \$1.8 billion was spent statewide in 2002 by nonresident travelers with \$34 million being spent in Big Horn County. This figure amounts to approximately \$1,979 for every Montana resident, and \$2,671 for Big Horn County residents.
- Nearly half (47%) of Crow Country visitors traveled as families, but many also traveled as couples (29%) or with friends (13%).
- Overnight visitors to Crow Country were less likely than statewide visitors to stay in a hotel or motel, but were considerably more likely to stay in a private or public campground.
- The largest group (42%) of Crow Country overnight visitors had an annual income of \$100,000 or more, considerably more than statewide visitors.
- Nearly one-third (30%) of overnight visitors to Crow Country found auto clubs to be the most useful information source to plan their trip.
- A strong majority (87%) of overnight visitors to Crow Country were in Montana primarily for vacation, compared to 43 percent at the statewide level.
- Vacationers in Crow Country were attracted to Montana primarily because of fishing (49%), in contrast to just four percent of the statewide vacationers.
- Fishing was also the most popular activity (68%) for overnight visitors to Crow Country, followed by wildlife watching (58%), and visiting Native American sites (56%).
- Visitors to Crow Country spent the largest portion of their money (31%) on gasoline, followed by retail goods (15%), guides, and restaurants (14% each).
- Eighty-one percent of visitors to Crow Country had visited Montana before their trip, and eight percent had previously lived in the state.

Resident Characteristics and Attitudes About Tourism (2003 Resident Attitude Survey):

- Respondents from Crow County have resided on the Reservation for 38 years and in the state for 41 years compared to the statewide respondents who have lived in their community for 24 and in the state for 33 years.
- Montana natives comprise 90 percent of the Crow Country sample.
- The largest portion (41%) of Crow residents earns their household income in the education sector.

- The majority (56%) of Crow Country respondents feel the tourism industry should have a role equal to other industries in the local economy, and ranked the industry second on a list of eight desired economic development options.
- Most (80%) Crow residents work in places that they perceive to supply a little or none of their products or services to tourists or tourist businesses.
- While 13 percent of Crow Country respondents have frequent contact with tourists, over two-thirds (67%) enjoy meeting and interacting with tourists.
- Crow residents do not show as strong of an attachment to their community as do statewide respondents.
- More than three-quarters (77%) of Crow Country respondents feel that the population in the area is increasing, and of those, half (50%) feel it is increasing at the right rate.
- Crow residents feel that tourism can enhance their quality of life by improving museums and cultural centers, the education system, and parks and recreation areas.
- The respondents of Crow Country are more supportive of tourism development than the statewide residents.
- Residents of Crow Country strongly agree that decisions about tourism development should involve residents of the community.
- Job opportunities are perceived as the primary advantage of increased tourism in Crow Country, while increased crime is the leading disadvantage.
- A majority (84%) of Crow residents feel the Crow Tribe should promote tourism.
- Crow respondents were somewhat divided over whether tribal funds should be used to promote tourism.
- Nearly all (90%) of the Crow residents feel that there should be a tribal museum at Crow Agency, and 73 percent would attend a workshop to help start a tourism-related business.
- Two-thirds (66%) of Crow Country respondents think there are obstacles to tourism development on the Reservation.
- Many Crow residents expressed concern over various tribal resources and practices that should not be promoted.

Table of Contents

EXECUTIVE SUMMARY.....	II
NONRESIDENT VISITORS (2001/2002 NONRESIDENT SURVEY DATA AND 2002 VISITOR ESTIMATES):.....	II
RESIDENT CHARACTERISTICS AND ATTITUDES ABOUT TOURISM (2003 RESIDENT ATTITUDE SURVEY):.....	II
INTRODUCTION	1
SECTION 1: THE 2001/2002 NONRESIDENT TRAVEL STUDY.....	3
METHODOLOGY	3
A PROFILE OF RECENT MONTANA VISITORS.....	3
<i>Group Characteristics</i>	3
<i>Information Sources</i>	5
<i>Purposes of Trip to Montana</i>	6
<i>Montana Attractions</i>	7
<i>Visitor Activities</i>	7
<i>Economic Characteristics</i>	8
SECTION II: THE RESIDENT ATTITUDE STUDY.....	11
METHODOLOGY	11
CROW COUNTRY RESIDENT ATTITUDES.....	12
<i>Respondent Characteristics</i>	12
<i>Tourism and the Economy</i>	14
<i>Dependence on Tourism</i>	15
<i>Interactions with Tourists</i>	16
<i>Community Attachment and Change</i>	16
<i>Quality of Life -Current Conditions and Tourism's Influence</i>	18
PERCEIVED CONNECTIONS BETWEEN TOURISM AND COMMUNITY LIFE.....	20
<i>Index of Tourism Support</i>	20
<i>Index of Tourism Concern</i>	21
<i>Index of Land Use Concern</i>	22
<i>Tourism-Related Decision Making</i>	23
<i>Advantages and Disadvantages of Tourism Development</i>	24
QUESTIONS SPECIFIC TO CROW COUNTRY.....	25
<i>Tourism Promotion</i>	25
<i>Tourism Development</i>	27
GENERAL COMMENTS.....	29
APPENDIX A: CROW RESERVATION SURVEY INSTRUMENT	31
APPENDIX B: RESPONDENT COMMENTS	39

List of Tables

TABLE 1: SAMPLE SIZES AND RESPONSE RATES FOR THE 2001/2002 NONRESIDENT TRAVEL STUDY.....	3
TABLE 2: CHARACTERISTICS OF NONRESIDENT VISITORS.....	4
TABLE 3: TOP FIVE PLACES OF ORIGIN OF MONTANA NONRESIDENT VISITORS.....	5
TABLE 4: SOURCES OF INFORMATION USED <i>PRIOR</i> TO VISITING MONTANA.....	5
TABLE 5: SOURCES OF INFORMATION USED WHILE <i>VISITING</i> MONTANA.....	6
TABLE 6: REASONS FOR TRAVELING TO MONTANA.....	6
TABLE 7: ATTRACTIONS OF MONTANA AS A VACATION DESTINATION.....	7
TABLE 8: RECREATION ACTIVITY PARTICIPATION.....	8
TABLE 9: EXPENDITURES OF NONRESIDENT TRAVELERS.....	9
TABLE 10: CROW RESERVATION SURVEY.....	11
TABLE 11: MONTANA RESIDENT ATTITUDE SURVEY SAMPLE SIZE.....	12
TABLE 12: AGE AND GENDER CHARACTERISTICS.....	13
TABLE 13: RESIDENCY CHARACTERISTICS.....	13
TABLE 14: COMMUNITY RESIDENCY.....	13
TABLE 15: SOURCE OF HOUSEHOLD INCOME.....	14
TABLE 16: ROLE OF TOURISM IN THE LOCAL ECONOMY.....	15
TABLE 17: DESIRABILITY OF ECONOMIC DEVELOPMENT ALTERNATIVES.....	15
TABLE 18: EMPLOYMENT'S DEPENDENCY ON TOURISTS FOR BUSINESS.....	16
TABLE 19: FREQUENCY OF CONTACT WITH TOURISTS VISITING COMMUNITY.....	16
TABLE 20: ATTITUDE TOWARD TOURISTS VISITING COMMUNITY.....	16
TABLE 21: INDEX OF COMMUNITY ATTACHMENT.....	17
TABLE 22: PERCEPTIONS OF POPULATION CHANGE.....	18
TABLE 23: QUALITY OF LIFE—CURRENT CONDITION.....	19
TABLE 24: QUALITY OF LIFE—TOURISM'S INFLUENCE.....	19
TABLE 25: INDEX OF TOURISM SUPPORT.....	21
TABLE 26: INDEX OF TOURISM CONCERN.....	22
TABLE 27: INDEX OF LAND USE CONCERN.....	23
TABLE 28: TOURISM-RELATED DECISION-MAKING.....	24
TABLE 29: ADVANTAGES ASSOCIATED WITH INCREASED TOURISM.....	24
TABLE 30: DISADVANTAGES ASSOCIATED WITH INCREASED TOURISM.....	25
TABLE 31: TOURISM PROMOTION IN CROW COUNTRY.....	26
TABLE 32: USING TRIBAL FUNDS FOR TOURISM PROMOTION.....	27
TABLE 33: TRIBAL MUSEUM.....	27
TABLE 34: TOURISM WORKSHOP.....	27
TABLE 35: POTENTIAL OBSTACLES TO TOURISM DEVELOPMENT.....	28
TABLE 36: TRIBAL RESOURCES AND PRACTICES NOT TO BE PROMOTED.....	28
TABLE 37: GENERAL COMMENTS BY CROW COUNTRY RESPONDENTS.....	29

Introduction

This report is intended to provide a profile of current visitors to the Crow Reservation (also referred to as Crow Country) as well as resident attitudes regarding tourism and the travel industry in the area. It combines the results of three different studies and is presented in two sections. The first section contains local nonresident visitor profiles, as well as profiles for statewide visitors. The visitor profiles were developed using research conducted by ITRR throughout 2001 and in the fall of 2002. Data from nonresident travelers spending at least one night in Crow Country were used for the profile information.

The second section of this report contains an assessment of resident attitudes toward tourism in Crow Country. This assessment is the result of a survey obtained from households throughout the Reservation in the fall 2003. It is provided side by side with the same inquiries collected at the state level in 2001 to provide a comparison between resident opinions toward tourism in Crow Country and in Montana as a whole.

Information for this report was gathered as part of the Community Tourism Assessment Program (CTAP), which is conducted in three Montana communities each year. The Crow Reservation was selected for the 2003/2004 CTAP, together with Cascade County and Wibaux County.

Funding for this research came from Montana's Lodging Facility Use Tax. Copies of this report can be downloaded from ITRR's web site (www.itrr.umt.edu) at no charge.

Section 1: The 2001/2002 Nonresident Travel Study

Methodology

Travelers to Montana during the 2001 travel year (December 1, 2000 - November 30, 2001) and the fall of 2002 (October 1 – November 30, 2002) were intercepted for the 2001/2002 Nonresident Travel Study. The traveler population was defined as those travelers entering Montana by private vehicle or commercial air carrier during the study period, and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons traveling in a plainly marked commercial or government vehicle such as a scheduled or chartered bus, or semi truck. Also excluded were those travelers who entered Montana by train. Other than these exceptions, the study attempted to assess all types of travelers to the state.

Data were obtained through a mail-back diary questionnaire administered to a sample of intercepted travelers in the state. During the fourteen-month study period, 11,996 questionnaires were delivered to visitor groups (Table 1). Usable questionnaires were returned by 4,595 groups, resulting in a response rate of 38 percent. Of those groups, 4,082 reported spending the night in Montana. A sub-sample of 1,024 respondent groups traveled through the Crow Reservation with 128 staying overnight.

Table 1: Sample Sizes and Response Rates for the 2001/2002 Nonresident Travel Study

Questionnaires delivered	11,996
Usable questionnaires returned	4,595
Nonresident Travel Study response rate	38%
Overnight visitors	4,082
Crow Country sample size (drove through Reservation)	1,024
Percent of nonresident sample	22%
Crow Country overnights (spent at least 1 night on Reservation)	128

A Profile of Recent Montana Visitors

This section presents a profile of Montana visitors from the 2001/2002 nonresident survey. Group characteristics are reviewed for both statewide visitors as well as travelers to Crow Country. In addition, a brief economic profile highlights the spending contributions nonresidents make in Big Horn County (where most of the Crow Reservation overlaps) and throughout Montana.

Group Characteristics

Travel group characteristics for Crow Country were obtained from visitors who spent at least one night on the Reservation. There were several differences between the travel groups staying overnight in Crow Country and the statewide sample (Table 2).

Crow Country: The largest group of visitors who spent at least one night in Crow Country traveled as families (47%), while 29 percent traveled as couples and 13 percent traveled with friends. Eighty-one percent of travelers had visited Montana before this trip, while just eight percent had previously lived in the state. Visitors stayed in the state for an average 7.9 nights with the majority (48%) spending their nights at public or private campgrounds, and 31 percent stayed at a hotel, motel, or bed and breakfast. Almost half (46%) of respondents indicated having an income of over \$80,000 per year, with most of those (42%) making over \$100,000.

Statewide: For visitors to the state as a whole, the largest portion traveled as couples (40%), followed by those who traveled as family (28%), and 18 percent who traveled alone. Eighty percent were repeat visitors, while 17 percent had previously lived in the state. A typical visitor to Montana was most likely to stay in a hotel or a motel (47%), stay 4.4 nights, and have an income exceeding \$60,000 per year. A full 20 percent indicated making over \$100,000 per year, while 7 percent reported making less than \$20,000 per year.

Table 2: Characteristics of Nonresident Visitors

	Crow Country*	Statewide
Group Type**		
Couple	29%	40%
Family	47%	28%
Alone	5%	18%
Friends	13%	6%
Family & friends	5%	4%
Business associates	--	2%
Organized group	--	1%
Have previously visited Montana	81%	80%
Have previously lived in Montana	8%	17%
Nights spent in Montana	7.9	4.4
Accommodations used in Montana**		
Hotel, motel, B&B	31%	47%
Home of friend or relative	8%	17%
Private campground	25%	14%
Public campground	23%	10%
Private cabin/2 nd home	2%	4%
Rented cabin/home	4%	2%
Other	7%	6%
Income**		
Less than \$20,000	3%	7%
\$20,000 to \$39,999	15%	17%
\$40,000 to \$59,999	26%	25%
\$60,000 to \$79,999	10%	20%
\$80,000 to \$99,999	4%	11%
Over \$100,000	42%	20%

Source: ITRR 2001/2002 Nonresident Travel Study.

* Characteristics of Montana visitors who stayed at least one night in Crow Country.

** Percentages may not add to 100 due to rounding.

Origin of Nonresident Visitors: Visitors to the state as well as to Crow Country were from a variety of origins (Table 3). Visitors to Crow Country came primarily from Colorado, Minnesota, and Washington (10% each), followed by California and Michigan (7% each). For statewide visitors, Washington (13%) was the most common state of origin, then California (7%), and Alberta and Minnesota (6% each).

Table 3: Top Five Places of Origin of Montana Nonresident Visitors

Rank*	Crow Country**	Statewide
1	CO, MN, WA (10%)	Washington (13%)
2	CA, MI (7%)	California (7%)
3	N/A	Alberta, Minnesota (6%)
4	N/A	Idaho, N. Dakota, Wyoming (5%)
5	N/A	Colorado, Oregon (4%)

Source: ITRR 2001/2002 Nonresident Travel Study.

* 1=highest frequency of responses

**Due to small sample sizes, rankings for 3-5 are not reported.

Information Sources

Nonresident travel groups indicated which information sources were used as planning tools for their trip *prior* to arriving in Montana, as well as while they were *visiting* Montana. Also, respondents indicated which of the sources were most useful to them. A list of nine pre-trip and five Montana information sources was included in the questionnaire (Tables 4 and 5).

Crow Country: The three most frequently used sources of travel information prior to visiting Montana were the Internet (48%), auto clubs (26%), and 25 percent used travel guide books (Table 4). One-third (33%) of visitors to Crow Country did not use any of the listed sources prior to their trip. The *most useful* sources of travel information were auto clubs (30%), travel guide books (23%), and the Internet (17%).

Statewide: For statewide travelers, 37 percent used the Internet, 23 percent used an auto club, and 14 percent used National Park brochures prior to visiting Montana. Forty-one percent of statewide visitors did not use any of the nine listed information sources prior to travel. The *most useful* sources of information included the Internet (39%), auto clubs (24%), and information from private businesses (9%).

Table 4: Sources of Information Used *Prior* to Visiting Montana

Information Sources	Crow Country		Statewide	
	All Sources*	Most Useful Source**	All Sources*	Most Useful Source**
The Internet	48%	17%	37%	39%
Auto club	26%	30%	23%	24%
Travel guide book	25%	23%	10%	8%
National Park brochure	20%	5%	14%	7%
Information from private businesses	12%	12%	9%	9%
Chamber or visitor bureau	7%	3%	8%	4%
Montana Travel Planner	7%	3%	8%	5%
Travel agency	5%	7%	4%	3%
1-800 State travel number	--	--	1%	1%
None of the sources	33%	N/A	41%	N/A

Source: ITRR 2001/2002 Nonresident Travel Study.

* Visitors could indicate more than one information source.

** Percentages may not add to 100 due to rounding.

Crow Country: Visitors were also asked where they received travel information during their trip in Montana (Table 5). Travel information sources that were used included highway information signs (47%), service people (45%), and brochure racks (33%). However, 23 percent used none of the sources listed. Visitors also indicated what source was the *most useful* while traveling in Montana. Nearly half (48%) of respondents reported that service people were most useful, while other respondents chose highway information signs (27%), and the remainder used brochure racks (25%).

Statewide: The most common information source for statewide travelers while visiting Montana was highway information signs (32%), followed by service people (29%), and brochure racks (24%). More than one-third (39%) indicated that they did not use any of the information sources listed. Of the *most useful* sources of information used while in Montana, statewide visitors chose highway information signs (26%), service people (25%), and visitor information centers (23%).

Table 5: Sources of Information Used While Visiting Montana

	Crow Country		Statewide	
	All Sources*	Most Useful Source**	All Sources*	Most Useful Source**
Highway information signs	47%	27%	32%	26%
Service person (motel, restaurant, gas station, etc.)	45%	48%	29%	25%
Brochure racks	33%	25%	24%	16%
Billboards	14%	--	12%	5%
Visitor information center	13%	--	22%	23%
None of these sources	23%	--	39%	6%

Source: ITRR 2001/2002 Nonresident Travel Study.

*Visitors could indicate more than one information source.

** Percentages may not add to 100 due to rounding.

Purposes of Trip to Montana

Nonresident travel groups were asked about their reasons for traveling to Montana. Many visitors had more than one reason, and were thus asked to identify their *primary* reason for coming to the state as well (Table 6).

Crow Country: Nearly all (93%) of Crow Country visitors indicated that vacation was one reason for traveling to Montana. Less than one-quarter (23%) were also passing through and 12 percent were visiting family or friends. With respect to their *primary* reason for visiting the state, 87 percent were on vacation while only six percent were in Montana primarily for other reasons not listed.

Statewide: A majority (62%) of statewide visitors cited vacation as one reason for their trip to Montana. Also mentioned were passing through (34%), and visiting family or friends (29%). Statewide travelers most frequently cited vacation (43%) as their *primary* reason for visiting Montana. Passing through the state (26%) and visiting family or friends (16%) were also indicated as primary reasons.

Table 6: Reasons for Traveling to Montana

	Crow Country		Statewide	
	All Reasons*	Primary Reason**	All Reasons*	Primary Reason**
Vacation	93%	87%	62%	43%
Passing through	23%	3%	34%	26%
Visit family or friends	12%	2%	29%	16%
Business	3%	3%	11%	9%
Shopping	--	--	8%	2%
Other	6%	6%	7%	5%

Source: ITRR 2001/2002 Nonresident Travel Study.

* Visitors could indicate more than one reason.

** Percentages may not add to 100 due to rounding.

Montana Attractions

Respondents who indicated that one purpose for their trip was vacation were asked what attracted them to Montana as a vacation destination. They were asked to check all pertinent attractions, and then indicate one *primary* attraction (Table 7).

Crow Country: Many Crow Country vacationers were attracted by more than one of the state's many features. The top Montana attractions were fishing (61%), rivers and lakes (55%), and mountains (39%). Again, fishing (49%) was the most popular *primary* attraction for Crow Country, followed by Montana history (11%), and Native American culture (9%).

Statewide: Statewide visitors were also attracted to Montana for many reasons. The top attractions to Montana included the mountains (35%), Yellowstone National Park (31%), and open space (29%). The most frequently cited *primary* Montana attractions for statewide visitors were Yellowstone National Park (20%), Glacier National Park (16%), and visiting family and friends (13%).

Table 7: Attractions of Montana as a Vacation Destination

	Crow Country		Statewide	
	Attractions*	Primary Attraction**	Attractions*	Primary Attraction**
Fishing	61%	49%	11%	4%
Rivers/lakes	55%	4%	24%	1%
Mountains	39%	—	35%	10%
Yellowstone National Park	35%	6%	31%	20%
Open space	32%	4%	29%	11%
Camping	30%	—	14%	2%
Wildlife	30%	4%	20%	1%
Other Montana history	27%	11%	8%	3%
Hiking	21%	—	13%	<1%
Native American culture	21%	9%	6%	1%
Visiting family and friends	12%	4%	17%	13%
Northern Great Plains	10%	—	6%	<1%
Lewis and Clark	8%	—	7%	1%
Glacier National Park	7%	3%	21%	16%
Special events	6%	2%	5%	4%
Hunting	4%	4%	3%	5%
Other	9%	—	7%	7%

Source: ITRR 2001/2002 Nonresident Travel Study.

* Visitors could indicate more than one attraction.

** Percentages may not add to 100 due to rounding.

This activity list suggests that Crow Country travelers are very interested in the natural amenities of the region. Fishing is a big attraction to the area, especially compared to statewide percentages. Likewise, historical amenities attract many visitors who are interested in Native American culture and other Montana history.

Visitor Activities

In addition to being queried about attractions, respondents were asked about the kinds of recreation activities they engaged in while visiting Montana. Some differences can be seen among the activities participated in by statewide visitors and by overnight visitors to Crow Country (Table 8).

Crow Country: For Crow Country visitors, fishing (68%) was the most popular recreation activity. Other popular activities included wildlife watching (58%), visiting Native American sites (56%), visiting other historic sites (49%), and developed area camping (48%).

Statewide: For all visitors to the state, shopping (37%) topped the list of recreation activities. Wildlife watching (29%) was popular as well, as was day hiking (26%), visiting other historic sites (23%), and picnicking (22%).

Table 8: Recreation Activity Participation

	Crow Country*	Statewide*
Fishing	68%	13%
Wildlife watching	58%	29%
Visiting Native American sites	56%	12%
Visiting other historic sites	49%	23%
Camping (developed area)	48%	19%
Visiting museums	44%	16%
Shopping	43%	37%
Special event/festivals	34%	9%
Picnicking	28%	22%
Camping (primitive areas)	26%	8%
River floating/rafting	21%	5%
Day hiking	15%	26%
Nature studies	13%	9%
Gambling	12%	8%
Golfing	9%	5%
Visiting Lewis and Clark sites	7%	13%
Canoeing/kayaking	5%	3%
Backpacking	3%	3%
Off-road/ATV	3%	2%
Motor boating	2%	3%
Water skiing	2%	1%
Mountain Biking	--	2%
Road Biking	--	3%
Sailing/windsurfing	--	<1%
Sporting event	--	3%

Source: ITRR 2001/2002 Nonresident Travel Study.

* Visitors could indicate more than one activity.

This activity list indicates that visitors to Crow Country are more involved in recreation activities than the statewide visitors. This may be due, in part, to Crow Country visitors being attracted to the area's natural resources. Additionally, these visitors have high income levels which may allow them to do more activities. Furthermore, since most of them are vacationing and stay considerably longer than the statewide visitors, Crow Country travelers have more opportunity to engage in a wider variety of activities.

Economic Characteristics

Information about the number of visitors to an area and how much they spend during their visit is useful for planning purposes. While the preceding travel group characteristics are based only on groups who spent a night in Crow Country or the state, economic information is estimated at the county level (Big Horn) and represents all groups who spent money in the county whether they stayed the night or not (Table 9).

Big Horn County: Nonresident spending in Big Horn County was just over \$34 million in 2002, which is less than two percent of all nonresident spending in Montana. However, nonresidents in the county spent the equivalent of \$2,671 per county resident, which is 35 percent more than the state per-capita average. About

934,000 travel groups (2.2 people per group) visited Big Horn County, which represents over 23 percent of all travel groups to Montana. Big Horn County's 2002 population was just under 1.5 percent of the state's.

Statewide: Nonresident visitors were comprised of over four million travel groups (2.4 people per group) and spent \$1.8 billion in the state in 2002. This amounted to a little more than \$1,979 per state resident.

Table 9: Expenditures of Nonresident Travelers

Distribution of Expenditures	Big Horn County*	Statewide*
Gas, oil	31%	22%
Retail sales	15%	21%
Guides, outfitters	14%	4%
Restaurant, bar	14%	20%
Licenses, entrance fees	11%	3%
Lodging, campgrounds, etc.	10%	12%
Groceries, snacks	5%	8%
Auto rental and repair, transportation	—	7%
Miscellaneous expenses, services	1%	2%
Total expenditures in sample area, 2002	\$34,421,000	\$1,800,000,000
Total travel groups to sample area, 2002	934,000	4,009,000
Travel group size (persons)	2.2	2.4
Population (2002 census estimate)	12,886	909,453
Per capita expenditures in sample area, 2002	\$2,671	\$1,979

Source: ITRR 2001/2002 Nonresident Travel Study; U.S. Census Bureau, 2004¹.

* Economic information updated 01/07/04; percentages may not add to 100 due to rounding.

Differences in expenditure distribution show that Big Horn County visitors spend a larger portion of their money on gas and oil than statewide visitors. This is plausible considering the county is very large and has a major bisecting interstate, both of which are amenable to visitors spending on gas. Similarly, visitors to Big Horn County spend more than statewide visitors on guides and licenses and entrance fees suggesting that they recreate (typically via fishing) in the Big Horn Canyon National Recreation Area and along the Big Horn River. On the other hand, they spend less on retail sales than statewide visitors, which seems reasonable considering there are limited shopping places within the entire county.

¹ U.S. Census Bureau, 2004. Montana County Population Estimates: April 1, 2000 to July 1, 2002.
<<http://eire.census.gov/popest/data/counties/tables/CO-EST2002/CO-EST2002-01-30.php>> Accessed January 7, 2004.

Section II: The Resident Attitude Study

Methodology

In an effort to help understand how residents feel about tourism and its impacts, a resident attitude survey was conducted. In the fall of 2003, a booklet-style questionnaire was administered to a sample of Crow tribal residents. A similar survey (although lacking Crow Country-specific questioning) was distributed to a statewide sample in the fall of 2001 and those results are reported here as well.

The Crow CTAP committee considered a standard mail-back questionnaire unsuitable for the Crow Reservation survey due to several limitations (e.g., the lack of a complete and current tribal address list, cultural considerations, anticipated low response rate, etc.). Instead, the survey administration followed a multistage cluster sampling process². Under this method all the main population centers within the six districts of the Reservation were sampled (Table 10). Each district had a local surveyor who randomly chose households to participate. In addition to explaining the purpose of the survey, the surveyors would clarify any parts of the questionnaire respondents might not have understood. Questionnaires were either completed while the surveyor was there or were picked up later by the surveyor. For a copy of the survey instrument, please see Appendix A.

The Crow CTAP committee also determined that weekdays provided the best opportunity for survey respondents to be home, and that an eight-hour survey period would provide enough time for sufficient coverage of the survey area. Not knowing the exact length of time it would take to distribute the questionnaires, each surveyor was given 50 questionnaires and surveyed in their respective districts on Thursday, October 2, 2003.

Table 10: Crow Reservation Survey

Survey districts	Completed questionnaires
Big Horn	42
Blacklodge	40
Centerlodge	21
Lodgegrass	21
Pryor	47
Wyola	12
Total	183

As with any type of survey, cluster sampling has its limitations. Sampling error can occur when selecting clusters (districts in this case), as well as designating the areas to sample within the clusters. Thus, in an effort to reduce sampling error it was determined that each district would be represented. However, in order to secure larger district samples (and overall sample), surveyors were required to sample the most populated area of their districts. This type of sampling runs the risk of representing the views of these townspeople, but not the views of more rural residents.

The survey sequence for the 2001 statewide study followed Dillman's Tailored Design Method³ and included a random sample of 1,000 Montana households⁴. The study was initiated by mailing a pre-survey notification letter which informed recipients of the upcoming survey and alerted them to the appearance of a questionnaire in their mailbox in the near future. A week later, a questionnaire was mailed to the same households, along with a cover letter from ITRR detailing the purpose and nature of the study.

² Babbie, Earl, 2001. *The Practice of Social Research* 9th ed. Wadsworth, Belmont, CA.

³ Dillman, Don A., 2000. *Mail and Internet Surveys: The Tailored Design Method*. John Wiley & Sons, Inc. New York, NY.

⁴ The sample of 1,000 household addresses was purchased from Survey Sampling, Inc.

One week following the questionnaire mailing, a postcard was sent to all selected households. This served the dual purpose of thanking respondents for their efforts if they had already returned their questionnaire, and reminded those who had set it aside to complete it and return it in the postage-paid return envelope. After two more weeks, replacement questionnaires were sent to those households that had not yet responded to the first questionnaire mailing. Included this time was a different cover letter addressing some concerns respondents may have had that kept them from responding. The cut-off day for accepting returned questionnaires was four weeks following the last mailing.

A non-response bias check was not conducted at the conclusion of the statewide sampling effort. Such bias checks often take the form of a telephone interview to determine if those in the sample who did not respond to the questionnaire differ on key issues from those who did respond. In this case, the key questions where opinions may have differed involve statements of support for tourism development. These key questions could only be answered after considering other questions asked in the survey. It was therefore not possible to develop a condensed telephone non-response questionnaire.

The reader is cautioned to bear in mind that the statewide results presented are the opinions of only 40 percent (328 households) of Montana residents polled (Table 11). It is assumed that respondents did not differ from non-responders in their opinions.

Because the age distribution of the Crow Reservation and statewide survey respondents differed from the 2000 Montana census estimates of age groups⁵, responses were weighted to more closely reflect the population of Montana for the statewide survey and the Crow population for the Crow survey. The results presented in this report reflect the adjusted dataset, with the exception of the open-ended questions.

Table 11: Montana Resident Attitude Survey Sample Size

	Statewide
Original sample size	1,000
Undeliverable questionnaires	189
Deliverable questionnaires	811
Completed questionnaires	328
Adjusted response rate	40%

Crow Country Resident Attitudes

When a community pursues tourism as a development strategy, the goals of that effort can often include an improved economy, more jobs for local residents, community stability, and ultimately, a stable or improved quality of life for the community's residents. On the other hand, negative impacts can also result from tourism development strategies that are not carefully considered. Understanding residents' perceptions of the conditions of their surroundings and tourism's influence on those conditions can provide guidance toward appropriate development decisions.

Residents of an area may hold a variety of opinions about tourism and other forms of economic development. They may have both positive and negative perceptions of the specific effects of tourism. Attitudes and opinions are good measures for determining the level of support for community and industry actions. The resident attitude questionnaire addressed topics that provide a picture of perceived current conditions and tourism's potential role in the community.

Respondent Characteristics

In this section, several respondent demographic details are reported for Crow Country residents and the statewide respondents. In the first table, respondents were asked to indicate their gender as well as their age (Table 12).

⁵U.S. Census Bureau, 2004. Table QT-P1 Age Groups and Sex, 2000.

<<http://factfinder.census.gov/servlet/QTTable?geo_id=04000US30&ds_name=DEC_2000_SF1_U&qname=DEC_2000_SF1_U_QTP1&lang=en&sse=on>> Accessed January 7, 2004.

Crow Country: The average age for Crow Country respondents was 44 years, with an age range of 17 to 81 years. Nearly two-thirds (64%) of the respondents were female.

Statewide: For statewide residents, the average age was 47 years, with ages ranging from 18 to 94 years. Fifty-three percent were male, compared to the actual statewide census of 50 percent.

Table 12: Age and Gender Characteristics

	Crow Country	Statewide
Average age	44 years	47 years
Minimum age	17 years	18 years
Maximum age	81 years	94 years
Percent male	36%	53%
Percent female	64%	47%

Survey participants were asked if they were born in Montana, as well as how long they had lived in their state and in their community. Crow Country respondents were asked how long they had lived on the Reservation (Tables 13 and 14).

Crow Country: Ninety percent of Crow Country respondents were native Montanans (Table 13). On average, they had lived on the Reservation for 38 years and in the state for 41 years. Sixty-one percent of respondents had lived on the Reservation longer than 30 years (Table 13), while only 10 percent had lived there 10 years or less.

Statewide: Slightly more than half (53%) of statewide respondents were born in Montana. On average, they had lived in the their community for 24 years and in the state for 33 years. Thirty-four percent had lived in their community longer than 30 years, while 34 percent had lived there for 10 years or less.

Table 13: Residency Characteristics

	Crow Country	Statewide
Born in Montana	90%	53%
Mean years lived on Reservation	38 years	24 years
Mean years lived in Montana	41 years	33 years

Table 14: Community Residency

	Crow Country*	Statewide*
10 years or less	10%	34%
11 to 20 years	10%	16%
21 to 30 years	20%	16%
31 to 40 years	19%	13%
41 to 50 years	16%	11%
51 to 60 years	12%	3%
61 years or more	14%	7%

* Percentages may not add to 100 due to rounding.

Employment status, job type, and sector of employment can all influence levels of support for tourism development. Therefore, it is likely that the more dependent a person is financially on the travel industry, the greater their support for tourism (Table 15).

Crow Country: The largest portion of respondents derives their income from the education sector (41%), followed by health care (28%), and construction (26%). Other sizeable income sources included clerical (23%), agriculture, and professional sectors (14% each). Only three percent of respondents reported to have income from the travel industry.

Statewide: The most common sources of household income for statewide respondents were the education and service sectors (18% each). Other sources of household income included health care (17%), wholesale/retail trade, and professional (15% each). Approximately three percent of statewide households derived some portion of their household income from the travel industry.

Table 15: Source of Household Income

Sector	Percent of households deriving income from sector*	
	Crow Country	Statewide
Education	41%	18%
Health care	28%	17%
Construction	26%	13%
Clerical	23%	7%
Agriculture	14%	13%
Professional	14%	15%
Services	10%	18%
Finance, Insurance or Real Estate (FIRE)	8%	6%
Forestry or forest products	6%	5%
Restaurant or bar**	6%	6%
Transportation, communication or utilities	5%	8%
Wholesale/retail trade	5%	15%
Armed Services	4%	4%
Manufacturing	4%	--
Travel industry	3%	3%
Other	15%	6%

* Households can earn income from more than one source.

** Contrary to common belief, the "Restaurant/bar" category does not technically belong in the Service sector according to the Standard Industrial Classification index. It is part of the Wholesale/Retail Trade sector in Table 16 as "Eating and Drinking Places". For clarity, it is included here as a separate category.

Twenty-eight of the Crow Country respondents selected the "other" category and then wrote in their occupation. The most common response was "tribal occupation," followed by "casino worker," and "cook, culinary."

Tourism and the Economy

The local economy and the role tourism and the travel industry should have in it were key issues addressed in the survey. Residents were asked how important a role they felt tourism should have in their community's economy. In addition, they ranked industries on a scale from 1 (most desired) to 8 (least desired) indicating which they felt would be most desirable for their community (Tables 16 and 17).

Crow Country: The majority (56%) of Crow Country respondents believe that the travel industry should have a role equal to other industries in the local economy (Table 16), while 27 percent feel it should have a dominant role and 13 percent feel it should have a minor role. Tourism/recreation ranked second as an economic development opportunity for the Reservation in terms of desirability (Table 17), behind the services sector.

Statewide: Sixty-two percent of statewide respondents feel that tourism should have a role equal to other industries in their local economy. Twenty percent believe the industry should have a minor role while 14

percent favor a dominant role. When ranking tourism along with other industry segments according to economic desirability for the community, it placed fifth, behind services, technology, agriculture/agribusiness, and wholesale/retail trade.

Table 16: Role of Tourism in the Local Economy

	Crow Country	Statewide
No role	5%	4%
A minor role	13%	20%
A role equal to other industries	56%	62%
A dominant role	27%	14%

Table 17: Desirability of Economic Development Alternatives

	Crow Country		Statewide	
	Rank	Mean*	Rank	Mean*
Services	1	2.94	1	3.39
Tourism/recreation	2	3.18	5	4.22
Technology	3	3.75	2	3.42
Manufacturing	4	3.83	6	4.51
Agriculture/agribusiness	5	3.90	3	3.60
Wholesale/retail trade	6	3.95	4	3.71
Wood products	7	4.43	7	5.68
Mining	8	4.82	8	7.09

* Scores represent the mean of responses measured on a scale from 1 (most desired) to 8 (least desired).

Taking both of these tables together, an interesting finding for Crow Country residents emerges. For instance, a combined 83 percent of the Reservation respondents feel that tourism should have at least an equal role to other industries in the local economy. Additionally, tourism and recreation ranked near the top in terms of desirability which suggests that perceptions of tourism's role on the Reservation are quite clear. Crow residents not only want tourism and recreation as an economic component of the area, but they also want it to take a large role in the local economy.

Dependence on Tourism

Respondents were asked about the degree to which their place of work relied on tourists for its business. Again, the responses summarized below may be yet another indicator of the identity problem faced by the travel industry in that people do not necessarily realize that their employment is supported by tourist spending (Table 18).

Crow Country: Twenty percent of Crow Country respondents indicated that their place of employment provides a majority of their products or services to tourists or tourist businesses. More than one-quarter (28%) reported their work provides part of its products or services to tourism-related customers, while 52 percent work in places that provide none of their products or services to tourists or tourist businesses.

Statewide: Seven percent of statewide respondents work in places that provide a majority of their products or services to tourists or tourist businesses, whereas the largest portion of respondents (48%) is employed in places that provide none. Less than half (45%) work in places that provide part of their products or services to tourism-related customers.

Table 18: Employment's Dependency on Tourists for Business

	Crow Country	Statewide
My place of work provides <u>the majority</u> of its products or services to tourists or tourist businesses.	20%	7%
My place of work provides <u>part</u> of its products or services to tourists or tourist businesses.	28%	45%
My place of work provides <u>none</u> of its products or services to tourists or tourist businesses.	52%	48%

Interactions with Tourists

The extent of interaction between tourists and residents can affect the attitudes and opinions residents hold toward tourism in general. In turn, an individual's behavior may be a reflection of those same attitudes and opinions. Respondents were asked questions to determine the extent to which they interact with tourists on a day-to-day basis as well as how they enjoy those interactions (Tables 19 and 20).

Crow Country: When asked about the frequency of their interactions with tourists (Table 19), 13 percent of respondents indicated that they have frequent contact, while 28 percent reported that they have infrequent contact with tourists visiting Crow Country. Regarding attitudes towards tourists visiting their area (Table 20), over two-thirds (67%) enjoy interacting with tourists while 26 percent are indifferent about it. Seven percent of respondents reported that they do not enjoy meeting and interacting with visiting tourists.

Statewide: With a similar distribution to Crow Country respondents, 16 percent of statewide respondents reported having frequent contact with tourists visiting their community. Twenty-seven percent indicated that they have somewhat frequent contact with tourists, and 31 percent said they have infrequent contact. Over two-thirds (68%) of statewide respondents reported that they enjoy meeting and interacting with tourists. Twenty-eight percent are indifferent to meeting and interacting with tourists, while 4 percent do not enjoy these interactions.

Table 19: Frequency of Contact with Tourists Visiting Community

Degree of Frequency	Crow Country	Statewide
Frequent contact	13%	16%
Somewhat frequent contact	32%	27%
Somewhat infrequent contact	28%	26%
Infrequent contact	28%	31%

Table 20: Attitude Toward Tourists Visiting Community

Attitude	Crow Country	Statewide
Enjoy meeting and interacting with tourists	67%	68%
Indifferent about meeting and interacting with tourists	26%	28%
Do not enjoy meeting and interacting with tourists	7%	4%

Community Attachment and Change

One measure of community attachment may be the length of time and portion of life spent in a community or area, and these statistics were reported earlier in the report (Table 12). Other measures may be based on opinions that residents have about their community and perceived changes in population levels.

To help assess community attachment, respondents were asked to indicate their level of agreement with each of three statements on a scale from -2 (strongly disagree) to +2 (strongly agree). A mean response greater than 0 indicates aggregate agreement with the statement in question, and responses with a negative score means some degree of disagreement (Table 21). The larger the absolute size of the mean the stronger the level of agreement or disagreement.

Crow Country: The Index of Community Attachment (i.e., the mean of the scores for the three community attachment statements) indicates that Crow Country respondents are somewhat attached to their community, at least in terms of this measure. Their biggest concern was about the future of the Reservation.

Statewide: For respondents to the statewide survey, the Community Attachment Index produced a score of .60, which is higher than Crow Country. Furthermore, statewide respondents have higher mean scores for each of the three variables compared to the Crow Country respondents. This suggests that they are much more attached to their communities than Crow Country residents, again, at least in regard to this measure.

Table 21: Index of Community Attachment

	Crow Country					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I'd rather live in my community than anywhere else.	14%	13%	42%	31%	.64	4%	18%	51%	27%	.78
If I had to move away from my community, I would be very sorry to leave.	12%	23%	39%	26%	.44	3%	22%	47%	29%	.76
I think the future of my community looks bright.	10%	39%	37%	14%	.04	8%	31%	48%	12%	.26
Index of Community Attachment**	.37					.60				

* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

** Index scores are the mean of the mean scores for the three community attachment statements.

To assess residents' perceptions regarding population change in their community, respondents were asked to indicate if they perceived the population of their community to be changing. If they perceived any change, respondents then indicated the rate of change (Table 22).

Crow Country: Eighteen percent of Crow Country respondents feel that the Reservation's population is not changing at all, while 77 percent feel it is increasing and just six percent thinks it is decreasing. Of those who feel the town's population is changing, nearly one-third (32%) feels it is changing too fast and half (50%) feel the rate of change is about right. According to the U.S. Census, the population of the Crow Reservation increased by eight percent from 1990 to 2000⁶, while Big Horn County grew by 11.8 percent during the same period.

Statewide: On the statewide level, 13 percent of respondents feel that the population of their community is unchanging. Sixty-four percent believe the population is increasing, while 23 percent feel it is decreasing. The largest group (53%) feels that the changes are too fast while less than half (44%) believes the rate of population change is just right. The U.S. Census shows that the statewide population increased by 13 percent between 1990 and 2000⁷.

⁶ U.S. Department of Commerce, Bureau of the Census. Census 2000 Public Law 94-171 File.

⁷ MT Department of Commerce, Census and Economic Information Center, 2004. Time Series of Montana Intercensal Population Estimates by County: April 1, 1990 to April 1, 2000. <http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised_ctv_est_9199.pdf> Accessed 01/08/04.

Table 22: Perceptions of Population Change

	Crow Country	Statewide
Population is not changing	18%	13%
Population is increasing	77%	64%
Population is decreasing	6%	23%
<i>If you feel the population in your community is changing, how would you describe the rate of change?</i>		
Too fast	32%	53%
About right	50%	44%
Too slow	18%	3%

Crow residents seem to have a good feel for the population on the Reservation since most of them feel it is increasing. However, the rate of increase is slower than the state's rate of increase therefore some may feel that the population seems to be not changing.

Quality of Life - Current Conditions and Tourism's Influence

The concept of "Quality of Life" can be broken down into several independent aspects, such as the availability and quality of public services, infrastructure condition, stress factors such as crime and unemployment, and overall livability issues such as cleanliness. When evaluating the potential for community tourism development, it is often desirable to get an understanding of residents' opinions of the current quality of life in their community. This approach helps identify existing problem areas within the community, in turn providing guidance to planners and decision-makers. It is also informative to understand how increased tourism might change residents' perceptions of these current quality of life conditions. Such perceptions often define residents' attitudes toward this type of community development.

To address this, respondents were asked to rate the current condition of a number of factors that comprise their current level of quality of life using a scale ranging from -2 (very poor condition) to +2 (very good condition). They were then asked to rate how they believed increased tourism would influence these factors. The influence of tourism was rated using a scale of -1 (negative influence), 0 (both positive and negative influence), and +1 (positive influence) (Tables 23 and 24).

Crow Country: Crow Country respondents indicated that they are generally dissatisfied with the current condition of various quality of life variables on the Reservation (Table 23). The only two items receiving positive (good condition) ratings were traffic congestion (.11) and the education system (.10). The other ten items were rated as in poor condition with job opportunities receiving the lowest score at -1.37. Taken together, Crow Country respondents rate these quality of life elements substantially lower (-.56) than the statewide respondents (.63).

However, when looking at tourism's potential influence on quality of life all of the variables were positively influenced (Table 24). The most favorably influenced items were museums and cultural centers (.50), followed by education system (.46), and parks and recreation areas (.42). On the whole, Crow Country respondents believe that tourism's influence on these quality of life elements is fairly more positive (.33) than for the statewide respondents (.12).

Statewide: Statewide respondents were generally satisfied with the current condition of the listed quality of life variables (Table 23). Overall livability received the most favorable score (1.27), followed by emergency services (1.19), and park and recreation areas (1.05). Job opportunities received the least favorable score at a -.65.

Statewide respondents expect tourism development to have a positive impact (Table 24) on museums and cultural centers (.82), as well as on job opportunities (.60), and parks and recreation areas (.33). However, negative influence is expected for five conditions including traffic congestion (-.60), safety from crime (-.20),

roads and highways (-.09), cost of living (-.06), and infrastructure (-.02). Overall, statewide respondents feel that tourism's influence will be somewhat positive (.12) on their quality of life, but less so than for Crow Country residents (.29).

Table 23: Quality of Life—Current Condition

	Crow Country Mean*	Statewide Mean*
Traffic congestion	.11	.44
Education system	.10	.73
Emergency services	-.39	1.19
Museums and cultural centers	-.39	.84
Overall community livability	-.41	1.27
Condition of roads and highways	-.47	.31
Parks and recreation areas	-.50	1.05
Infrastructure	-.74	.56
Cost of living	-.75	.00
Safety from crime	-.95	1.02
Overall cleanliness and appearance	-.97	.82
Job opportunities	-1.37	-.65
Overall Mean	-.56	.63

* Scores represent mean responses measured on a scale from -2 (very poor condition) to +2 (very good condition). The higher the score, the better is the perceived condition of the variable.

Table 24: Quality of Life—Tourism's Influence

	Crow Country				Statewide			
	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*
Museums and cultural centers	11%	28%	61%	.50	1%	16%	83%	.82
Education system	12%	30%	58%	.46	9%	50%	41%	.31
Parks and recreation areas	14%	29%	56%	.42	13%	40%	47%	.33
Job opportunities	17%	28%	55%	.38	6%	28%	66%	.60
Conditions of roads and highways	14%	35%	51%	.37	38%	34%	28%	-.09
Overall cleanliness and appearance	17%	29%	54%	.37	24%	48%	28%	.03
Overall community livability	17%	37%	47%	.31	10%	63%	27%	.17
Emergency services	15%	40%	45%	.30	16%	56%	28%	.12
Cost of living	18%	38%	44%	.26	28%	49%	23%	-.06
Infrastructure	17%	41%	42%	.25	30%	43%	27%	-.02
Safety from crime	17%	47%	36%	.19	36%	49%	15%	-.20
Traffic congestion	19%	45%	36%	.17	68%	24%	8%	-.60
Overall Mean	.33				.12			

Percentages may not add to 100 due to rounding.

*Scores represent responses measured on a scale from -1 (negative influence) to +1 (positive influence). The higher the score, the more positive the perceived influence of increased tourism on the condition of the variable.

Considering both the current condition and tourism's influence on quality of life, several interesting differences emerge. For Crow Country residents, the highest scored current condition variable (traffic congestion) received the lowest mean score when considering tourism's potential influence upon it. In contrast, one of the higher scored current conditions (safety from crime) for statewide residents became substantially reduced when viewed in terms of the potential influence from tourism. Similarly, current job opportunities scored the lowest for both Crow Country and statewide residents, yet they both scored near the top when influenced by tourism.

It's also notable how different the overall mean scores are for Crow Country and statewide residents. Almost all of the current quality of life variables for Crow respondents received a negative score, while scores for tourism's influence are all positive. This suggests that Crow residents are currently not very satisfied with the condition of these quality of life items and see tourism as a strong catalyst for positive change.

Perceived Connections Between Tourism and Community Life

Index of Tourism Support

In addition to tourism's perceived influence on quality of life, another method of measuring the degree of support for tourism development is to ask respondents questions specific to the tourism industry and about interactions with tourists. Respondents were asked to indicate their level of agreement or disagreement with a number of tourism-related statements. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates agreement, while a negative score indicates disagreement (Table 25).

Crow Country: A vast majority (91%) of Crow Country respondents agree that tourism increases opportunities to meet people of different backgrounds and cultures, and 83 percent indicated that they believe increased tourism will help their community grow in the right direction. Most (81%) respondents believe that jobs in the travel industry offer opportunities for advancement, while 80 percent feel that their community is a good place for tourism investment. Three-quarters (75%) feel that overall quality of life for Montana residents will improve with increased tourism, and roughly the same number of respondents (74%) feel that any negative impacts of tourism are outweighed by its benefits. Tourism promotion and advertising to out-of-state visitors by the state of Montana was considered a good idea by 70 percent of the respondents, and they would like to see this continued. About two-thirds (65%) think that increased tourism will lead to personal financial benefit, and 63 percent think that tourism promotion by the state benefits their community economically. Although having the smallest amount of agreement, a majority (63%) still see a connection between increased tourism in the community and a more secure income for themselves. Based on these responses, the Crow Country Index of Tourism Support (i.e. the mean of the average scores for each statement) equals .62, a score that indicates moderately strong overall support for tourism.

Statewide: On the whole, statewide respondents are less supportive of tourism and the travel industry than Crow Country respondents since the average score for each statement is consistently lower. Eighty-seven percent agree that tourism increases opportunities to meet people of different backgrounds and cultures, while 81 percent support continued tourism promotion and advertisement to out-of-state visitors. Nearly two-thirds (65%) agree that their community is a good place to invest in tourism development. Sixty-five percent think that increased tourism in the state will help their community grow in the right direction, and 71 percent feel that the overall benefits of tourism outweigh any negative impacts. Tourism promotion by the state of Montana is thought by 78 percent to benefit local communities economically, while 49 percent believe tourism jobs offer opportunity for advancement. Fifty-three percent of statewide respondents think that increased tourism in the state will improve residents' quality of life. Statewide respondents feel that tourism development in their community will not influence them personally in an economic way. Only 30 percent see a connection between increased tourism and an increased or more secure income for themselves, and just 38 percent think they will benefit financially if tourism were to increase in their community. However, the statewide responses produced an average score of .25 in the Index of Tourism Support, indicating that on average, Montana residents are only somewhat supportive of tourism development.

The perceived lack of connection between tourism development and personal benefit may be one of the main obstacles currently facing this type of development in the state, and also a reason for the very modest score on the Index of Tourism Support by Montana residents. Overall, however, respondents support continued tourism promotion by the state even though they may not see a direct economic benefit from these efforts.

Table 25: Index of Tourism Support

	Crow Country					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
Tourism increases opportunities to meet people of different backgrounds and cultures.	1%	7%	71%	20%	1.03	2%	12%	72%	15%	.87
Increased tourism would help my community grow in the right direction.	7%	10%	52%	31%	.90	8%	27%	53%	12%	.35
My community is a good place to invest in tourism development.	5%	16%	54%	26%	.79	9%	26%	51%	14%	.37
I believe jobs in the tourism industry offer opportunity for advancement.	3%	16%	63%	18%	.77	10%	41%	43%	6%	.00
I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	7%	18%	59%	11%	.62	7%	12%	63%	18%	.72
The overall benefits of tourism outweigh the negative impacts.	2%	24%	62%	12%	.58	4%	25%	62%	9%	.47
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	3%	23%	63%	12%	.57	10%	37%	49%	4%	.00
I will benefit financially if tourism increases in my community.	8%	28%	51%	14%	.34	25%	45%	25%	5%	-.60
If tourism increases in my community, my income will increase or be more secure.	9%	29%	49%	14%	.30	24%	38%	30%	8%	-.39
Tourism promotion by the state of Montana benefits my community economically.	13%	24%	51%	12%	.25	5%	17%	61%	17%	.67
Index of Tourism Support**	.62					.25				

Percentages might not add up to 100% due to rounding.

* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

** The Index of Tourism Support is the overall mean of the mean scores for each statement.

On the whole, Crow Country respondents show quite a bit more support for tourism than statewide residents. With just one exception, each statement received higher scores suggesting that Crow residents see more of a connection with aspects of tourism development and their community. These more positive perceptions of tourism could help facilitate local efforts in developing tourism-related activities.

Index of Tourism Concern

In addition to asking respondents about their support for tourism, they were queried about some concerns that also affect their attitudes and opinions regarding tourism. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates aggregate agreement, while a negative score indicates disagreement (Table 26).

Crow Country: Close to three-quarters (73%) of Crow Country respondents believe that most tourism jobs pay low wages, and 58 percent feel that tourists do not pay their fair share for the services they use. Fifty-five percent of respondents agree that vacationing in Montana influences too many people to move to the state, and 43 percent feel that out-of-state visitors limit their access to recreation opportunities. Less than half (40%) feel the state is becoming too crowded because of tourists. Overall, the Index of Tourism Concern equals .12 which suggests that Crow Country residents are slightly concerned about tourism development on the Reservation.

Statewide: Statewide residents express slightly more concerns about tourism than do Crow Country respondents. The statements score higher for statewide respondents for nearly all the statements, indicating a higher level of concern. Eighty percent feel that tourism jobs pay mostly low wages, while 55 percent feel that tourists do not pay their fair share for the services they use. Fifty-one percent feel that a Montana vacation influences too many people to move to the state. However, less than half (43%) perceives the state as having a problem with crowding due to tourists, and only 36 percent see their recreation opportunities limited by the presence of out-of-state visitors. With these scores taken together, the overall Index of Tourism Concern for statewide residents is .15. This score indicates that there is some level of concern regarding tourism development in the state as a whole.

Table 26: Index of Tourism Concern

	Crow Country					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I believe most of the jobs in the tourism industry pay low wages.	4%	23%	57%	16%	.59	2%	18%	58%	22%	.79
Tourists do not pay their fair share for the services they use.	2%	41%	49%	9%	.20	4%	41%	38%	17%	.24
Vacationing in Montana influences too many people to move to the state.	4%	42%	41%	14%	.18	8%	41%	32%	19%	.12
In recent years, Montana is becoming overcrowded because of more tourists.	4%	56%	33%	7%	-.17	11%	46%	30%	13%	-.12
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	9%	48%	37%	6%	-.18	11%	53%	23%	13%	-.27
Index of Tourism Concern**	.12					.15				

Percentages might not add up to 100% due to rounding.

* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

** The Index of Tourism Concern is the mean of the mean scores for each statement.

Index of Land Use Concern

Montana has a rich land heritage that appeals to residents and visitors alike. A large part of Montana's attraction is related to its natural environment and residents are usually sensitive with respect to how this resource is treated. Respondents were asked to express their agreement or disagreement with several statements related to land use issues, with responses ranging from -2 (strongly disagree) to +2 (strongly agree). A positive score indicates agreement while a negative score indicates disagreement (Table 27).

Crow Country: Eighty-five percent of Crow Country respondents would support land use regulations to manage growth in the area, while 78 percent agree that there is adequate undeveloped open space in the county. A majority (59%) of respondents are also concerned about the potential disappearance of open space.

Overall, Crow Country residents show moderate concern (.62) over the uses of land, more than that of statewide residents.

Statewide: Among statewide respondents, 78 percent would support some form of land-use regulations to control the types of future growth in their community, while 59 percent agree that there is adequate undeveloped open space in their area. More than half (60%) are concerned about the disappearance of open space. An index score of .42 shows that statewide residents are concerned about the uses of land, although not as much as Crow Country residents.

Table 27: Index of Land Use Concern

	Crow Country					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I would support land use regulations to help manage types of future growth in my community.	2%	13%	65%	20%	.88	7%	15%	57%	21%	.68
There is adequate undeveloped open space in my community.	1%	21%	60%	18%	.72	8%	33%	47%	12%	.21
I am concerned with the potential disappearance of open space in my community.	5%	36%	47%	12%	.26	7%	33%	37%	23%	.37
Index of Land Use Concern	.62					.42				

Percentages might not add up to 100% due to rounding.

* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

Tourism-Related Decision Making

Residents often have strong feelings about participating in decisions that will ultimately affect their community and their own lives. They were asked to respond to two statements related to who should be making decisions about tourism in their community. Again, responses ranged from -2 (strongly disagree) to +2 (strongly agree), and as before, a positive score indicates agreement while a negative score indicates disagreement (Table 28).

Crow Country: Crow Country respondents feel strongly that residents should be involved in decision-making regarding local tourism development. Ninety-one percent of respondents either agreed or agreed strongly that it is important that residents be involved in decisions about tourism, while 51 percent disagreed that decisions regarding tourism volume are best left to the private sector, emphasizing the desire for public involvement.

Statewide: On a statewide level as well, most respondents (92%) feel strongly that residents should be involved in the decision-making process when it comes to tourism development. Most disagree with the statement indicating that these decisions should be left entirely to the private sector (67%), indicating that the public needs to be involved in tourism decisions.

Table 28: Tourism-related Decision-making

	Crow Country					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
It is important that residents of my community be involved in decisions about tourism.	3%	6%	63%	28%	1.07	2%	6%	51%	41%	1.24
Decisions about how much tourism there should be in my community are best left to the private sector.	13%	38%	37%	12%	-0.02	26%	41%	25%	8%	-0.50

* Scores represent responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

Advantages and Disadvantages of Tourism Development

To further clarify the perceived benefits and costs of tourism development, respondents were asked what they thought would be the top advantages and disadvantages of increased tourism in their community. These were open-ended questions where respondents provided their thoughts in their own words. The responses were then assigned to general categories to facilitate comparison (Tables 29 and 30).

Crow Country: The top advantage of tourism identified by 19 percent of Crow Country respondents was job opportunities (Table 29). Twelve percent of residents listed more money and income, followed by exposure to Crow culture (3%). In terms of the leading disadvantages (Table 30), increased crime, drugs, and alcohol (5%), and no disadvantages (5%) were the top responses, followed by crowding, increased traffic, and stress on infrastructure (3% each).

Table 29: Advantages Associated with Increased Tourism

	Crow Country		Statewide	
	Number of Responses*	Percent of Respondents	Number of Responses*	Percent of Respondents
Job opportunities	35	19%	--	--
More money, income	22	12%	236	84%
Exposure of Crow culture	6	3%	--	--
Fosters positive attitude for Crow	4	2%	--	--
Better living	3	2%	--	--
Educational benefits	3	2%	--	--
More facilities (RV parks, casinos, motels, etc.)	3	2%	--	--
Pride, community coming together	3	2%	--	--
Don't know	2	1%	--	--
Exposure to Crow Country, landscape	2	1%	--	--
Increased entrepreneurship	2	1%	--	--
None	2	1%	18	6%
Community growth	1	1%	--	--
Improved infrastructure	1	1%	--	--
More advertising of area	1	1%	--	--

* Respondents could offer more than one suggestion (respondent n=85).

Statewide: Statewide respondents also identified more money and income as being a primary advantage of increased tourism in their community (84%). In terms of disadvantages, crowding was of concern to a large portion of statewide respondents (20%), as was more traffic (19%), and stress on facilities and services (15%).

Table 30: Disadvantages Associated with Increased Tourism

	Crow Country		Statewide	
	Number of Responses*	Percent of Respondents	Number of Responses*	Percent of Respondents
Increased crime, drugs, alcohol	10	5%	11	4%
None	9	5%	37	13%
Crowding of facilities	6	3%	57	20%
Increased traffic	6	3%	53	19%
Stress on infrastructure	5	3%	40	15%
Lack of facilities, services	3	2%	--	--
Misuse of financing	3	2%	--	--
Outsiders promoting and getting benefits	3	2%	--	--
Tourists moving here	3	2%	--	--
Don't know	2	1%	--	--
Invasion of privacy	2	1%	--	--
Losing some of Crow culture	2	1%	--	--
Crow people will not benefit	1	1%	--	--
Impact on environment	1	1%	--	--
Money for the community	1	1%	--	--

* Respondents could offer more than one suggestion (respondent n=63).

Questions Specific to Crow Country

The Crow CTAP committee was given the opportunity to include questions specific to the region on the Resident Attitude questionnaire. The responses to these questions and other community-specific items are reported below. Several of the questions were open-ended and the responses were grouped together into relevant themes.

Tourism Promotion

To get an understanding of what Crow Country residents think about tourism promotion, respondents were asked; a) if the Crow Tribe should promote tourism, and b), if tourism is promoted, then how should the tribe expand the infrastructure (Table 31). A strong majority (84%) feels that the Tribe should promote tourism with 13 percent believing that building more tourism facilities would help expand the infrastructure.

Table 31: Tourism Promotion in Crow Country

Should the Crow Tribe promote tourism?	Yes	No
	84%	16%

If yes, how should the tribe expand the infrastructure?	Number of Responses*	Percent of Respondents
More tourism facilities	24	13%
Advertising, promotion, marketing	18	10%
Developing more attractions	12	7%
Improving roads	9	7%
Creating more jobs	8	4%
Providing more tours of area	5	3%
Cleaning up community	4	2%
Build a truck stop	3	2%
Involving more people	3	2%
More business	3	2%
Museums, historical places	3	2%
New buildings	3	2%
Through Crow-owned business	3	2%
Expand sewer and water	2	1%
Improve bathrooms and showers	2	1%
More Crow Fair days	2	1%
More housing	2	1%
Swimming pool	2	1%
Tribal Council should run like a business	2	1%
Crow doesn't have infrastructure it needs for itself	1	1%
Educate more people on tourism	1	1%
Interacting with area agencies in tourism	1	1%
Select capable leadership	1	1%

*Respondents could offer more than one suggestion (respondent n=90).

In a related question, residents were asked about the role of tribal funds and tourism promotion (Table 32). A slight majority (54%) feels that tribal funds should be used for tourism promotion, and nine percent of those think that the funds should be used for building and expanding Reservation facilities. Eight percent believe tribal funds should be used for more marketing and advertising, while five percent want to use the funds for more jobs. Of those who think that the funds should not be used for tourism promotion, two percent feel that funding is misused already, and another two percent believe that tourism should be able to promote itself without using tribal funds.

Table 32: Using Tribal Funds for Tourism Promotion

Do you think tribal funds should be used to promote tourism?	Yes	No
	54%	46%

If yes, what should the funds be used for?	Number of Responses*	Percent of Respondents
Building and expanding facilities (motels, services, etc.)	16	9%
Advertising, marketing	14	8%
Employment, jobs	10	5%
Create arts and crafts, souvenirs	6	3%
Education	3	2%
Help tribal members	3	2%
Buy back mountains	2	1%
Invest in fishing, hunting, guiding	2	1%
New start-up grants, loans	2	1%
Programs to attract tourists	2	1%
Training, workshops	2	1%
Unsure	2	1%
Build a trust fund for tourism	1	1%
Monitor flow of traffic into Crow Country	1	1%

If no, please explain why.		
Too much funding misuse already	4	2%
Tourism should be able to promote itself	3	2%
Leave funds alone	2	1%
Not enough jobs already	2	1%
Tribe should already be making money from tourism	1	1%

*Respondents could offer more than one suggestion (respondent n=77).

Tourism Development

Crow residents responded to three questions regarding tourism development on the Reservation (Tables 33-35). Concerning a tribal museum at Crow Agency, 90 percent feel that one should be developed (Table 33). In order to gauge interest in tourism-related businesses (Table 34), nearly three-quarters (73%) of respondents indicated they would attend a tourism workshop that would help them start a tourism-related business.

Table 33: Tribal Museum

Do you feel there should be a tribal museum at Crow Agency?	Yes	No
	90%	10%

Table 34: Tourism Workshop

Would you attend a workshop to help you start a tourism-related business?	Yes	No
	73%	27%

In addition to asking general tourism development questions, it can be useful to understand what the potential obstacles to tourism development are as well (Table 35). Two-thirds (66%) of Crow respondents feel that there are indeed obstacles to tourism development, with most (58%) citing concerns over community attitudes. More

than half (53%) think that tourism business financing is an obstacle to tourism development, while less than half (44%) are concerned about safety-related issues.

Table 35: Potential Obstacles to Tourism Development

Do you think there are obstacles to tourism development on the Crow Reservation?	Yes	No
	66%	34%

If yes, what are the obstacles?	Number of Responses*	Percent of Respondents
Community attitudes, concerns	66	58%
Tourism business financing	59	53%
Safety concerns	50	44%
Legal issues	47	42%
Physical infrastructure (roads, utilities, etc.)	45	41%
Business codes	33	29%
Foreclosure laws	20	18%
Other:	18	10%
Lack of business-oriented thinking	2	1%
BIA interference	1	1%
Cultural aspects of respecting certain traditions	1	1%
Education	1	1%
Greed	1	1%
Incompetent leadership	1	1%
Lack of skills	1	1%
Money	1	1%
Politics	1	1%
Priorities	1	1%
Too many opinions on the whiteman	1	1%
Too much racism	1	1%

*Respondents could select more than one obstacle, and offer more than one suggestion.

Crow Country respondents were also asked about tribal traditions and resources that should not be promoted in the context of tourism development (Table 36). This question was open-ended and the two items garnering the largest number of responses were sacred sites and traditions (10%), and cultural traditions (7%).

Table 36: Tribal Resources and Practices Not to be Promoted

	Number of Responses*	Percent of Respondents
Sacred sites, traditions, practices	18	10%
Cultural traditions, practices	13	7%
Sundances	6	3%
Mountains (Big Horn, Pryor, others)	9	5%
Wild game	3	2%
Natural resources	3	2%
No idea	2	1%
Hunting, fishing	2	1%
All of them	1	1%
None	1	1%
Selling land to outsiders	1	1%

*Respondents could offer more than one suggestion (respondent n=56).

General Comments

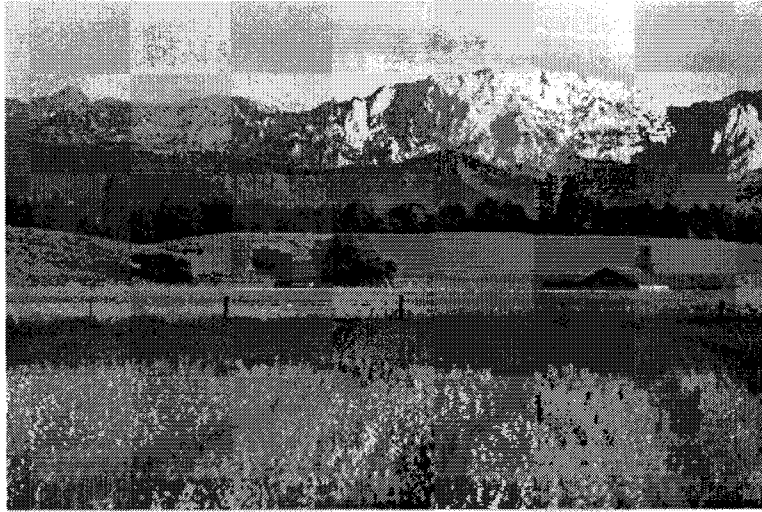
Respondents were provided with space at the end of the survey form to include their own thoughts and comments. This was an open-ended format with no guidelines as to the topic of the comments, and thus they deal with a wide variety of issues (n=29). Unfortunately, there is little consensus among the comments (Table 37). For a list of comments cited verbatim, please see Appendix B.

Table 37: General Comments by Crow Country Respondents

	Count
Crow Tribe needs to run tourism businesses	7
Need to change current tribal administration	3
Tourism is good for Crow Tribe	3
Any improvement in the quality of life should be promoted	1
Crow Tribe needs economic development	1
Crow Tribe needs to speak up more	1
Need a sales tax for tourists	1
Need politicians to allow business-minded leaders to do their jobs	1
Need to have district meetings	1
Need to invest in Big Horn River and Yellowtail Reservoir	1
Need to learn from past failed businesses	1
Need to maintain sacred sites for Crow children	1
Safety concerns	1

Appendix A: Crow Reservation Survey Instrument

Resident Attitudes Toward Tourism in the Crow Community



Fall 2003

**Institute for Tourism and Recreation Research
The University of Montana
32 Campus Drive #1234
Missoula, MT 59812-1234**

Part 1. Please indicate your involvement in the tourism industry in the Crow community and the role you think it should have in the local economy.

- 1a** How much contact do you have with tourists visiting the Crow community? **Please ☒ only one.**
- ☐ Frequent contact ☐ Somewhat frequent contact ☐ Somewhat infrequent contact ☐ Infrequent contact
- 1b** Which of the following statements best describes your behavior toward tourists in the Crow community area? **Please ☒ only one.**
- ☐ I enjoy meeting and interacting with tourists. ☐ I am indifferent about meeting and interacting with tourists. ☐ I do not enjoy meeting and interacting with tourists.
- 1c** Which of the following statements best describes your job? **Please ☒ only one.**
- ☐ I currently do not have a job ☐ My place of work provides the majority of its products or services to tourists or tourist businesses. ☐ My place of work provides at least part of its products or services to tourists or tourist businesses. ☐ My place of work provides none of its products or services to tourists or tourist businesses.
- 1d** Compared to other industries, how important a role do you think tourism should have in the Crow community? **Please ☒ only one.**
- ☐ No role ☐ A minor role ☐ A role equal to other industries ☐ A dominant role
- 1e** What types of economic development would you like to see in the Crow community? **Please rank options 1 through 8, with 1 being the most desired.**
- | | | | |
|---------------------------|----------------------|---|----------------------|
| Mining | <input type="text"/> | Agriculture/Agribusiness | <input type="text"/> |
| Wood Products | <input type="text"/> | Retail/ Wholesale Trade | <input type="text"/> |
| Manufacturing | <input type="text"/> | Services (health, businesses, etc.) | <input type="text"/> |
| Tourism/ Recreation | <input type="text"/> | Technology | <input type="text"/> |
- 1f** In your opinion, how is the population changing in the Crow community? **Please ☒ only one.**
- ☐ Population is not changing (please skip to PART 2) ☐ Population is increasing ☐ Population is decreasing
- 1g** If you feel the population of the Crow community is changing, how would you describe the change? **Please ☒ only one.**
- ☐ Too fast ☐ About right ☐ Too slow

PART 2. The following questions are specific to the Crow community. Please share your thoughts and opinions as they will be helpful in making informed decisions for your community.

- 2a** Should the Crow community promote tourism?
- ☐ Yes ☐ No

- 2b** If yes, how should the tribe expand the infrastructure?

- 2c** Do you think that tribal funds should be used to promote tourism?
- ☐ Yes ☐ No

2d If yes, what should the funds be used for? If no, please explain why.

2e Do you think there are obstacles to tourism development on the Crow Reservation?

☐ No, there are no obstacles ☐ Yes, there are obstacles

2f If yes, what are the obstacles? Please ☒ all that apply.

☐ Tourism business financing ☐ Safety concerns ☐ Business codes
☐ Physical infrastructure (roads, utilities) ☐ Community concerns/attitudes ☐ Legal issues
☐ Foreclosure laws

Other:
(please specify)

2g What tribal resources and practices should not be promoted to tourists?

2h Do you feel there should be a tribal museum at Crow Agency?

☐ Yes ☐ No

2i Would you attend a workshop to help you start a tourism-related business?

☐ Yes ☐ No

Part 3. Questions concerning quality of life in your community.

3a Please rate the current condition of each of the following elements of quality of life in the Crow community. Please ☒ only one response for each item.

	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3b

Please indicate how you think the following elements of quality of life would be influenced if tourism were to increase in the Crow community. Please ☒ **only one response for each item.**

	Negative Influence	Both Positive and Negative	Positive Influence	No Influence	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3c

Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in the Crow community and in the State of Montana. Please ☒ **only one response for each item.**

	Strongly Disagree	Disagree	Agree	Strongly Agree
I'd rather live in the Crow community than anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I had to move away from Crow community, I would be very sorry to leave.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the future of Crow community looks bright.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crow community is a good place for people to invest in new tourism development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased tourism would help Crow community grow in the right direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continue on the following page)

3c continued:

Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in the Crow community area and in the State of Montana. Please ☒ only one response for each item.

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
It is important that the residents of the Crow community be involved in decisions about tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decisions about how much tourism there should be in the Crow community are best left to the private sector rather than the public sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is adequate undeveloped open space in the Crow community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about the potential disappearance of open space in the Crow community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would support land use regulations to help manage types of future growth in the Crow community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism promotion by the state of Montana benefits the Crow community economically.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If tourism increases in the Crow community, my income will increase or be more secure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will benefit financially if tourism increases in the Crow community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I support continued tourism promotion and advertising to out-of-state visitors by the State of Montana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe jobs in the tourism industry offer opportunity for advancement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacationing in Montana influences too many people to move to the state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In recent years, Montana is becoming overcrowded because of more tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism increases opportunities to meet people of different backgrounds and cultures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourists do not pay their fair share for the services they use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe most of the jobs in the tourism industry pay low wages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall benefits of tourism outweigh the negative impacts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3d In your opinion, what is the primary advantage of increased tourism in the Crow community?

3e In your opinion, what is the primary disadvantage of increased tourism in the Crow community?

PART 4. Please tell us a little bit about yourself. Keep in mind that this survey is completely confidential.

4a How many years have you lived in the Crow community?

4b How many years have you lived in Montana?

4c What is your age?

4d Were you born in Montana? Please ☒ **only one**.
☐ Yes ☐ No

4e What is your gender? Please ☒ **only one**.
☐ Male ☐ Female

4f What is your employment status? Please ☒ **only one**.
☐ Employed ☐ Home maker
☐ Retired ☐ Unemployed or Disabled

4g How many people currently living in your house are employed?

4h If one or more are employed, please use the list below to let us know the type of work held by members of your household. Please ☒ **all that apply**.

- | | | |
|--|---|--|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Health care | <input type="checkbox"/> Armed services |
| <input type="checkbox"/> Wholesale/ retail trade | <input type="checkbox"/> Professional | <input type="checkbox"/> Finance, Insurance or Real Estate |
| <input type="checkbox"/> Travel industry | <input type="checkbox"/> Clerical | <input type="checkbox"/> Transportation, Communication or |
| <input type="checkbox"/> Education | <input type="checkbox"/> Restaurant/Bar | |
| <input type="checkbox"/> Services | <input type="checkbox"/> Construction | |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Forestry/forest products | |

Other:
(Please Specify)

4i Please include any additional comments within the box below.

Thank you for your participation!

Appendix B: Respondent Comments

The following are comments taken from the back page of the Crow Country Resident Attitude Survey. The comments are given verbatim with no interpretation made. Only grammatical corrections have been made where necessary to facilitate understanding.

- People from the Crow Tribe should speak up instead of being scared. There's a lot of things the Crow Tribe could do. For instance, instead of embezzling money, they could take that money and make a truck stop, expand the casino, fix the roads, get a construction company.
- Who does this benefit? Do our answers really make a difference or even mean anything? Anything that involves the tribal officials or even their family only benefit from it, so my answer is—was this really necessary?
- I think this tourism is good but then there's the bad part. We'll be inviting weird people. Tourism is good for jobs, but I'm more concerned about the safety of everybody, especially the kids.
- We Crows need economic development bad!
- Improve water system and sewer lines for production.
- None, just bring in the tourists.
- I've only lived in this community for approximately one month.
- Tourism is good for our community because it will provide employment opportunities and better human relations if we educate the tourist properly...it can also backfire on us if we do tourism improperly.
- I am in favor of tourism if it's run and promoted by the Crow Tribe.
- We need the politicians to allow the true business-minded leaders to do their job and support them instead of hinder them.
- I am in favor of tourism if it's run by the Crow Tribe.
- Great idea (wrong current leaders). The tourism may need more than a decade to flourish due to the current leaders. The upcoming generation may be the group to handle ideas such as tourism.
- Need new administration.
- Tourism can be beneficial financially for the Crow people if the right experienced personnel are hired. Entry fees to certain historical places and other related attractions should be recorded, and only the right personnel should handle the funds. Not all profits should go to education. Some should be targeted to the Elders in each community to have certain programs of their own.
- I often wonder why our people think politics and economics can work together. Politics seeks to please everyone which never gives increases in success, while economics only concerns the bottom line, financial profit and gain. We need new innovative people and leadership! That's the bottom line.
- I am in favor of tourism if it's run....
- Yes I would like the tourism, but like to see the Crow Tribe run the business.
- We need to have district meetings (Reno, Pryor, Blacklodge, Lodge Grass, Wyola, and Big Horn) so people can be heard in their community needs.
- We the Tribe need to invest on the Big Horn River and Yellowtail Reservoir.
- Any improvement in the quality of life should be promoted.
- I am for dropping Montana's state tax and having a 4-6% tax on goods and services. Let's face it, there are more tourists traveling through this state annually than there are Montanans. It would be a lot less bookwork for us every year, and the state would bring in a lot more money if our state tax were traded for a sales tax.
- This should include all of the reservation and not just the Crow community.
- I'm sure there are positive aspects of tourism within our community, depending on how it is handled. I would like to see more jobs. A concern I have is maintaining the sacred sites and respect these places so our children are able to understand who and where they came from as Crow people.

- Any business, tourist or otherwise, would be good for all on the reservation. However, you people need to look back at other neat businesses that have existed here before and ask yourselves: 1- Why did these businesses fail? 2- Have we corrected the problems/reasons that contributed to the failures of these businesses, i.e., carpet factory, hotel and gift shop where casino is now. 3- What leads us to believe new businesses will succeed if the reasons for old failures persist?
- To have tourism in our community, we the Crow people, as a whole, need to get together and really help each other to meet the needs in having tourism. One of the main needs is to clean-up our community. This is everyone's (Crow) job. We need to be a clean community in order for visitors to come, otherwise it won't work because they'd like to see a beautiful place such as our homeland. And clean. We need everyone and the Roads to get involved.
- I feel the Crow people should be the primary employees in this tourism on the reservation.
- I think tourism should be run by a Crow Native.
- I approve of tourism but I think it should be for the benefit of the Crow people, and it should be run by a Crow person who has the knowledge to do so.
- I thank whoever's doing this survey. I'm hoping that everything is working out for you guys whatever's in your mind.