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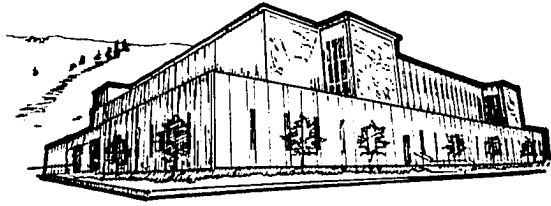
**Attitudes and behavioral intentions of Montana residents toward
tourism**

Martin, Steven Richard, Ph.D.

University of Montana, 1994

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**Attitudes and Behavioral Intentions
of Montana Residents Toward Tourism**

by

Steven Richard Martin

B.S., Principia College, 1982

Presented in partial fulfillment of the requirements

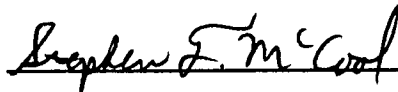
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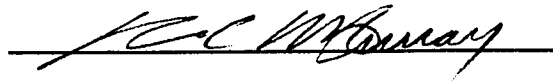
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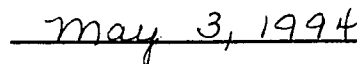
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Attitudes and Behavioral Intentions of Montana Residents Toward Tourism

Director: Stephen F. McCool 

The two components of this study include a descriptive exploration of the attitudes and behavioral intentions of Montana residents toward tourism, and a more theoretically-oriented investigation of the relationship between attitudes and behavioral intentions.

Montanans appear to hold attitudes toward four aspects of tourism, namely the *positive benefits* of tourism, *negative impacts*, perceptions of *equity* between tourists and residents, and perceived *extent and distribution* of the economic benefits of tourism.

While attitudes toward tourism were generally favorable, a number of specific items (e.g. traffic congestion, crowding in outdoor recreation areas, tourism wages) elicited less favorable responses.

Montanans' attitudes toward increasing tourism were mixed. A majority felt that future tourism increases would have positive consequences, but many appear concerned that such increases will also have negative impacts, particularly related to increased cost of living.

The behavioral intentions of residents were explored, and although respondents indicated that they were not likely to undertake behaviors opposing tourism, they were only slightly more likely to undertake behaviors supporting tourism.

Attitudes toward tourism appear to be most strongly associated with the degree to which the respondent's livelihood depended on tourism, the degree to which respondents perceived that they personally benefitted from tourism, and the amount of contact respondents had with tourists.

Central to the theoretically-oriented investigation of the relationship between attitudes and behavioral intentions are the two main premises of the conceptual framework: 1) that attitudes toward an object may influence behavioral intentions; and 2) that the manner in which attitudes are formed may influence the likelihood that the attitude will guide subsequent behavior.

These premises were combined into a proposed model of causal relationships which sought to organize into a single framework the observed variables relating to an individual and the conceptual variables underlying the attitude-behavior models. The hypothesized causal relationships were confirmed.

Acknowledgements

I would like to thank a number of people who helped make this study possible: Steve McCool, committee chair, advisor and friend, whose guidance, support and encouragement was invaluable, and whose high academic, intellectual and personal standards provided a role model; Alan Watson, Sid Frissell, Paul Miller, Jim Walsh, and Joel Meier, members of my committee whose review and suggestions helped strengthen this study immeasurably, and whose contributions are much appreciated; members of the Montana Tourism Advisory Council, who approved the financial support that made the study possible; friends and colleagues at The University of Montana's Institute for Tourism and Recreation Research, whose review and advice were most helpful, and whose friendship made for an enjoyable graduate experience; to the many Montanans who participated in the survey (may you and your great state benefit in some small way from the study); and to my parents and family for all of their encouragement and support.

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CHAPTER 1 -- INTRODUCTION

Tourism is increasingly recognized as an important economic development tool in many of the rural western states in the U.S. Historically, these states and their rural communities have relied upon agriculture and extractive natural resource-dependent industries as the mainstays of their economies. While these industries have shown declines, or at best, cyclic boom-and-bust patterns in recent decades, tourism has shown steady growth (BBER 1990).

While the economic benefits of tourism -- employment, income, and resulting tax revenues -- have been demonstrated by many economists, developers and others (e.g. Yuan et al 1989), little is said about the potential negative effects of tourism and its associated development. Tourism is often viewed as a "clean" industry, but as with other types of economic development activities, it is rarely without some negative economic, social, cultural, and environmental impacts to individuals, the host communities, and the region. Informed decisions about tourism development require understanding not only the positive benefits but also the negative consequences of various tourism development strategies.

Potential Negative Impacts of Tourism

Negative impacts resulting from tourism can be economic, social, cultural, physical and environmental. Economic costs can affect both individuals and communities, and can include increased costs of goods, services, land and housing

(Pizam 1978); employment fluctuations due to the seasonal nature of the industry leading to increased unemployment in the off-season; and increased costs to the community of providing additional services and facilities, e.g water, waste disposal, police, fire, and medical (Gunn 1988; McCool 1990).

Social and cultural impacts are somewhat harder to specify, but can include increases in crime (Gunn 1988; Mathieson and Wall 1982; Rothman 1978); a general disruption of residents' lives due to increased population density during the tourist season, e.g. curtailing certain everyday activities such as driving in town, shopping, eating out, using public recreational facilities, and going out after dark (Jordan 1980; Pizam 1978; Rothman 1978); and the displacement of local residents by new developments (Bozeman Chronicle 1990; Crandall 1987:374). In instances where tourism brings peoples of different backgrounds, cultures, or socio-economic classes together, conflicts in values can occur (Gunn 1988), and the authenticity of local culture, customs and arts is often impacted (Cohen 1984).

Physical and environmental impacts resulting from tourism have been well documented (Gunn 1988; Kendall and Var 1984; Thomason et al 1979; Rothman 1978; Pizam 1978). These include overcrowding (especially beaches, trails, parks, etc.), traffic congestion, noise, air and water pollution, summer home development, litter, vandalism, overall community appearance, and depletion of wildlife. Gunn (1988) also points out that mass tourist use may have a detrimental effect on historic sites and buildings, and that technological advances in motorized as well as non-

motorized off-road transport have increased the environmental impact on fragile natural resources.

Milman and Pizam (1988) note, however, that ". . . tourism impacts are never universal. Rather, the intensity and direction of the impacts are a function of tourist activities, the cultural and economic distance between tourists and hosts, and the rapidity and intensity of tourism growth." The impacts enumerated above are not necessarily inevitable. Good planning, community involvement, and coordinated management of tourism can minimize or avoid many negative effects. Also, those that do occur may be less intensive than what would accompany alternative forms of economic development.

The Role of Attitudes and Perceptions Toward Tourism

Understanding local attitudes toward and perceptions of tourism is necessary in order to garner the support needed to successfully develop a tourism industry. If tourism is to succeed within a state or community, the residents must be willing partners in the process (Allen et al 1988). The attitudes of people living in the host state or community are an important factor in creating a hospitable environment for tourists. Because residents interact frequently with out-of-state visitors, their behavior and willingness to serve as gracious hosts is critical. Davis et al (1988) note that ". . . expenditures of tax dollars by a state or agency to promote tourism are wasted if residents are hostile toward tourists. . . (I)f the underlying reasons for negative attitudes can be identified, active attempts can be made to rectify or at least

minimize the negative effects of the tourism industry." In sum, ". . . how a community responds to the opportunities and challenges of tourism depends to a large extent on its attitude to[ward] the industry" (Murphy 1985:120).

Comprehensive planning for tourism development should consider residents' attitudes and concerns, as well as their perceptions of how tourism will affect their community. Tourism advocates will be more successful if they listen to residents' concerns about potential impacts on the local community, and address and respond to any negative impacts.

Because tourism advocates realize the importance of residents' attitudes toward tourism, as well as the potential negative impacts to individuals and communities, a number of studies have investigated residents' attitudes toward and perceptions of tourists and tourism development. This body of research has focused on resident-visitor interactions, attitudes and reactions of local residents toward seasonal visitors, perceived costs to destination communities, perceptions of the consequences of tourism to individuals and communities, including community quality of life, and the importance of community involvement in planning for tourism.

Attitudes and perceptions of residents toward tourists and tourism are, of course, not universal or constant from one community to another. Rather, several characteristics have been found to influence a person's attitudes and perceptions. These include the extent of contact a person has with tourists (Sheldon and Var 1984; Belisle and Hoy 1980; Pizam 1978), the degree of development of the tourism industry in a person's community (Long et al 1990; Allen et al 1988), the economic

dependence of a person or their household on tourism (Milman and Pizam 1988; Thomason et al 1979; Rothman 1978; Pizam 1978), and a person's length of residence or degree of attachment to their community (Davis et al 1988; Allen et al 1988; Um and Crompton 1987; Lui and Var 1986; Sheldon and Var 1984).

The findings of this body of research can provide a starting point for assessing Montanans' attitudes, perceptions and concerns regarding the current and future role of tourism in Montana. It should be noted that, except for a very few studies, the research on resident attitudes and perceptions toward tourism has been largely atheoretical (Ap 1990). While this may be attributed to the early stage of development of the field, it has limited the usefulness of these studies to that of description and not explanation, and has not advanced the conceptual development of the discipline. It is the intent of this study to tie the problem being examined to a theoretical framework in order to progress from descriptive findings to more explanatory research and contribute to a more conceptually-oriented perspective on the discipline.

Problem Statement

If, as the literature suggests, residents' attitudes are truly important to the success of the tourism industry, then what are the attitudes of Montanans toward tourists and tourism? How might they influence the future success or failure of the industry? How do residents perceive tourists and the tourism industry? To what extent do residents feel they (and their communities) are dependent on, or benefit

from, the tourism industry in Montana? What are residents' concerns about the tourism industry, both present and future? How might residents behave toward tourists and toward the tourism industry (e.g. proposed tourism developments) in Montana? And what kinds of factors and characteristics about individuals might explain differences in answers to the above questions? These are the questions being addressed in this study.

CHAPTER 2 -- LITERATURE REVIEW

The literature pertaining to residents' attitudes toward tourism can be separated into three categories: tourist-host interactions, consequences of tourism, and resident attitudes. Tourist-host interactions includes a description of the characteristics defining the relationship between tourists and the people living in the host community. A body of work describes the various economic, socio-cultural, and physical-environmental consequences of tourism to individuals and their communities and cultures. Finally, the role of residents' attitudes, perceptions and concerns in the tourism development of their community or state is addressed, along with an investigation of the variables that may influence their attitudes.

Tourist-Host Interactions

When tourists and residents interact, each comes away from the encounter with some impression of the other. These impressions may in time coalesce into stereotypes, which can in turn influence understanding or misunderstanding on the part of either party and contribute to social and/or cultural impacts.

Tourist-host encounters generally occur in three main contexts: 1) when the tourist is purchasing a good or service from the local resident; 2) when the tourist and local find themselves side by side, for example on a beach or at a nightclub; and 3) when tourists and locals interact face to face with the intent of exchanging views or ideas (de Kadt 1979:50). According to de Kadt, it is the third type of

encounter that tourism advocates have in mind when they claim that tourism is an important mechanism for promoting understanding between societies or cultures. However, he adds that the first two types of encounters are much more common. Mathieson and Wall (1982:135) also point out that "direct contact is not necessary for impacts to occur and the mere sight of tourists and their behavior may induce behavioural changes on the part of permanent residents." Perhaps if the recent trend of robbing and/or killing tourists continues, de Kadt will be forced to add a fourth category of tourist-host encounters.

Another factor influencing the shape and outcome of tourist-host encounters is that they take place within a network of goals and expectations (Sutton 1967). Sutton notes that tourists are on the move, relaxed, relatively free-spending, and out to enjoy themselves and see the world, while the host is more stationary, and, if employed in the tourism industry, spends a large proportion of time catering to the needs and desires of visitors.

Sutton characterizes tourist-host relationships by four major features. The first feature is the transitory nature of the relationship. Tourists often stay in one place for only a short time, making any tourist-host relationship temporary.

The second feature of the relationship is its temporal and spatial constraints, which influence the duration and intensity of the encounter. Tourists may try to see and do as much as possible in a short period of time, often with a certain sense of urgency. The response of local residents is sometimes to exploit this sense of urgency by offering tourists simplified, condensed, overpriced, packaged experiences

(Mathieson and Wall 1982:136; Sutton 1967). Spatial constraints may also influence the tourist-host relationship. Oftentimes tourist facilities and services are concentrated into a particular area, separated from the local population (Mathieson and Wall 1982:136).

The third characteristic of tourist-host relationships is the lack of spontaneity. As de Kadt (1979:14) explains, "tourism brings certain informal and traditional human relations into the area of economic activity, turning acts of once spontaneous hospitality into commercial transactions." Meetings between tourists and hosts are more rigidly controlled, and may simply become a series of cash-exchanging encounters.

Sutton's fourth characteristic of tourist-host relationships is their "tendency to be asymmetrical and unbalanced in character." Mathieson and Wall (1982:136) point out that "material inequality often exists and is seen in tourist spending and attitudes. Hosts often feel inferior and, to compensate for this, exploit the tourists' apparent wealth. There are also inequalities in levels of satisfaction and the sense of novelty derived from the relationship." de Kadt (1979:14) explains that in some situations, "where the standard of living is very low compared with that enjoyed by tourists, . . . the presence of free-spending vacationers, no longer bound by the rules of their daily routine, can be a particularly jarring phenomenon to the uninvolved observer."

Consequences of Tourism to Individuals and Communities

As was briefly discussed in Chapter One, there are a great many potential positive benefits and negative impacts associated with tourism. These can be grouped into three general categories: economic, social-cultural, and physical-environmental. A closer look at these benefits and impacts will help to serve as a framework within which to place individual and community attitudes and perceptions toward tourism.

Economic Consequences

The positive economic benefits of tourism are based on the fact that tourism is essentially a "basic" industry; that is it earns new income for a community from other regions of the state, country or world -- income that is the equivalent of export earnings -- and the community uses that income to pay for imported goods and services, and taxes (Murphy 1985:89). The primary economic benefits of tourism are measured in terms of business receipts, employment, labor income, corporate profits and dividends, and government receipts. Yuan et al (1989) found that non-resident travel to Montana in 1988 resulted in \$658 million in receipts, 25,000 jobs, and \$367 million in labor income.

For many years the only emphasis placed on economic analysis of tourism was on enumerating the positive benefits. Only more recently have researchers begun to acknowledge the existence of economic costs or externalities resulting from tourism. Still, while these costs have begun to be recognized, examining and measuring them is extremely difficult, and few studies have attempted to do so.

One of the most frequently mentioned costs associated with tourism is that of local community infrastructure costs. These generally include such services as water supply, sewage treatment, fire protection, law enforcement, road construction and maintenance, public transportation, garbage collection and disposal, planning and zoning costs, and the construction, operation and maintenance of park and recreation facilities, museums and historic sites, and port and terminal facilities (Frechtling 1987:354). While these services are needed by local residents regardless of whether or not tourists use them, the fact that tourists do require and use these and other services means that part of the costs of these services is attributable to tourists, and should therefore be acknowledged as an economic cost of tourism.

Two studies have actually attempted to measure the extent of infrastructure costs attributable to tourists. Murphy (1985:99) cites a study published in 1976 which estimated the cost per visitor-day of public services rendered to visitors to Hawaii in 1968. The study estimated that each visitor consumed approximately \$0.69 worth of public services daily (at U.S. 1969 currency levels). Murphy (1985:100) also cites a study conducted in Norfolk County, England in 1975-76, which estimated that tourism accounted for nearly 3.1 million pounds U.K. of local authority costs, about 88 percent of which was spent on local infrastructure costs. These tourism-attributable costs accounted for 2.2 percent of the county's total spending.

In addition to the more obvious direct costs such as local public infrastructure, other costs associated with tourism can include increased costs of goods, services,

land, and housing, higher welfare and unemployment costs resulting from employment fluctuations due to the seasonal nature of the industry, low rates of return on investments that are not used year-round (e.g. hotels with low off-season occupancy rates), possible economic vulnerability due to an over-dependence on tourism, the benefits of foregone opportunities (opportunity costs), and indirect costs associated with the education, health, housing and welfare needs of a larger resident population created by a large visitor population (Kariel 1989; Gunn 1988; Frechtling 1987; Crandall 1987; Mathieson and Wall 1982; Butler 1974). Also, the displacement of low-income local residents to make room for upper-class recreational developments and tourist facilities sometimes occurs (Bozeman Chronicle, 1990), and has even been popularized in the book (and movie) 'The Milagro Beanfield War' (Nichols 1976).

Socio-cultural Consequences

As with economic consequences, there are both positive and negative socio-cultural consequences associated with tourism. And as difficult as it is to accurately measure the economic benefits and impacts, it is much more difficult to quantify the socio-cultural benefits and impacts. Although social and cultural impacts are closely related, Murphy (1985:117) makes the following distinction: "social impacts involve the more immediate changes in quality of life and adjustment to the [tourism] industry in destination communities . . . [while] cultural impacts focus on the longer-term changes in a society's norms and standards, which will gradually emerge in a community's social relationships and artifacts."

Relatively little research has been conducted on the positive socio-cultural benefits of tourism. In general, the idea that cross-cultural contact and exchange facilitates a greater understanding between people of different societies and cultures, and a greater appreciation for both the similarities and differences between them, is touted as the principal socio-cultural benefit of tourism. However, there is little if any empirical evidence to actually support this generalization, and in fact some authors argue that "tourists have considerably less desire for intense intercultural encounters than is alleged . . . [and are] . . . less interested in such encounters than they themselves pretend" (Nettekoven 1979).

Other socio-cultural benefits that have been documented to one degree or another include the idea that tourism can actually "foster increased cohesiveness and stimulate even stronger protection of [the local or traditional] way of life" (Gunn 1988:5). Mathieson and Wall (1982:166) cite three studies that indicate positive effects of tourism on the arts and crafts of the local culture. de Kadt (1979:69) also cites several studies in which tourism is credited with contributing to the preservation and revival of traditional arts and crafts.

Far more prevalent, however, are examples of negative social impacts resulting from tourism, particularly in the case of western tourists traveling to lesser-developed countries. Cohen (1984) classifies socio-cultural impacts into ten categories, including the nature of interpersonal relationships, the rhythm of social life (*e.g.* the pace of life quickening), migration (*e.g.* young people moving out of

the community), deviance (*e.g.* crime, prostitution), and the customs and arts (*e.g.* dilution, lack of authenticity).

Another socio-cultural impact much written about (but not directly included in Cohen's classification) is the so-called "demonstration effect," where residents are exposed to, and consequently aspire to, the socio-economic status of foreign visitors. Murphy (1985:119) believes the demonstration effect is unavoidable "because tourists generally possess greater financial and leisure-time affluence than many local residents, and their vacation experiences are based frequently upon conspicuous consumption."

Mathieson and Wall (1982:143) point out that "alien commodities are rarely desired prior to their introduction into host communities and, for most residents of destination areas in the developing world, such commodities remain tantalisingly beyond reach. As a result discontent grows among the hosts." Murphy (1985:119) notes that it is the young members of the host society who are most susceptible to the demonstration effect, "who may feel dissatisfied with local opportunities available to them and are prepared to imitate the lifestyle of visiting tourists as a way of seeking something better."

The demonstration effect is actually one example of the larger concept of acculturation. Acculturation theory asserts that "when two cultures come into contact of any duration, each becomes somewhat like the other through a process of borrowing" (Nunez 1977). This borrowing is by no means symmetrical, and since many tourist destinations are in lesser- developed countries where the tourists are

generally western and more wealthy, the host society is more likely to borrow from the tourists than vice-versa. In fact, it seems inevitable that as host societies adapt to tourism and attempt to satisfy the needs of tourists, they will succumb to tourists' attitudes and values and become more like the culture of their visitors (Mathieson and Wall 1982:161).

In summary, it is widely agreed that with respect to socio-cultural impacts, "there is a threshold of tourists by hosts which varies both spatially and temporally. As long as the numbers of tourists and their cumulative impacts remain below this critical level, and economic impacts continue to be positive, the presence of tourists in destination areas is usually accepted and welcomed by the majority of the host population. Once the threshold has been exceeded, numerous negative symptoms of discontent make their appearance" (Mathieson and Wall 1982:141). According to Mathieson and Wall, the critical point of tolerance varies with: 1) the cultural and economic distances between tourists and hosts; 2) the capability of the destination and its population to physically and psychologically absorb visitors without squeezing out desirable local activities; and 3) the rapidity and intensity of tourism development.

Physical-Environmental Consequences

Tourism has always had a rather symbiotic relationship with the physical and natural environment. On the one hand, tourism is often based on the physical attributes of the environment, as is the case with national parks, for example; or environmental attributes may play a facilitating or enhancing role, as in the siting of

a resort in a location with an appropriate and aesthetic combination of sun, sea and sand. On the other hand, the physical and natural environment has both benefitted and suffered from tourism.

One of the positive physical and environmental benefits of tourism has been the conservation and preservation of natural areas, archaeological sites, and historic monuments. The protection of these resources is an important spill-over benefit of tourism, which in turn enhances and perpetuates tourism by maintaining its very foundation (Mathieson and Wall 1982:97).

At the same time that tourism has benefitted the physical and natural environment, it has also had its harmful effects. Murphy (1985:39) notes that

tourism development carries within it the seeds of its own destruction. If the number or concentration of visitors, both in spatial and seasonal terms, exceeds a community's physical carrying capacity, deterioration of such basic resources as landscape and water supplies can occur. It will transform what was intended to be a non-consumptive, renewable resource industry into yet another short-term boom and bust enterprise.

Williams (1987) observes that

while the overall environmental impact of tourism is probably less than that of most industries developed on a similar scale, the significance of its impact lies in the fact that it frequently impinges upon the most fragile, sensitive, and/or interesting segments of an area's landscape. What in absolute terms would normally represent a minor environmental disturbance could be of considerable significance because of where it occurs.

More specifically, some of the environmental impacts of tourism include overcrowding of resources and facilities, traffic congestion, noise, air, and water pollution, vandalism, litter, vegetation impacts, impacts to geologic, archaeological

and historic resources, impacts to coastlines and lakeshores from summer home development, direct loss of land and/or productivity (e.g. agricultural land, timberland, wetlands, wildlife habitat), and depletion of wildlife (Gunn 1988; Williams 1987; Mathieson and Wall 1985).

A number of studies have confirmed that local residents feel tourism contributes significantly to overcrowding of facilities and resources and traffic congestion in their communities (Milman and Pizam 1988; Davis et al 1988; Thomason et al 1979; Rothman 1978; Pizam 1978), and consequently to noise and air pollution.

Attitudes Toward and Perceptions of Tourism

As was discussed in Chapter One, the attitudes and perceptions of local residents living in the host communities are important for tourism advocates to understand and incorporate into tourism planning. In the last ten or fifteen years, researchers have begun to focus on the attitudes of residents and on the perceived consequences or outcomes of tourism to the host community. This research differs from the work just previously reviewed in that actual consequences are not measured; instead, it is the outcomes perceived by the residents that are examined. These perceived outcomes are equally important as actual consequences, because residents' attitudes and behavior toward tourists and the tourism industry are based on their perceptions of the effects of the industry.

A number of studies have found that the overall attitude of host community residents toward tourism is generally positive (Milman and Pizam 1988; Lui and Var 1986; Thomason et al 1979; Rothman 1978). At the same time, however, residents were also found to hold a number of negative attitudes toward and perceptions of tourism, principally concerning such perceived impacts as traffic congestion, noise, litter, overcrowding of facilities, increased prices of goods and services, and increased crime.

In one of the earliest empirical studies on residents' perceptions of tourism's impacts, Pizam (1978) studied the residents of Cape Cod, Massachusetts, interviewing typical residents as well as entrepreneurs. He found that residents scored the following outcomes most positively (in order): income, overall standard of living, and shopping opportunities; and most negatively (in order): traffic conditions, litter, noise, vandalism, prices of goods and services, cost of land and housing, and occurrences of drug abuse and alcoholism. Forty six percent of respondents said that given the chance or the power to do so, they would control, restrict or discontinue tourism.

The items rated most negatively by entrepreneurs were nearly identical with residents'. Entrepreneurs, however, perceived many more positive outcomes than did residents.

In a study similar to Pizam's, Rothman (1978) investigated residents' perceptions of tourism's impacts on two Delaware communities. His findings regarding perceived benefits and impacts mirror those of Pizam, and he concluded

that "virtually every aspect of community life is in some way affected by the annual influx of vacationers." He also adds, however, that "while vacationers have a significant impact upon the community, the impact does not appear to be disruptive. Rather, it seems to be a situation in which the residents are able to make a major adjustment with relative ease. This is probably because these communities have had long experience with vacationers and have been able to develop mechanisms of accommodation."

Thomason et al (1979) conducted a similar study in Corpus Christi, Texas. Personal interviews were conducted with typical residents, entrepreneurs, and public service providers. Generally, entrepreneurs viewed visitors significantly more favorably than did the other two groups, although all groups displayed generally positive attitudes. Public service providers did feel that visitors placed a strain on community services, while residents felt that visitors tended to crowd the beaches and fishing areas.

A study conducted by Belisle and Hoy (1980) in Santa Marta, Columbia, found that "despite the perception of some serious negative aspects, the overall impact of tourism on the economic and social evolution of Santa Marta is generally felt to be positive and promising for the future", with positive benefits of tourism cited more than twice as frequently as negative impacts.

Sheldon and Var (1984) examined the attitudes of North Wales residents toward tourism. Residents responded to a number of statements concerning different

aspects of tourism, namely social impacts, economic benefits, visitor stereotyping, foreigners purchasing property, cultural exchange, and ecology.

Residents overwhelmingly perceived traffic congestion as the major disadvantage of tourism, but there was also a strong appreciation for the cultural and educational benefits of tourism. While a large majority agreed with statements concerning economic benefits of tourism, the sample as a whole perceived tourism as the least important industry compared to agriculture, manufacturing and mining. A minority held negative attitudes about the social impacts of tourism, although lifelong residents were more sensitive to those impacts than recent residents.

A study conducted by Lui and Var (1986) in Hawaii found strong positive attitudes toward tourism's economic and cultural benefits, but ambivalence toward its physical, environmental and recreational consequences. Respondents strongly agreed on the positive economic benefits of tourism, including a rise in their standard of living, but also acknowledged that tourism contributes to a higher cost of living as well. A majority of respondents felt that the economic gains from tourism outweighed any social impacts such as overcrowding of facilities, but at the same time did not feel that the economic gains were more important than environmental protection.

Regarding environmental effects, there was an even split on whether or not tourism has resulted in a decline in the natural environment. Ninety percent felt that ecological impacts could be controlled by long-term planning. Only 38 percent felt

that tourism had resulted in overcrowded recreational facilities such as beaches, hiking trails and parks.

Lui and Var concluded that residents' priorities concerning tourism development were as follows: high standard of living, environmental protection, economic benefits, social costs, and then cultural benefits.

A study conducted by Milman and Pizam (1988) investigated the perceived social impacts of tourism and found that in general, central Florida residents had a positive attitude toward tourism. The areas in which tourism was perceived to have had a positive impact were employment opportunities, income, standard of living, community tax revenues, and overall quality of life. Areas of negative impact included traffic conditions, individual and organized crime, and alcoholism.

Allen et al (1988) conducted a study in 20 rural Colorado communities to determine whether residents' perceptions of community quality of life varied with the level of tourism development in their community. Seven dimensions of community life were examined: public services, economics, environment, medical services, citizen involvement, formal education, and recreation services. In general, the study found that low to moderate levels of tourism development were beneficial to the community, but as tourism development increases residents' perceptions tend to become less positive or more negative.

Additionally, the study revealed that "public services, environmental concerns, and opportunities for citizen involvement appear to be most sensitive to changes in tourism development." The data suggest that as tourism development increases,

residents attach more importance to opportunities for citizen involvement, and at the same time become less satisfied with the opportunities that exist. The authors point out that these findings are consistent with those of Cooke (1982), where negative attitudes toward tourism were related to a lack of resident involvement in tourism-related decisions. Citizen involvement in such decisions is apparently very important to residents of communities where tourism is a significant industry.

With regard to the finding on the importance attached to environmental concerns, the authors note that "in many communities, environmental resources are at the heart of tourism development as well as general community development and therefore residents realize the physical resource must be preserved to maintain community well-being."

Long et al (1990) analyzed data collected as part of the previously-reviewed study to determine if residents' attitudes and perceptions toward tourism differed according to the level of tourism dependency of their community (as measured by the percentage of local retail sales derived from tourism).

Attitudes and perceptions about tourism's benefits and impacts were found to differ according to level of tourism dependency. Both positive and negative attitudes were more pronounced for those living in tourism-dependent communities. In fact, significant differences were observed across the five categories of communities for all five of the statements concerning impacts of tourism. The residents of tourism-dependent communities were more likely to feel that tourism development has: 1) unfairly increased real estate costs; 2) increased the quality of

life in the area; 3) increased the amount of crime in the area; and 4) improved the appearance of the community. They were less likely to agree that tourism has reduced the quality of outdoor recreation opportunities in the area.

Differences in attitudes toward additional tourism development were not observed. There was an association between level of tourism-dependency and one particular statement regarding attracting more tourists to the area, but the association was not linear. Support for attracting more tourists increased initially with increasing tourism-dependency, then reached a threshold beyond which it decreased, only to rebound again at the highest level of tourism-dependency. As expected, resident support for special tourism user fees and taxes did increase significantly with increasing levels of tourism development.

Perdue et al (1990) also analyzed data from the previously-reviewed study in order to test a number of relationships among perceptions of tourism's impacts, support for additional tourism development, restrictions on tourism development, and support for special tourism taxes. They found that after controlling for personal benefits from tourism development, support for additional tourism development was associated with perceptions of impacts: support was positively related to perceived positive impacts and negatively related to perceived negative impacts. Even if a person is not in a position to benefit personally from additional tourism development, they are more likely to support it if they perceive positive consequences of tourism, and are more likely to oppose it if they perceive negative impacts.

Support for additional tourism development was also found to be negatively associated with the perceived future of the community. Those who felt the community was declining were more likely to support additional development. Finally, support for restrictions on additional tourism development and support for special tourism taxes were positively related to perceptions of negative tourism impacts. Those perceiving tourism's negative impacts were more likely to support restrictions on development and special tourism taxes.

Findings from a couple of recent studies from outside the United States continue to reinforce findings of earlier domestic studies regarding the perceptions of tourism's positive and negative outcomes. Keogh (1990) studied the attitudes of residents in a small fishing village in New Brunswick with respect to a proposed coastal tourist park. Most respondents identified both positive and negative outcomes; a majority identified increased traffic, increased taxes, creation of jobs, and increased income as potential consequences of the park.

In the tourist city of Cairn, Australia, Ross (1992) asked residents how tourism had affected their community. Most negatively affected were cost of land and housing, cost of living, and crime; most positively affected were shopping, dining, entertainment, and business opportunities, and parks and gardens. Ross also made the interesting observation that residents had a greater likelihood of perceiving both the positive and negative outcomes of tourism at the community level rather than the individual level. While only 16 percent of respondents indicated that tourism had had no positive or negative outcomes for their community, 55 percent reported no

positive or negative outcomes on the personal level. So even though people may not feel affected by tourism personally, they may still perceive tourism's consequences to their communities.

Variables Influencing Attitudes and Perceptions

An interesting and useful area of investigation is that of determining the characteristics that may influence the way residents feel about the tourism industry. This would help tourism advocates to understand why residents hold the attitudes they hold, and consequently to better be able to address residents' concerns about potential impacts.

One predictor of attitudes may be the extent of contact that residents have with tourists (Pizam 1978). Pizam stated that "the more contact one has with tourists . . . the more negative his attitudes toward tourism." On the other hand, Belisle and Hoy (1980) found the perceived importance of the industry to be higher the closer the respondent lived to the tourist zone, although perceived importance is not necessarily a measure of positive or negative attitudes. Likewise, Sheldon and Var (1984) found that residents of North Wales living in higher density tourist areas perceived tourism to be a more important industry than did those residents living in less tourist-dense areas.

Residents' attitudes toward tourism are also influenced by the degree of development of the industry in their community (Long et al 1990; Allen et al 1988; Haywood 1986; Getz 1983; Cooke 1982; Butler 1980; Doxey 1975). Initially, as

tourism development is relatively moderate, attitudes are generally positive. But as tourism development increases to higher and higher levels, residents' attitudes appear to become more negative. This is an important finding, because it implies that without any active intervention on the part of tourism planners and advocates there is a threshold of development that, once exceeded, results in negative attitudes toward the tourism industry.

The economic dependence of an individual or their family on the tourism industry was found to positively influence their attitudes toward tourism (Milman and Pizam 1988; Thomason et al 1979; Rothman 1978; Pizam 1978), although Lui and Var (1986) detected no differences in attitudes between those who worked in the industry and those who did not. Pizam stated that "the less dependent a resident is economically on tourism, the more negative his attitude is toward it." Rothman agreed, stating that "those who favor tourism development are more likely to be economically dependent upon vacationers." Thomason et al concluded that "entrepreneurs perceived winter visitors to be significantly more beneficial and valuable than [did] the other two respondent groups" [typical residents and public service providers], and entrepreneurs held the most positive overall attitudes toward visitors. Milman and Pizam also found that respondents employed in the tourism industry had a higher level of support for the industry.

Findings concerning other typical socio-demographic variables such as age, income, education and gender were mixed, with some studies finding one or more of these variables correlating with attitudes while other studies found little correlation.

Pizam (1978) found that age, income (or affluence) and gender seemed to influence attitudes toward tourism, with older and more affluent individuals, and males, more likely to hold a more positive attitude. Belisle and Hoy (1980) found that socio-economic status, education, age and sex were insignificant in explaining variation in attitudes toward tourism. Milman and Pizam (1988) found no significant correlation between age, number of children, marital status, education, or income, and level of support for the tourism industry, but did note that males had a higher level of support than females. Other reviews of the literature (Perdue et al 1990, Ap 1990) have also concluded that there is generally little or no correlation between socio-demographic variables and perceived impacts or resident perceptions of tourism, aside from economic dependence on tourism.

Length of residence (or level of attachment to the community) has been found to influence residents' attitudes toward tourism. Lui and Var (1986) found that ethnicity and length of residence were the only two independent variables found to significantly influence residents' perceptions of the economic impact of tourism in Hawaii. Um and Crompton (1987) found that "the more attached the residents were to the community in terms of birthplace, heritage, and years of residence, the less positively they perceived the tourism impacts on their community." Davis et al (1988) found that only 16% of those respondents characterized as "lovers" of the Florida tourism industry were native-born Floridians, while 40% of "haters" were native born. Allen et al (1988) discovered that the average length of residence varied across twenty Colorado communities according to the community's level of

tourism development. They note that "a higher rate of transience is associated with the highest level of tourism development." Pizam (1978) also stated that "the less rooted one is to the Cape . . . the more negative his attitudes toward tourism."

Sheldon and Var (1984) noted that "significant differences were found between the attitudes of lifelong residents and more recent residents," with lifelong residents more sensitive to the impact of tourism on their way of life.

Surprisingly, the influence of a resident's knowledge of the tourism industry in his or her community or state has not been examined in much detail. Davis et al (1988) did, however, find "a strong positive relationship between knowledge of tourism's impact on the economy and appreciation of the tourism industry." The more residents know about the industry, the less negatively they perceive it.

Summary

This chapter has reviewed the many potential positive and negative consequences of tourism, and the role that the attitudes and perceptions of local residents in host communities may play. It is inevitable that tourism development in communities will be accompanied by a host of changes, changes in the economic and social milieu of the community as well as changes in its physical environment. In general, it appears that the economic consequences of tourism are largely positive, the socio-cultural impacts largely negative, and the environmental consequences mixed (Mathieson and Wall 1982:185). Likewise, local residents may respond in a variety of ways to tourists and to the changes they bring. One thing is apparent,

however. If communities are to survive and benefit from the development of a tourism industry, it is essential that they establish a clear idea of the outcomes they desire, establish an explicit set of goals and objectives, identify local concerns and priorities, and involve the local residents in the planning process from its inception. If this can be accomplished, the chances of success in reaping the benefits of tourism while preserving what is best about the community will be greatly increased.

Implications for Montana

Montana finds itself in the same position as many other rural western states. Labor income from traditional industries such as agriculture, wood products and energy exploration and development is showing little if any growth, or is even declining. Tourism, on the other hand, is showing steady growth. Small communities in nature-dominated settings throughout Montana are in a position to expand their tourism economies significantly in the forthcoming years.

Many of these small communities are now turning to tourism to help shore up sagging economies. Yet the residents of these communities may be ambivalent toward tourism: anxious to reap the economic benefits but concerned about impacts such as overdevelopment, crowding, and disruption of small-town life. Worse yet, they may be unaware of the potential impacts associated with tourism development.

Montana (on both a state-wide and community level) is currently emphasizing tourism as a promising economic fix-it. It is critical that the current focus be one not only of maximizing economic gain, but also of planning and managing tourism

development to avoid negative consequences and protect both the resources (natural, historical, cultural, social) that lure visitors and the way of life that Montanans cherish.

Attitudes and perceptions of residents are an important part of this process. Residents' attitudes are critical to making visitors feel welcome in Montana. Attitudes and perceptions also help to define what is right and wrong with tourism development in a community and how the quality of life is being affected. Too, attitudes and perceptions may translate directly or indirectly into support or opposition to additional tourism development in a community.

Montanans are very proud of the natural beauty of the state, of its rich cultural and historical heritage, and of its friendliness and small-town feeling. Residents are eager to show off the state, but at the same time are concerned that too many people could have a detrimental effect. The question is how to balance the needs of a growing tourism industry in Montana with the needs of residents and the need to preserve the very qualities that make the state attractive as both a home and a vacation destination.

CHAPTER 3 -- CONCEPTUAL FRAMEWORK

Attitudes, Beliefs, and Behavior

Attitude is a pervasive psychological construct. While there is still disagreement over the structure and function of attitudes, it appears there is a generally accepted definition of attitude as affect toward (for or against) an object. Fishbein and Ajzen (1975:6) define attitude as a "learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object," while Petty and Cacioppo (1981:7,8) define attitude as "a general and enduring positive or negative feeling about some person, object, or issue," and state that attitudes are "a convenient summary of a wide variety of beliefs" about an object.

There is a close relationship between attitudes and beliefs. While attitudes are a favorable or unfavorable evaluation of something, "beliefs represent the information [a person] has about the object" (Fishbein and Ajzen 1975:12). Beliefs refer to what a person knows, or thinks they know, about an object, while attitudes refer to how a person feels about those beliefs.

Much of the research on attitudes and beliefs has had as its goal the prediction of behavior, or at least an understanding of why a particular behavior is performed or not performed. Although intuitively one might think that a person's attitudes toward an object would be a strong predictor of his or her behavior regarding that object, the relationship between attitudes and behavior has been found to be much less straightforward.

A number of models have been developed to explain the relationship between attitudes and behavior. Two of these models will form the conceptual foundations of this study.

Very simply, Ajzen and Fishbein's (1980) theory of reasoned action postulates that beliefs about a behavior (directed, presumably, at some "object") influence attitudes toward the behavior. These attitudes, together with the perceived expectations of referents (subjective norms), influence behavioral intentions. Intentions then lead to actual behavior. This represents an evolution from the more fundamental conceptual framework linking belief, attitude, intention and behavior in which attitudes toward the object (instead of toward the behavior) influence intentions (see Figure 1).

According to Fishbein and Ajzen, beliefs about an object represent the information a person has about the object. Beliefs about an object may be formed by direct observation, by inference based on previously learned relationships, and by accepting information provided by another source. Beliefs formed by these different processes may well differ in the strength with which they are held (Fishbein and Ajzen 1975:132).

Attitudes are a function of the beliefs a person holds. While a belief is an association between an object and an attribute (whether or not an object possesses a particular attribute), an attitude is the person's evaluation of that attribute. However, a person may hold numerous beliefs about an object, and his or her attitude may be a function of only a few of those beliefs -- specifically those beliefs that are most



Figure 1. Fundamental (deliberative processing) model of attitudes and behavior (adapted from Fishbein and Ajzen 1975).

salient at that time (Fishbein and Ajzen 1975:218). As discussed previously, residents' attitudes toward tourism are thought to be an important determining factor in the success of the industry in a given community or state, and may also serve as a measure of issues or areas of concern.

Behavioral intention is defined as a person's subjective probability of performing some behavior. Attitudes are thought to influence behavioral intentions, but in a general way: the more favorable a person's attitude toward some object, the more likely this will lead to positive behavioral intentions (and the less likelihood of negative behavioral intentions) with respect to that object (Fishbein and Ajzen 1975:288). Behavioral intent is of interest in this study because it measures the possible support or opposition to industry development or expansion in a community or in the state.

Attitudes toward an object cannot be expected to predict specific behavioral intentions, only general patterns of intent:

[A]ttitude is viewed as a *general* predisposition that does not predispose the person to perform any specific behavior. Rather, it leads to a set of intentions that indicate a certain amount of affect toward the object in question. Each of these intentions is related to a specific behavior, and thus the overall affect expressed by the pattern of a person's actions with respect to the object also corresponds to his attitude toward the object (Fishbein and Ajzen 1975:15).

Specifically, the components of the fundamental model to be used in this study are beliefs, attitudes and behavioral intent. Beliefs will be measured by asking respondents their perceptions of the relative importance of the industry, the extent to

which they believe their job depends on tourism, and the extent to which they believe they reap personal benefits (not limited to economic) from tourism.

Attitudes will be measured by a set of Likert-scale attitude statements (some of which are derived or adapted from previous studies). Behavioral intent will be measured with a set of Likert-scale behavioral intent questions.

While the Fishbein and Ajzen model itself is not being used in this study, since it is intended to predict specific intentions and behaviors, the fundamental model underlying the Fishbein and Ajzen approach is being used because it makes explicit the linkages among beliefs, attitudes and behavioral intent, which are the constructs of interest in this study.

The second model under consideration is that of Fazio (1986; 1989), which focuses on the accessibility of an attitude, and the subsequent influences of attitude accessibility on information processing, behavior, and the functionality of attitudes.

Fazio's major premise is that attitudes are associations between an object and an evaluation of that object, and as such may vary in strength. This varying strength is the primary determinant of the accessibility of the attitude, and thus determines "the likelihood that the attitude will be activated from memory upon the individual's encountering the attitude object." (Fazio 1989:155). In other words, a strongly-held attitude is more likely to be accessible and more likely to be activated when the object of the attitude is encountered.

Fazio et al (1982) assert that one determinant of attitude strength or accessibility is the manner in which the attitude was initially formed. Attitudes

resulting from a direct experience with the attitude object are likely to be more strongly held than attitudes formed from an indirect experience, and consequently will be more readily accessed from memory.

Regan and Fazio (1977) conducted both a field and laboratory study and determined that "attitudes formed on the basis of the individual's personal experience are likely to be more clearly and stably held, and more predictive of subsequent behavior, than attitudes formed through more indirect means." They suggest that when faced with a variety of action alternatives, an individual with direct prior experience with the attitude object "is likely to be both more highly motivated to act consistently with the attitude, and more confident of the likely consequences of his action."

Findings from a study conducted by Manfredo et al (1992) also support this idea. People's attitudes toward controlled-burn fire policies in national parks were examined, as well as intentions to support or oppose such a policy. After dividing the sample into three levels of direct experience with the attitude "object" (both discussion of the fire policy and visiting the park), and measuring people's attitudes and behavioral intentions, they concluded that people with more direct experience with the attitude object had more extreme attitudes toward it, and also displayed greater attitude-behavioral intention consistency than those with less direct experience.

Fazio and Zanna (1981) explore some of the reasons for the influence of direct experience on attitude formation and increased attitude-behavior consistency. They

posit that the increased "strength" of direct-experience attitudes is derived from three sources: 1) direct experience may make more information available; 2) direct experience involves behavior toward the object and thus may influence information processing, since attention would be focused on behavior toward the object as opposed to the indirect medium; and 3) direct experience may influence storage and retrieval of information, making direct-experience attitudes more easily accessible.

The Fazio model is being used because of its emphasis on attitude formation and function. One of the goals of the study is to determine what factors influence people's attitudes toward tourism, and how differing attitudes may function or be displayed (e.g. through behavior, or at least intent). Direct experience with tourism, either through contact with tourists, through economic dependency on tourism, or through other personal benefits from tourism (all of which will be measured), is thought to significantly influence attitudes toward tourism. Fazio's model makes explicit the influence of direct experience on attitude formation and subsequent function.

It should be pointed out that while the fundamental attitude-behavior model and the Fazio model differ, they are not necessarily contradictory, and in fact may be complementary. The fundamental model on which Fishbein and Ajzen's theory rests involves deliberative processing whereby individuals systematically weigh the available information and the likely consequences of alternative behaviors before deciding on a course of action.

In contrast, the Fazio model postulates that an individual's behavior is largely a function of his or her perceptions in the immediate situation in which the attitude object is encountered (Fazio 1990). In other words, while the fundamental and Fishbein-Ajzen models assume that human behavior is largely deliberative, Fazio's model assumes behavior is more spontaneous in nature, and that attitudes can guide behavior by influencing perceptions of the situation (i.e. helping to define the event).

It may seem difficult to reconcile these two different views, but it is only difficult if one feels the need to choose between them. Fazio (1990) subscribes to the view that both models may be legitimate and even complementary; that sometimes human behavior is deliberative, and sometimes it is spontaneous, and that attitudes may influence behavior through either of the two processes. Fazio (1990) states that "the critical distinction between the two models centers on the extent to which the behavioral decision involves effortful reasoning as opposed to spontaneous flowing from individuals' definitions of the event." He then brings up the obvious question: under what conditions does a spontaneous process versus a deliberative process occur?

Fazio reasons that since the deliberative process is more effortful, some motivating force must be necessary to induce a person to deliberate on his attitudes and the likely outcomes of alternative behaviors. He then cites Kruglanski's (in press) work which discusses the importance of avoiding reaching an invalid conclusion (i.e. making a costly error in judgement) as a motivation that facilitates careful reflection of an upcoming decision. Kruglanski termed this a "fear of

invalidity," and Fazio reasons that this fear of invalidity is what likely motivates a person to engage in a deliberative process of reflection and reasoning. Brought down to its simplest form, what this means is that the more important the personal consequences of a decision, the more thought will be given to it.

Finally, Fazio (1990) adds that not only is such motivation necessary, but that the opportunity to deliberate is also necessary: "Situations that require one to make a behavioral response quickly can deny one the opportunity to undertake the sort of reflection and reasoning that may be desired." When this happens, individuals have no alternative but to resort to spontaneous processing.

Therefore, in situations characterized by motivation and opportunity, a deliberative processing of attitudes may occur and guide behavior. But in situations not characterized by motivation and opportunity, any effect of attitude on behavior will operate only through the spontaneous processing mode (Fazio 1990). Fazio calls this dual process attitude-behavior conceptualization the MODE model, referring both to its emphasis on the different processing modes that link attitudes to behavior, and to its depiction of motivation and opportunity as determinants of which processing mode is likely to operate in a given situation.

Behavioral decisions that an individual might face with respect to tourism are probably most likely to be decisions that have direct or indirect personal consequences (e.g. voting for or against a resort tax; supporting or opposing a proposed tourism development in the community), and thus carry with them a motivating force. These decisions are also likely to take place in a time frame that

provides the opportunity for careful reflection and reasoning. Thus one would expect many such decisions to take place within the deliberative processing mode. The Fazio model is still useful in this study, however, because of its premise that direct experience with the attitude object will influence attitude formation. Also, while many or even most tourism-related behaviors may be the result of deliberative processing, there are still many tourism-related behaviors that may be performed as the result of spontaneous processing of information.

All in all, Fazio's (1990) reconciliation of the apparently different views on attitude-behavior processes, and his discussion about the possible complementary nature of these two views or models suggests that perhaps an integrated model with two separate and distinct processing paths (deliberate and spontaneous) is more appropriate. However, even such a model still may not entirely solve the problem, because there may be components of a spontaneous process that operate within the Fishbein-Ajzen type model, and perhaps even components of a deliberative process that operate within Fazio's model. Fazio (1990) reached this conclusion and discussed the possibility of "mixed models," concluding that multiple processes clearly exist, and these illustrate "the complexity of the role of spontaneous and deliberative processing in attempts to understand the manner in which attitudes influence behavior."

Attitude and Behavior Specificity

Many earlier studies concluded that there is at best a tenuous link between attitudes and behavior (Wicker 1969). While virtually all researchers would agree that there is a limited correlation between a general or global attitude toward an "object" and a specific or isolated behavior related to that object, there is more agreement regarding the correlation between an attitude and a pattern of behavior toward the object (Fishbein and Ajzen 1975; Mueller 1986; Tittle and Hill 1975).

For example, if one were to measure a person's attitude toward his or her intention of attending a particular baseball game (a very specific attitude), one would expect to find a high degree of correlation between that attitude and their attendance at that particular game (a very specific behavior). In contrast, if one were to measure a person's attitude toward baseball in general, it is likely there would be little correlation between that attitude and attendance at a particular baseball game. But since attitude was measured at a general level, it is only logical that behavior be measured at an equivalent level of generality. Therefore it is much more likely that a high degree of correlation exists between that person's general attitude toward baseball and their overall pattern of behavior toward baseball, perhaps including such behaviors as watching baseball games on television, following the standings of baseball teams, and talking about baseball with their friends.

This assertion has been recognized by researchers. Fishbein and Ajzen (1975:335) state that "although a person's attitude toward an object should be related to the totality of his behaviors with respect to the object, it is not necessarily related

to any given behavior." They also state that "attitude is viewed as a *general* predisposition that does not predispose the person to perform any specific behavior. . . . [Instead,] the overall affect expressed by the pattern of a person's actions with respect to the object also correlates to his attitude toward the object" (1975:15).

Empirical findings that appear to support this thesis are reported by Tittle and Hill (1975), who reviewed fifteen studies investigating the correspondence between attitudes and behavior. They found a consistently higher degree of correspondence between attitudes and behavior when behavioral patterns were measured than when single acts of behavior were measured.

In the proposed study, general attitudes toward tourism are being measured, as opposed to attitudes toward specific behaviors. Consequently, behavioral intent will be measured at an equal level of generality. It is not the intent of the study to predict specific acts of behavior (such as attending a specific hearing on a tourism development issue), but to gauge general support or opposition to tourism by measuring overall patterns of behavioral intent.

Dimensionality of Tourism as an Attitude-Object

A remaining issue to be addressed is that of the uni- or multi-dimensionality of attitudes. The question is this: Is it not feasible for a person to have more than one attitude toward a particular object, and is it not also possible that those attitudes may not agree with one another?

Attitudes toward very simple objects may well be unidimensional. One would not expect a person to hold multiple attitudes toward paper clips. However, it is entirely possible that a person could hold more than one attitude toward personal computers. For example, a person might feel that personal computers save time when it comes to rewriting drafts of dissertations (a positive attitude). This represents one attribute of personal computers (time-saving). However, that same person might also feel that learning to use a personal computer can be somewhat intimidating -- a negative attitude representing another dimension of personal computers (ease of learning).

When asked how they felt about personal computers, how would this person respond? As the attitude object under consideration becomes more complex, it may become more difficult for a person to formulate one overall attitude toward it.

If a person can add together the positive and negative aspects of an object and reach one generalized attitude about it, then it would be possible for two people who feel entirely opposite about an object to reach the same generalized attitude toward it (Mueller 1986). For example, a second person is asked how they feel about personal computers. They respond that they find computers easy to learn to use, but that oftentimes hardware or software failures result in tasks taking longer than they should. This person might average together these positive and negative evaluations of computers and reach the same overall attitude that the first person reached, even though he felt just the opposite about the two dimensions identified.

However, Mueller (1986:101) notes that the "problem" of multidimensionality "can be resolved by dividing the object into smaller and less complex elements on the basis of component parts, specific functions, or particular contexts." In other words, rather than ask a person how they feel about an object in general, it may be more useful to ask how they feel about each of the different properties of the object. This method would avoid the risk of masking the "sub-attitudes" about the various dimensions that differentiate one person's feelings from another.

While people may well be able to verbalize one overall attitude toward an 'object', such overall evaluations may be of limited use. Overall evaluations of complex objects encompassing many dimensions are likely to result in moderate attitudes due to an "averaging effect" in which pluses and minuses in effect cancel each other out. What is of interest (the positive and negative evaluations of particular attributes) may well be masked by this averaging effect. It is also these varying evaluations of multiple dimensions that differentiate people from one another in their attitudes. This issue is thus related to Fishbein and Ajzen's model, as it recognizes that attitudes are comprised of evaluations of multiple attributes of an object.

Tourism would generally be regarded as a multidimensional attitude object. Much research has made clear that there exist at least three primary dimensions of attitudes toward tourism, namely economic, sociocultural, and environmental. More specific dimensions may well be subsumed within these three.

Tourism provides an excellent example of an attitude object toward which people may hold multiple and conflicting attitudes. It is easy to imagine that a person would evaluate the economic benefits of tourism favorably, but feel negatively toward his favorite fishing spot becoming crowded with tourists.

One of the goals of the proposed study is to identify attitudes (favorable and unfavorable) toward various dimensions of tourism. Doing so requires that tourism be treated as a multi-dimensional attitude object. A number of attitude statements encompassing various dimensions of tourism will be included in the questionnaire.

Summary and Hypotheses

In summary, the following model components and variables will be measured. (See Figure 2 for a proposed model linking these components.)

Personal (and community) characteristics (e.g. attachment to community, perceived future of community, size of community, level of tourism development of community) constitute independent variables.

Beliefs about tourism (perceived economic importance of tourism to the community, extent to which one believes his or her job depends upon tourism, perceived personal benefits of tourism) constitute dependent variables inasmuch as they are dependent upon personal characteristics, and constitute independent variables inasmuch as they influence attitudes.

Manner of attitude formation (i.e. extent of contact or direct experience with tourism) constitutes an independent variable.

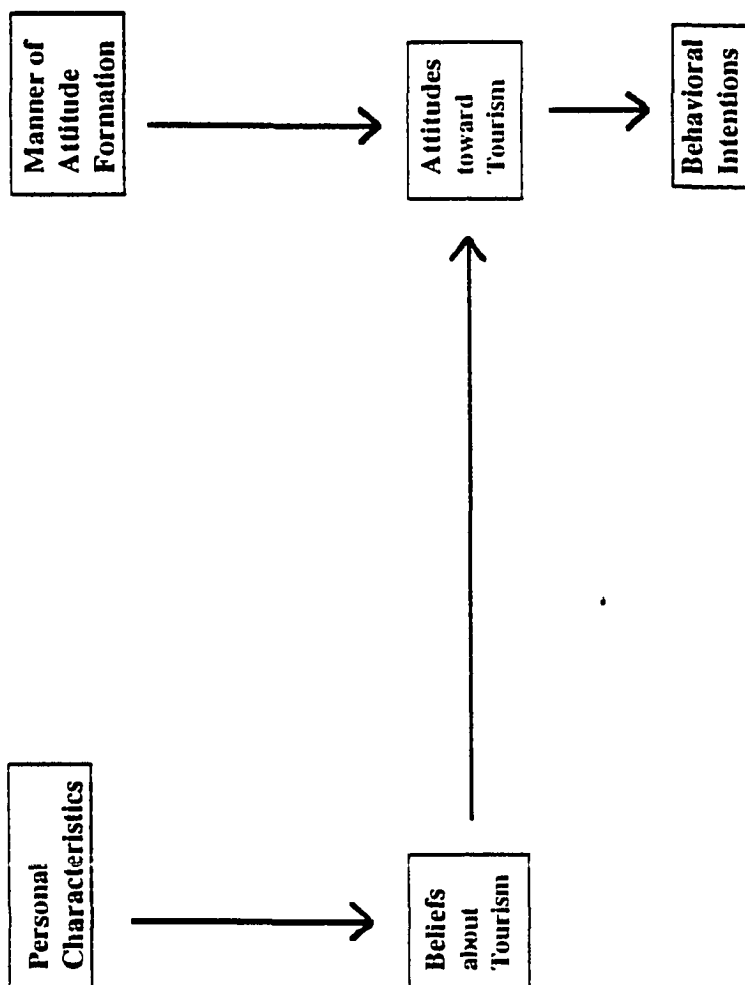


Figure 2. Proposed causal model of tourism attitudes and behavioral intentions.

Attitudes (toward various dimensions of tourism) will constitute dependent variables inasmuch as they are dependent upon beliefs and manner of attitude formation, and constitute independent variables inasmuch as they influence behavioral intentions.

Behavioral intentions (overall pattern of intent based on likelihood of performing particular behaviors, and support or opposition toward various tourism developments) will constitute the dependent variable.

Study Hypotheses

The discussion in both chapters 2 and 3 suggests that attitudes toward some objects are multi-dimensional, and that attitudes toward tourism are likely to be multi-dimensional. This suggests the following hypothesis:

H1: Montanans will hold both favorable and unfavorable attitudes toward the various dimensions of tourism, as measured by their affective evaluations of statements describing those tourism dimensions (i.e. respondents holding favorable attitudes toward one dimension may hold unfavorable attitudes toward other dimensions).

The causal model of attitudes and behavioral intentions proposed on page 46 posits that attitudes are influenced by a number of personal characteristics. The discussion of Fazio's model also suggests that the manner of attitude formation (direct versus indirect experience with the attitude object) influences attitudes. Therefore the following two hypotheses are presented:

H2: Respondents' attitudes toward tourism will vary significantly by: 1) community dependence on tourism/degree of development of tourism in a respondents' community; 2) rural/urban residence or size of community in which respondent resides; 3) economic dependence of individual or household on tourism; 4) perceived personal benefits from tourism; 5) extent of contact with tourists; 6) length of residence in community/level of attachment to community; 7) perceived future of respondent's community; and 8) perceived importance of tourism to the community.

H3: Respondents' perceptions of positive and negative community impacts of tourism will vary significantly by: 1) community dependence on tourism; 2) rural/urban residence or size of community; 3) individual/household dependence on tourism; 4) perceived personal benefits from tourism; 5) extent of contact with tourists; 6) length of residence in community/level of attachment to community; 7) perceived future of respondent's community; and 8) perceived importance of tourism to the community.

The fundamental attitude-BI model discussed in this chapter, and the Fishbein-Ajzen approach that evolved out of that model, suggest that while attitudes toward an object cannot be expected to predict specific behaviors toward that object, those attitudes should be related to the totality of a person's behavior toward the object. The following hypotheses are thus derived:

H4: There will be a significant correlation between attitudes toward tourism and intended behavioral patterns related to tourism:

- a) The more extreme respondents' attitudes toward tourism, the more extreme their tourism-related intended behavioral pattern.
- b) The more favorable respondents' attitudes toward tourism, the more favorable their tourism-related intended behavioral pattern.

The Fazio model discussed in this chapter, as supported by the findings by Manfredo et al (1992), suggest that the manner of attitude formation (i.e. extent of direct experience with the attitude object) influences both attitude extremity and attitude-BI consistency. Thus the following hypotheses are presented:

H5: There will be a significant correlation between the manner of attitude formation and subsequent attitudes and intended behavioral patterns:

- a) The greater the extent of direct experience with tourists the more extreme the attitudes toward tourism.
- b) The greater the extent of direct experience with tourists, the greater the consistency between attitudes and intended behavioral pattern.

These five hypotheses address what I feel are the most important issues contained in the discussion of the tourism and attitudes literature, and the results of testing them should provide significant insights into the area of attitudes and behavioral intentions regarding tourism development in Montana.

CHAPTER 4 -- METHODS

Population and Sample

The target population identified for this study includes all adult residents of Montana. The sampling frame for the study includes all adults owning a vehicle registered in Montana as of July 1991. The extent to which the sampling frame accurately represents the target population is not known for certain; however, it was felt that the sampling frame would provide a representative sample of the adult population of Montana residents once the sample was corrected for any gender bias.

The gross sample was drawn by the Department of Motor Vehicles from their database of vehicle registrations. Since vehicle registration records are entered into a central computer by county registrars across the state on an "as-they-occur" basis, the records are not in any order by geography, owner last name, or any other ordering or category variable other than the date the vehicle was registered. This means that the vehicle registration records are essentially random. Therefore, a starting point was randomly chosen, and the next 2000 records were selected for the gross sample. Frequency distributions on the 2000 records showed no apparent biases with respect to geographic distribution across the state, make of vehicle, year of vehicle manufacture, or any other variable. Once records that were obviously registered to businesses were removed, a gross sample of 1867 individuals remained.

Study Design

The survey instrument for this study was developed after an extensive review of the published literature on residents' attitudes toward tourism (see Chapter 2). This study used a number of questions from previous studies, along with new questions developed specifically for this project.

Once the initial (draft) questionnaire was developed, it was pre-tested on a small (n=85) convenience sample. Information from several statistical procedures, primarily item-total correlations, was used to reduce the number of attitude statements from 54 to 27. Lack of variation in responses led to 3 out of 12 behavioral intent questions being dropped; two new questions were added later. Confusion in response format led to a change in response format for questions on perceived importance and advantages and disadvantages of tourism. Semantic differential pairs were dropped because it was felt little information was gained from them.

Once these changes were made, the resulting questionnaire was formally pre-tested on a sample of 287 households in Teton County and Augusta. This (systematic interval) sample was chosen from published telephone directories of Augusta and the communities in Teton County. The pre-test was conducted to test the wording and determine the reliability of questions, to test how well questions provided consistent responses, to test the degree of consensus (or amount of variability) in response to particular questions, and to test the choice of response formats used. As a result of this pre-test, a number of relatively minor revisions in

wording were made, and the question selection was finalized (see copy of final questionnaire in back pocket).

This pre-test also provided an opportunity to test the influence on response rate of using first class postage stamps versus bulk mail permit postage for the outgoing envelopes. Due to the large sample size for the final sample (1867) and the high cost of first class postage, bulk mail permit postage was preferred if it did not significantly lower the response rate. One-half of the pre-test questionnaires were mailed using each of the two postage rates; no significant difference was found in the resulting response rates.

Study Procedures

A modified Dillman Total Design Method approach (Dillman 1978) was used for the mail survey, the modifications being that bulk mail postage was used on the outgoing envelopes for the initial mailing only, and business reply postage was used for all return envelopes.

Survey packets were mailed (bulk rate) on August 22, 1991 to 1867 individuals across the state. Survey packets included the questionnaire, a cover letter on The University of Montana letterhead, a business-reply postage-paid return envelope, and an entry form for a \$500 U.S. Savings Bond drawing. (See Appendix A for text of cover letters.)

One week after the initial mailing, a reminder postcard was sent to each person. Two weeks after the reminder postcards were mailed, a second questionnaire was

sent (this time using first-class postage stamps), to every person who had not yet returned the survey. This mailing differed from the initial one only in the wording of the cover letter (see Appendix A).

On October 24, a third questionnaire was sent (again first-class postage) only to non-respondents living in counties from which the response rate was below the average response rate for all counties. Again, this mailing differed from the previous mailings only in the wording of the cover letter (see Appendix A). No further mailings were sent after this date.

It should be noted that address corrections were requested on all mailings, and forwarding was requested for those mailings sent first-class. Since survey packets sent in the first mailing could not be forwarded (since they were mailed bulk rate), address corrections were used to re-mail survey packets to those who had moved. Address corrections also were used to drop individuals from the sample who had moved out of the state. After removing those individuals, the final gross sample stood at 1734 individuals.

As questionnaires were returned, they were separated from the entry forms for the savings bond drawing and logged in on the computer database of names and addresses. Individuals were connected with their questionnaire only by a code number on the back of the questionnaire. Zip codes were used to indicate the county from which the questionnaire was returned.

Final Sample Size

The gross sample consisted of 1734 adults across the state, in approximate proportion to the distribution of the state's population by county. The final response rate was sixty-five (65) percent, resulting in a net sample size of 1128 returned and useable surveys. This sample size provides results that are accurate to within 3 percent at the 95 percent level of confidence. This means that if 60 percent of respondents answer a question in a particular way, then 95 times out of 100 the true population proportion feeling that way will be between 57 and 63 percent.

It should be noted that a response rate of 65 percent for general population surveys of this kind is quite high, a fact that may reflect Montanans' keen interest in tourism issues. For more detailed (county-level) information on the gross and net sample sizes and response rates, refer to Tables 18 and 19 in Appendix B.

Sources of Variation

As stated in Chapter 3, the primary dependent variables are: 1) attitudes toward various dimensions of tourism; and 2) likelihood of performing certain behaviors supporting or opposing particular tourism outcomes (intended behavioral pattern). The primary independent variables are: 1) community dependence on tourism (measured by accommodation tax revenue per capita; 2) size of community in which respondent resides; 3) economic dependence on tourism for livelihood; 4) perceived personal benefits of tourism 5) extent of contact with tourists; 6) length of

residence/level of community attachment; 7) perceived advantages and disadvantages of tourism; and 8) perceived importance of tourism.

An unwanted potential source of variation is sampling bias. Sampling bias can occur if the sampling frame is not representative of the target or intended population (i.e. if adults whose names do not appear on any Montana motor vehicle registration hold different attitudes toward tourism than adults to whom vehicles are registered). It is conceivable that certain segments of the population (e.g. married women who drive vehicles registered in their husband's name) could be under-represented in this sample, and those people may differ in their attitudes toward tourism.

In fact, women were under-represented in the sampling frame relative to the true population. This apparent gender bias was corrected by weighting the database. If the record was a 'male' record, it was given a weight of 0.715; if the record was a 'female' record, it was given a weight of 1.515. This resulted in a final sample in which the proportions of males and females matched the true proportions found in the adult Montana population (U.S. Dept. of Commerce 1992). It also resulted in a final weighted sample equal in size to the original unweighted sample.

Another potential source of sampling bias in this study was geographic distribution by county. It was expected that attitudes toward tourism would differ among the regions of the state, and even between neighboring counties. Therefore a sample that accurately reflected the geographic distribution of the state was necessary. While the final net sample was quite close in geographic distribution to the state's actual population distribution, it was felt that weighting the database by

county population distribution would result in a more accurate and representative sample. Therefore, in addition to being weighted by gender, the database was also weighted by county. In other words, if the proportion of returned surveys from a particular county was significantly larger or smaller than the proportion of the state's population residing in that county, an appropriate weight was assigned to that county. This resulted in a sample that was distributed across the state by county in essentially exact proportion to the actual geographic distribution of the state's population.

Another potential source of variation is non-response bias. Non-response bias could occur if residents not returning the questionnaire hold different attitudes than those who do return the survey. A check for potential bias due to non-response was conducted by telephone in order to determine if non-respondents differed significantly from respondents. For details on the non-response bias check, please refer to Appendix C.

CHAPTER 5 -- ANALYSIS AND RESULTS

Who are the respondents?

Of the 1,128 useable questionnaires returned in the statewide sample, 67 percent were completed by males, while only 33 percent were returned by females. This is a reflection of the ratio of males to females in the state motor vehicle registration database. In order to make the sample representative of the adult Montana population, the database was weighted so that females comprise 50.4 percent of the weighted sample and males 49.6 percent, a ratio that matches the actual ratio of adults in Montana (U.S. Dept. of Commerce 1992).

As described in Chapter Four, the database is also weighted so that counties are represented in correct proportion to actual county population proportion. Unless otherwise noted, all results reported are computed from the database weighted for both gender and county.

The average age of respondents is 48 years. Thirty-four (34) percent of respondents report their highest level of education as high school graduate. Just over 57 percent have studied in college, with nearly 28 percent completing their college degree.

Respondents have lived an average of 36 to 37 years in Montana (75 percent of their lives) and an average of 25 to 26 years (53 percent of their lives) in their present community. Nearly 56 percent of respondents are native-born Montanans, compared to 57 percent from the 1980 census.

Respondents represent a variety of occupations. Nearly 18 percent indicated that they are retired. Seven (7) percent identified themselves as homemakers, while students comprise almost 3 percent of the sample. Just over 16 percent of respondents are public or private sector managers and administrators. Just over 4 percent are primary and secondary teachers, while almost 4 percent are nurses and other health technicians; all other professionals combined total 9 percent of respondents. Almost 8 percent are clerical workers, and another 6 to 7 percent are farmers. Nearly 7 percent of respondents are craftsmen of some kind, while 6 percent are service workers. Sales people comprised just over 4 percent of the sample, while operatives (mill workers, mine workers, metal workers, machinists, etc.), make up 3 percent. Just over 2 percent of the sample are transportation workers, and nearly 2 percent are laborers.

How important do respondents consider tourism?

Respondents were asked to choose, from a list of 9 industries, which three they felt were most important to the economy of their community, and to rank them in order of importance. Respondents could also write in any industry not included on the list.

Ranching and farming is generally perceived as the single most important industry in respondents' communities, with more than 38 percent of respondents listing it as such. Just over 19 percent of respondents think the timber and wood products industry is most important, while almost 16 percent think that state and

local government, including education, is the most important industry in their community. Tourism was listed as most important by nearly 8 percent of respondents, both health care and mining were cited by 5 percent each, and the oil and gas industry was listed by about 4 percent. Transportation and manufacturing rounded out the field with 1 to 2 percent each.

The overall importance of each industry to the community was determined by a weighted sum of the number of times it was listed as most important (3x), second most important (2x), and third most important (1x). With this method, ranching and farming received 29 percent of the "votes," while government and education and timber and wood products each received about 16 percent. Tourism received 12 percent of the "votes" (see Table 1). Transportation and manufacturing received between 2 and 3 percent each. While this method of determining overall importance is a bit artificial, it suggests that the rankings of the industries stay the same, but the differences between them become less pronounced.

As expected, some differences in perceived importance of industries depended on where the respondent lived. See Figure 3 for a map of state regions. Table 2 shows the industries perceived as most important for each region.

In summary, tourism is recognized as an important industry statewide, but how important varies by region. Tourism is perceived as an important local industry in the Yellowstone Country region more so than anywhere else, followed by Glacier Country. These two regions also collect the largest share of accommodations tax revenue in the state. Interestingly, Custer Country collects the third largest share of

Table 1. Rankings of perceived overall importance of various industries to respondents' communities.

Industry	Percentage
Ranching/farming	29
Government/education	16
Timber/wood products	16
Tourism	12
Health care	9
Mining	7
Oil and gas	6
Transportation	3
Manufacturing	2

Table 2. Rankings of perceived overall importance of various industries to respondents' communities, by region.

Glacier Country	Gold West Country
Timber/wood products	Government/education
Ranching/farming	Ranching/farming
Government/education	Mining
Tourism	Timber/wood products
Mining	Tourism
Yellowstone Country	Custer Country
Ranching/farming	Ranching/farming
Tourism	Health care
Government/education	Oil and gas
Timber/wood products	Government/education
Charlie Russell Country	Missouri River Country
Ranching/farming	Ranching/farming
Government/education	Oil and gas
Tourism	Government/education
Health care	

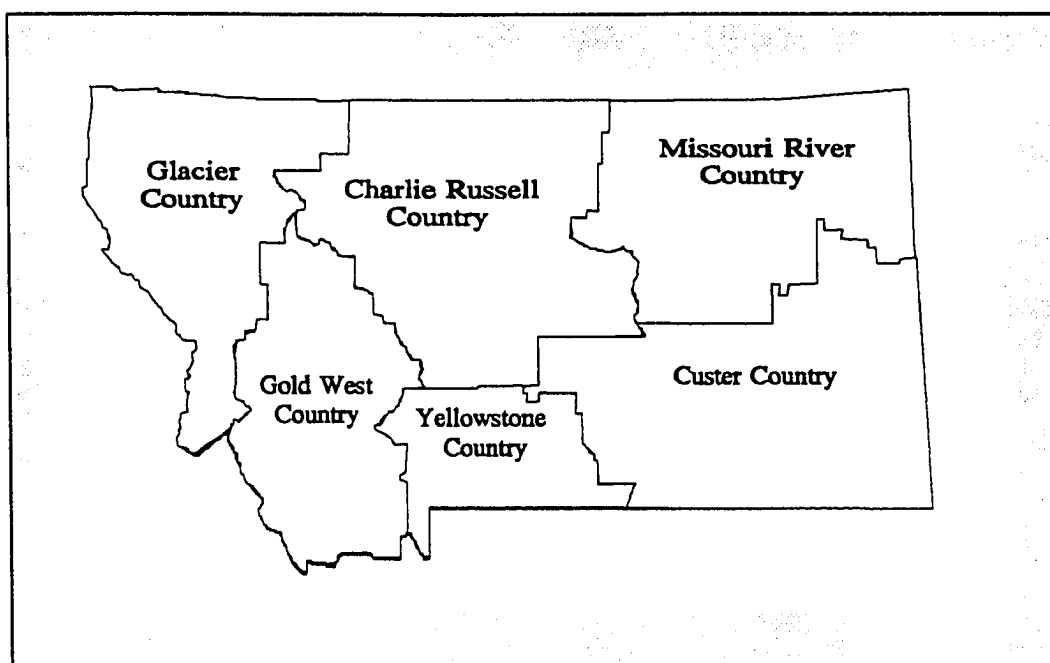


Figure 3. Tourism regions in Montana.

lodging tax revenue, yet tourism is perceived as less important there, relative to other industries, than anywhere else in the state.

What do Montanans perceive to be tourism's advantages and disadvantages?

Respondents were also asked to identify and rank what they felt were the three biggest advantages and disadvantages of tourism. Again, lists of possible responses were provided, although respondents could write in an advantage or disadvantage not included on the list. The overall importance of each advantage and disadvantage was determined by a weighted sum of the number of times each was chosen as biggest advantage or disadvantage (3x), second biggest (2x), and third biggest (1x).

The positive economic aspects of tourism are clearly the primary advantages perceived by residents (see Table 3). This table shows that the employment opportunities provided by the tourism industry are seen as the biggest overall advantage, followed very closely by the positive effect that tourist spending has on local economies.

Aside from economic advantages, Montanans also believe that more or better parks and recreational facilities result from tourism. The opportunity for social or cultural interaction with people from other states and countries is also recognized as an advantage. To a lesser extent, residents think that tourism has a positive effect on the overall appearance of their community, on the value of real estate, and on the overall quality of life in their community.

There is no clear consensus on the biggest disadvantage of tourism.

Overcrowded recreation areas and facilities are seen as the biggest overall disadvantage, followed closely by traffic congestion (see Table 4). "Too many out-of-state hunters" ties with higher prices as the third biggest overall disadvantage, followed by environmental impacts. The increased cost of real estate, higher taxes, overdevelopment, and more crime are not perceived as significant disadvantages at this time, at least on a statewide aggregate basis.

The common characteristic among the top three disadvantages is that all three involve too many people, and two have to do with too many people in the parks and forests where Montanans recreate and hunt. This may be because Montana has a low population density, so residents are accustomed to not feeling crowded. Crowding is, of course, a subjective concept. What seems crowded to a Montanan may seem like solitude to someone visiting from Los Angeles. But respondents have lived in Montana an average of 36 to 37 years, so they may be comparing what it is like now with what it was like when they were born here or first moved here. Compared to that "baseline," they may think it is getting crowded.

What are residents' attitudes toward tourism development in Montana?

As reviewed in Chapter 2, a number of studies have found that the overall attitude of host community residents toward tourism is generally favorable (Rothman 1978; Pizam 1978; Thomason et al 1979; Liu and Var 1986; Milman and Pizam 1988). At the same time, however, residents sometimes hold a number of

Table 3. Rankings of perceived advantages of tourism to respondents' communities.

Advantage	Percentage
Employment opportunities	29
A more active local economy	28
More or better parks and recreation	15
Social and cultural interaction	12
Overall community appearance	6
Increased real estate values	5
Overall quality of life	5

Table 4. Rankings of perceived disadvantages of tourism to respondents' communities.

Disadvantage	Percentage
Crowded recreation areas	20
Traffic congestion	19
Too many out-of-state hunters	14
Higher prices for goods and services	14
Environmental impacts	12
Increased cost of real estate	8
Higher taxes	5
Overdevelopment	5
Increased crime	3

unfavorable attitudes toward tourism, principally concerning such perceived impacts as traffic congestion, noise, litter, overcrowding of facilities, increased prices of goods and services, and increased crime.

These findings suggest that tourism is not something toward which people hold a single unified attitude, but is instead a multi-dimensional construct toward which people may hold a number of different attitudes, both favorable and unfavorable.

Four dimensions of tourism defined

In order to determine Montanans' attitudes toward tourism, a set of 27 statements was developed (see Part 1 of questionnaire). Some of these questions were taken from previous studies on tourism attitudes in other states; others were developed specifically for this study to address issues important in Montana.

These attitude statements were worded so that some statements were positive (favorable) toward tourism and its effects, while others were negative (unfavorable). Respondents could indicate the extent to which they agreed or disagreed with each statement, indicate if they were unsure how they felt about the statement, or indicate that they simply had no opinion about it. The following discussion reports results based only on those respondents who had an opinion about the statement; respondents who had no opinion (less than 5 percent for every statement but one) are not included in the analysis.

These 27 attitude statements serve as directly observable variables representing some number of unobserved, underlying constructs or domains. Since the attitude

statements were meant to represent some lesser number of attitude domains, a principal components analysis was performed on the set of attitude statements. The principal components analysis identified this smaller number of underlying attitude domains by constructing linear combinations of the observed variables. Variables (attitude statements) that are most closely related (by way of observed correlations between them) are pooled together. The principal components are linear combinations of these pooled variables, with the first principal component the combination of variables that accounts for the largest amount of variance, the second principal component the combination accounting for the next largest amount of variance, and so on (Norusis 1990). The principal components analysis was followed by a varimax rotation, resulting in four components with eigenvalues greater than one. These components will be referred to as tourism attitude dimensions.

The four tourism-attitude dimensions from the principal components analysis help define the general aspects of tourism about which people hold consistent attitudes. Montanans appear to hold attitudes toward four aspects of tourism, namely the *positive benefits* of tourism, *negative impacts*, perceptions of *equity*, and perceived *extent of economic benefits*. (See Table 20 in Appendix D for factor loadings.)

Attitudes toward four tourism dimensions

How strongly favorable or unfavorable are Montanans' attitudes toward these four dimensions of tourism? For each of the four principal components or attitude

dimensions, a scale score was created by summing a respondent's responses to the items loading most strongly on that component or dimension. Since the attitude statements had five possible responses (not including "No opinion"), the mid-point response was scored 0; the responses favorable toward tourism were scored positively (+1 and +2); and the responses unfavorable toward tourism were scored negatively (-1 and -2). Therefore, if a particular attitude dimension (e.g. *Equity*), was comprised of three statements, the range of possible scores would be -6 to +6. For the attitude dimension *Negative Impacts*, which contains twelve statements, the range of scores would be -24 to +24.

A scale score was thus determined for each respondent for each of the four attitude dimensions. The scale score summarizes each person's attitude toward that dimension.

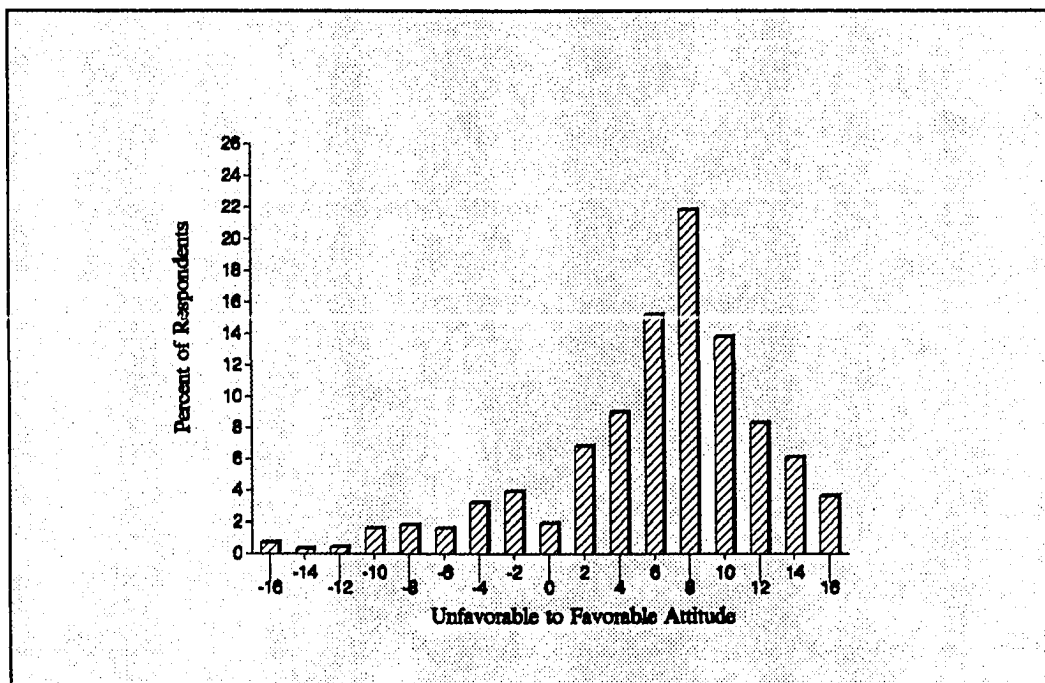
Positive Benefits

The first attitude dimension (positive benefits) is comprised of eight (8) statements about the positive effects of tourism on Montanans' quality of life (see Table 5). The Cronbach's alpha reliability coefficient for this scale is .88.

Figure 4 displays the distribution of responses to this scale (see Table 21 in Appendix D for responses to each statement). The large majority of respondents (84.6 percent) hold a favorable attitude toward this dimension of tourism (i.e. they agree that tourism has led to these benefits), while 13.4 percent have an unfavorable attitude.

Table 5. Attitude statements contained in *Positive Benefits* attitude dimension.

1. Tourism encourages a variety of cultural activities by the local population (such as arts, music, crafts, etc.).
2. The quality of life in my community has improved because of tourism.
3. Tourism holds great promise for Montana's future.
4. Because of tourism there are more parks and other recreational areas and facilities that local residents can use.
5. The tourism industry provides many worthwhile employment opportunities for Montana residents.
6. Tourism is one of the brightest spots in Montana's economic future.
7. Tourism attracts more spending and investment in Montana's economy.
8. The overall benefits of tourism outweigh the negative impacts.

**Figure 4.** Distribution of respondents' scores for *Benefits* attitude dimension.

Negative Impacts

The second attitude dimension (negative impacts) contains 12 statements related to disruption of residents' lives (see Table 6). The Cronbach's alpha reliability coefficient for this scale is .90. Figure 5 displays the distribution of responses to this scale (see Table 22 in Appendix D for responses to each statement). Nearly 78 percent of respondents hold a favorable attitude toward this dimension (i.e. they disagree that tourism has led to these impacts), while 20 percent hold an unfavorable attitude.

This may appear to contradict earlier discussion of the fact that crowding is perceived as the biggest overall disadvantage of tourism. However, of the 12 statements comprising this dimension, only three refer specifically to crowding. Also, even though crowding is perceived as a disadvantage of tourism, this doesn't necessarily mean that current levels of crowding are perceived unfavorably.

Perceptions of Equity

The third attitude dimension (equity) is comprised of three statements on equity between tourists and residents (see Table 7). The Cronbach's alpha reliability coefficient for this scale is .79.

Figure 6 displays the distribution of responses to this scale (see Table 23 in Appendix D for responses to each statement). Nearly 66 percent of respondents hold a favorable attitude toward this dimension (i.e. they disagree that equity is a problem), while 27 percent hold an unfavorable attitude.

Table 6. Attitude statements contained in *Negative Impacts* attitude dimension.

1. Tourists add greatly to the traffic problems in my community.
2. Tourists disrupt the peace and tranquility of our public parks.
3. The environmental impacts resulting from tourism are relatively minor.
(*scoring was reversed*)
4. Tourism has increased the number of crime problems in my community.
5. The local residents are the ones who really suffer from living in an area popular with tourists.
6. In recent years the state is becoming overcrowded because of more tourists.
7. Tourism is responsible for too fast a rate of urbanization and development in Montana.
8. Tourists crowd out local residents in many good hunting and fishing spots.
9. My community should take steps to restrict tourism development.
10. An increase in tourists in my community will lead to friction between local residents and tourists.
11. Tourists are a burden on my community's services.
12. The more Montana is discovered by tourists, the harder it is to find uncrowded places to recreate.

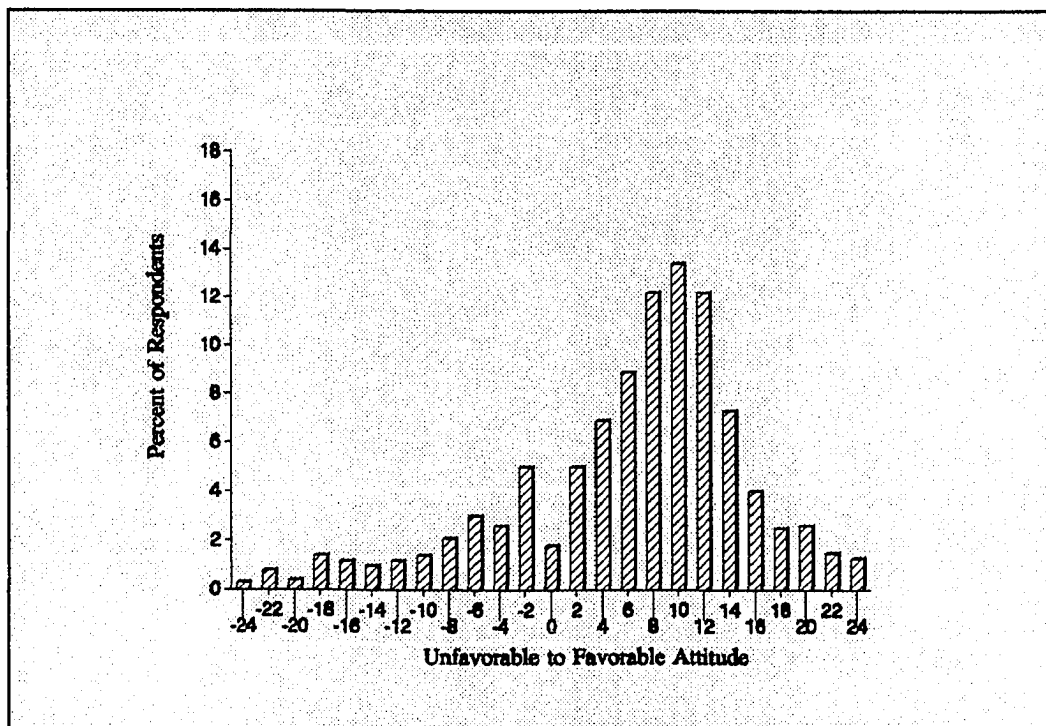


Figure 5. Distribution of respondents' scores for *Impacts* attitude dimension.

Table 7. Attitude statements contained in *Equity* attitude dimension.

1. Tourists should be taxed more than local citizens for the services they use.
2. It's okay to charge tourists more for things than locals pay.
3. Tourists do not pay their "fair share" for the services communities provide them.

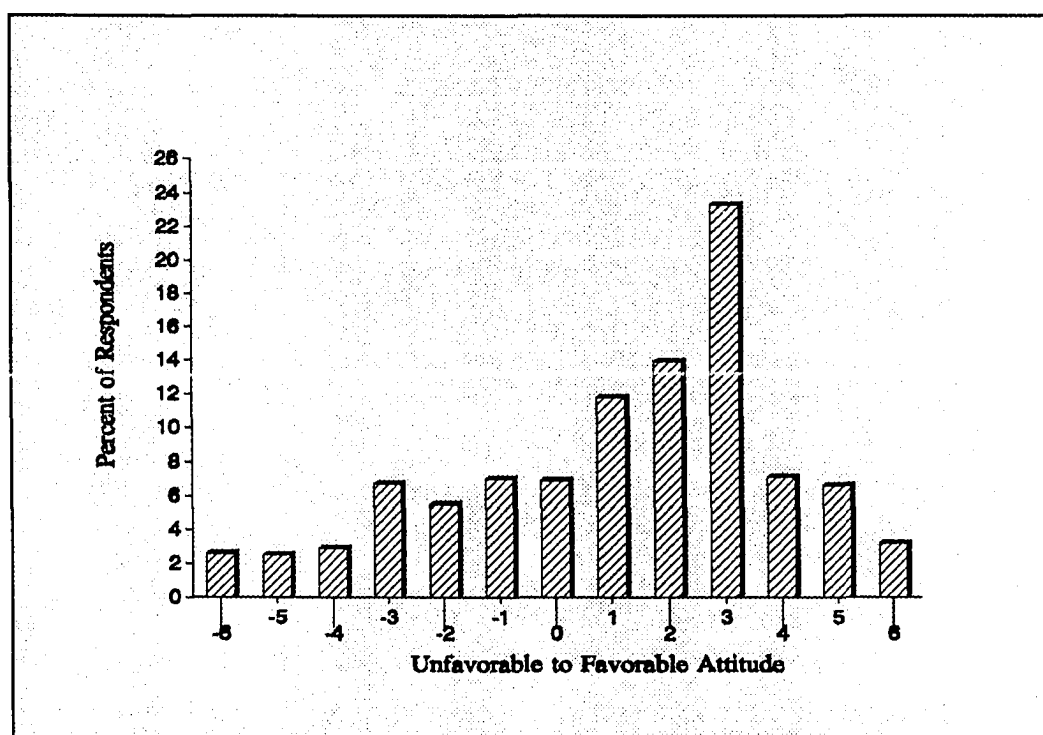


Figure 6. Distribution of respondents' scores for *Equity* attitude dimension.

Perceived Extent of Economic Benefits

The fourth attitude dimension contains four statements addressing the perceived extent and distribution of tourism's economic benefits (see Table 8). The Cronbach's alpha reliability coefficient for this scale is .65.

Figure 7 displays the distribution of responses to this scale (see Table 24 in Appendix D for responses to each statement). Just over 40 percent of respondents hold a favorable attitude toward this dimension, while 45 percent hold an unfavorable attitude. Nearly 15 percent fell exactly on the mid-point of the scale.

A closer look at the individual items reveals that while many respondents perceive tourism jobs as low-paying, they also react very favorably to the statement that tourism provides worthwhile employment opportunities. Apparently any jobs are considered worthwhile, even those perceived as low-paying. Another interpretation is that while many Montanans feel tourism is good as far as jobs and the economy in general are concerned, they do not feel they benefit from it directly.

What are residents' attitudes and concerns toward increasing tourism?

To address this question, a set of 10 statements was developed. These statements were similar to the 27 statements just discussed, but addressed future tourism increases (refer to questionnaire, Part 3). A principal components analysis performed on these 10 statements resulted in two principal components with eigenvalues greater than one; one related to positive consequences, the other to negative consequences. A scale score was created by summing a respondent's

Table 8. Attitude statements contained in *Extent* attitude dimension.

1. Most of the money earned from tourism ends up going to out-of-state companies.
2. Only a small minority of Montanans benefit economically from tourism.
3. The problem with tourism is that most of the jobs in the tourism industry are low paying.
4. Our household standard of living is higher because of money that tourists spend here. (*scoring was reversed*)

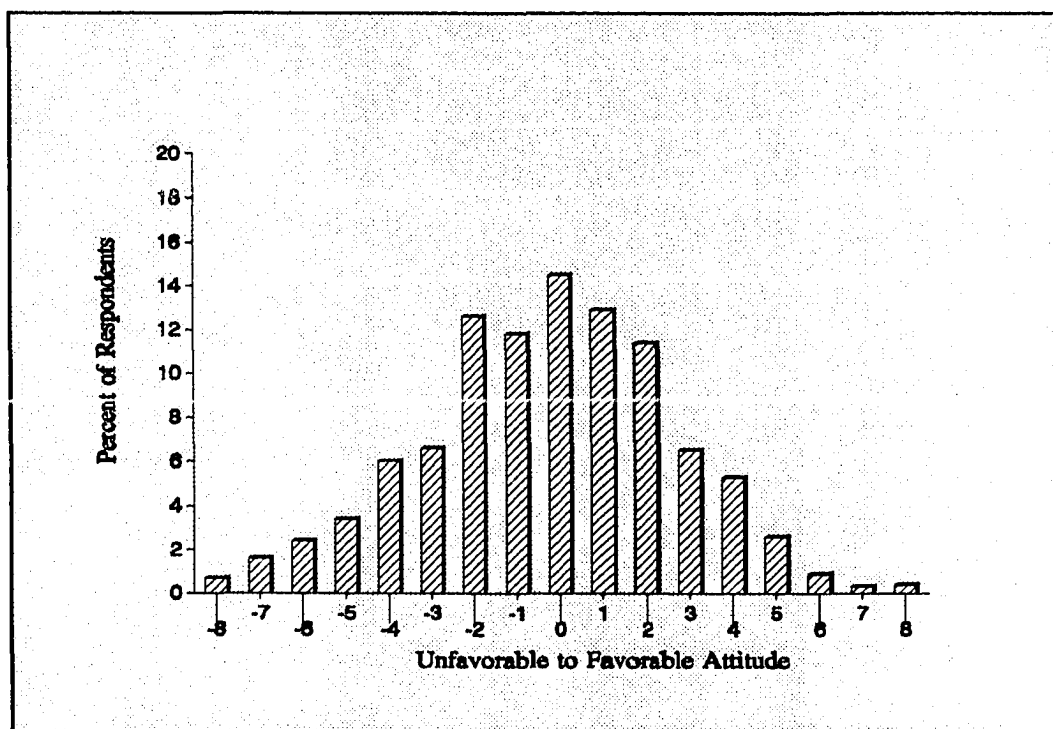


Figure 7. Distribution of respondents' scores for *Extent* of economic benefits attitude dimension.

responses to the items loading most strongly on each component. (Refer to Table 25 in Appendix E for factor loadings and scale reliability coefficients.)

Figure 8 displays the distribution of responses to the scale measuring the positive consequences of future tourism increases. The majority of respondents (68 percent) hold a favorable attitude toward this dimension of tourism, while 24 percent have an unfavorable attitude.

Regarding the negative consequences, respondents are much more divided in their attitudes (see Figure 9). While 51 percent have a favorable attitude toward this dimension (i.e. they do not feel future tourism increases will bring negative consequences), 41 percent have an unfavorable attitude; 8 percent of respondents fell exactly on the midpoint of the scale.

These results indicate that although Montanans may feel that future tourism increases can result in positive benefits, they are also concerned about the negative impacts increased tourism may bring. (Refer to Tables 26 and 27 in Appendix E for distribution of responses to the individual statements.)

How might Montanans behave with regard to tourism issues?

Gauging people's behavioral intentions (BI) toward tourism can provide us an approximation of how they may actually act, given the opportunity. Even if this approximation is very rough, it will still provide insight into whether people are likely to act positively or negatively toward tourism.

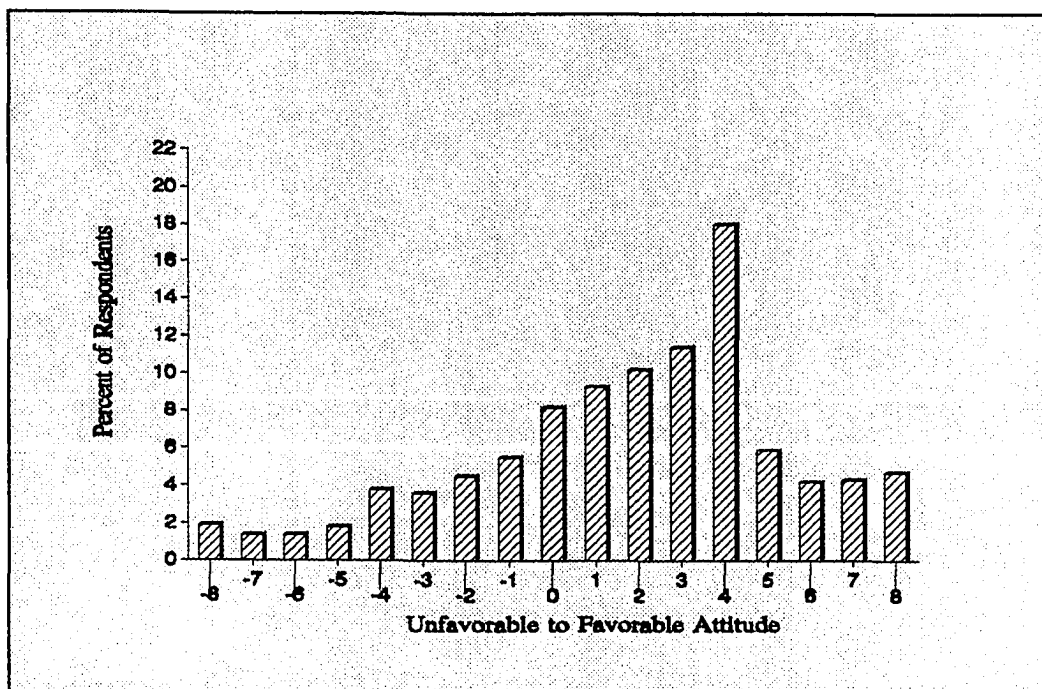


Figure 8. Distribution of respondents' scores for attitude dimension regarding positive consequences of future tourism increases.

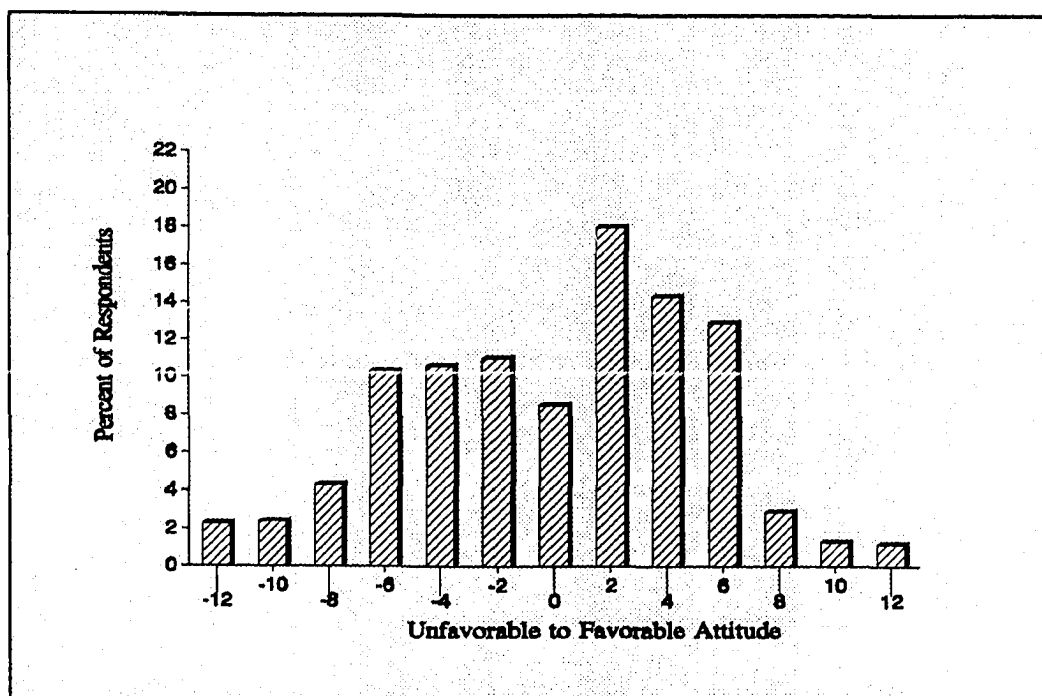


Figure 9. Distribution of respondents' scores for attitude dimension regarding negative consequences of future tourism increases.

For these reasons, a set of questions addressing the area of behavioral intentions toward tourism was developed (refer to questionnaire, Part 2). The questions posed a number of hypothetical situations or opportunities to act; respondents indicated how likely or unlikely it is that they will actually undertake the hypothetical behavior. Six hypothetical behaviors entailed actions supportive of tourism; the remaining five entailed actions opposed to tourism.

A principal components analysis performed on these eleven questions resulted in three behavioral intent dimensions (principal components) with eigenvalues greater than one. One dimension related to behavioral intentions supporting tourism; one to intentions opposing tourism; and one dimension consisted solely of the question on resort tax (see Table 28 in Appendix F for factor loadings and scale reliability coefficients).

A tourism-supportive BI score was calculated for each respondent by summing the responses to the six supportive behavior questions. The supportive BI scores range from very likely to undertake supportive behaviors to very unlikely to undertake any of the supportive behaviors.

A tourism-opposing BI score was similarly calculated by summing the responses to the opposing behavior questions, except for the question on resort tax. This question was not included in the opposing behavior score because the principal components analysis revealed that responses to this question were not consistent with the pattern of responses to the other negative behavior questions. In other words, whether people were supportive or opposing in their behavioral intentions

toward tourism was not associated with the way in which they responded to the question on resort tax. As with the supportive BI scores, the opposing BI scores range from very likely to undertake opposing behaviors to very unlikely to undertake any of the opposing behaviors.

What we find is that very few residents are likely to undertake a tourism-opposing behavior. Somewhat more, though still a slight minority, of the residents are likely to undertake a tourism-supportive behavior. On the supportive BI scale, 47 percent of respondents appear likely to undertake a supportive behavior, while 48 percent appear unlikely to do so (see Figure 10). On the tourism-opposing BI scale, we find that only 9 percent of respondents appear likely to undertake an opposing behavior, while 87 percent appear unlikely to do so (see Figure 11).

It appears that under current conditions Montanans are not very likely to take active steps against tourism development proposals in general, or to undertake other behaviors opposing tourism in general. At the same time, they are only somewhat likely to take steps supporting such proposals, or supporting tourism in general. (Refer to Tables 29 and 30 in Appendix F for distribution of responses to the individual questions.)

Summary

In summary, Montanans' perceptions of the importance of tourism relative to other industries varied widely by region; but overall, Montanans' perceived tourism as the fourth most important industry in the state, behind ranching/farming,

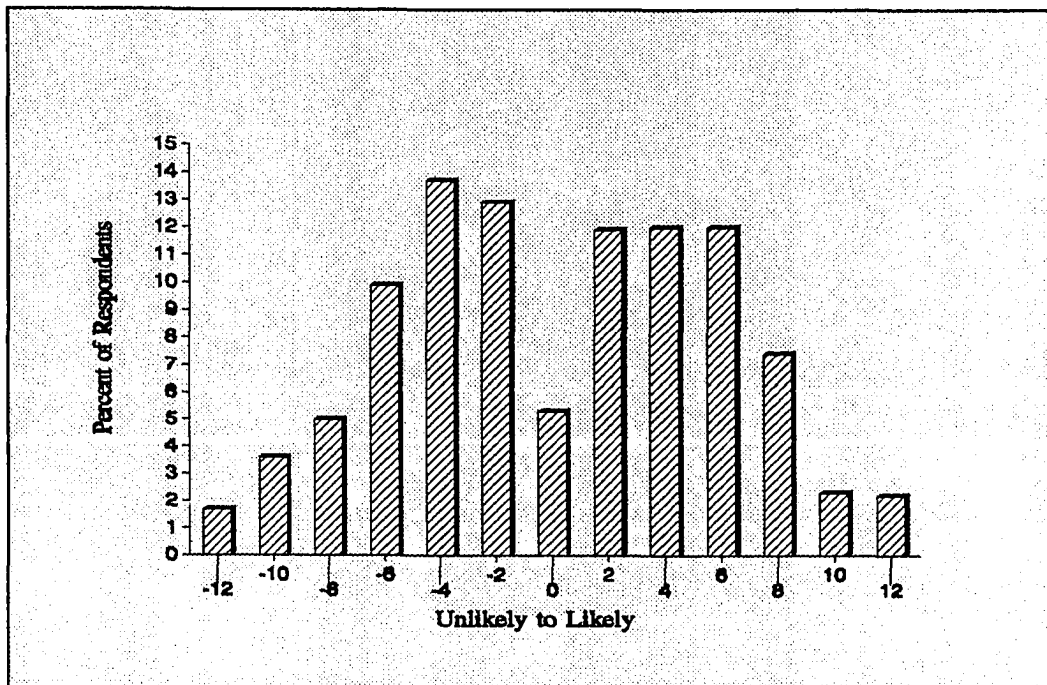


Figure 10. Distribution of respondents' scores for behavioral intentions supporting tourism.

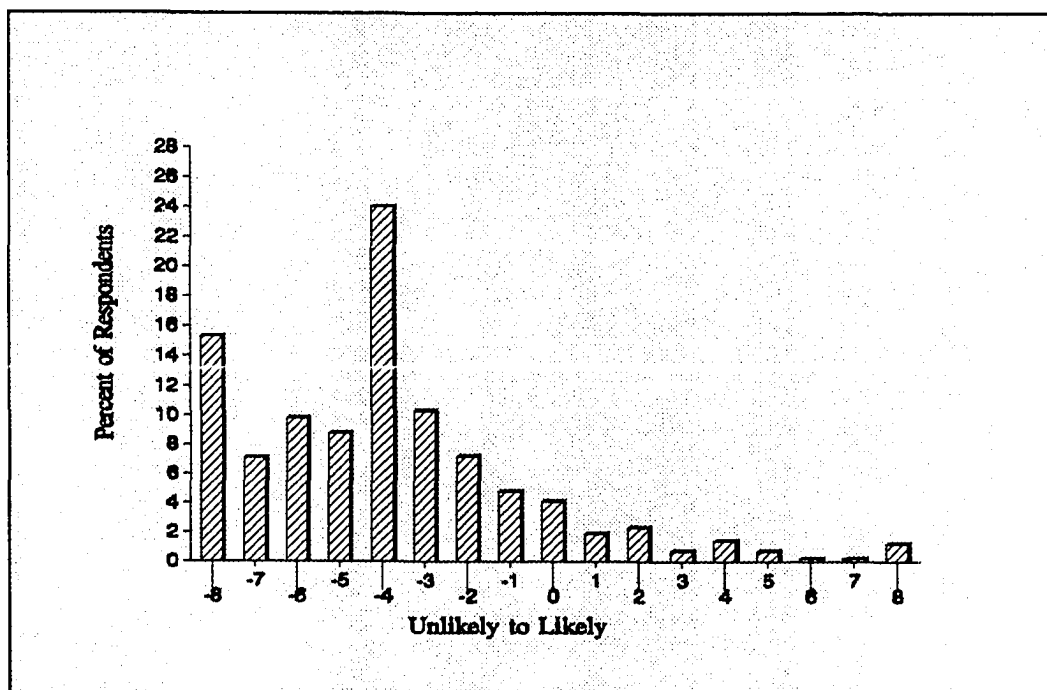


Figure 11. Distribution of respondents' scores for behavioral intentions opposing tourism.

government/education, and timber/wood products. One respondent summed it up like this: "Tourism is great to a point. . . . Think of Montana as a household; the husband (timber and mining) makes the money to pay the bills, and the wife (tourism) works to make ends meet (with all due respect to personnel gender)."

The biggest perceived advantages of tourism were the economic effects (employment opportunities and the effect of tourist spending on local economies), and more or better parks and recreation facilities. Biggest perceived disadvantages were overcrowded recreation areas, traffic congestion, too many out-of-state hunters, and higher prices.

Attitudes of Montanans toward tourism grouped into four dimensions. A large majority of respondents (85 percent) agreed that tourism has led to a number of *positive benefits*, while 78 percent disagreed that tourism has had significant *negative impacts*. A smaller majority (66 percent) of respondents disagreed that *equity* between tourists and locals, particularly with respect to paying for services, was a problem, but a plurality of 45 percent held an unfavorable attitude toward the *extent and distribution of tourism's economic benefits*.

Regarding future increases in tourism, a majority of respondents (68 percent) felt that positive benefits would result from increased tourism, but 41 percent voiced concern about the negative impacts resulting from such an increase.

And finally, regarding Montanans' inclinations to translate these attitudes into actions either supporting or opposing tourism, we found that most respondents were

unlikely to undertake actions either way, although they were much less likely to undertake a behavior that opposed tourism than one that supported tourism.

In general, these findings may be interpreted as describing a fairly substantial, if somewhat passive, support for tourism in Montana. Most people felt that tourism was a positive force for the state as a whole, but didn't necessarily feel that it benefitted them personally. The data suggest that several key issues should be addressed if tourism is to gain greater support. These include making the benefits of tourism visible or understandable on a more personal or individual level, as opposed to the more vague perception that somehow "it's good for the state, but doesn't benefit me;" dealing with crowding and traffic congestion problems; and dealing with the perception that the state allows too many out-of-state hunters, which may imply a decline in hunting quality blamed on said hunters.

CHAPTER 6 -- HYPOTHESIS TESTS

The results presented in the previous chapter provide an overall view of the data. In this section, the specific hypotheses presented in Chapter 3 will be tested.

Hypothesis 1

H1 states that Montanans will hold both favorable and unfavorable attitudes toward various dimensions of tourism. The principal components analysis reported in Chapter 5 showed that Montanans held attitudes toward four general aspects of tourism. The question posed by H1 is "Are attitudes toward some of these dimensions favorable while attitudes toward others are unfavorable?"

The results reported in Chapter 5 suggest that these attitudes may be different. A non-parametric Wilcoxon signed-ranks test was performed to determine if the four attitude scales have the same distribution (see Table 9 for results). In each case, the difference is statistically significant at $P = .0001$.

These results show that attitudes toward the four dimensions are different. However, it is possible for a respondent's attitudes toward each of the dimensions to be different, yet all still be favorable or all unfavorable, with the differences simply being in the degree of favorableness or unfavorableness.

Referring back to Figures 4 through 7 (the histograms of attitude scores), the proportion of respondents scoring below the mid-point of the attitude scale (i.e.

Table 9. Results of Wilcoxon matched-pairs signed-ranks test for differences in distribution among attitude dimensions: summary of z-scores and 2-tailed probabilities.

	<i>Benefits</i>	<i>Impacts</i>	<i>Equity</i>
<i>Impacts</i>	-11.4 .0001		
<i>Equity</i>	-10.0 .0001	-3.34 .0008	
<i>Extent</i>	-23.3 .0001	-17.8 .0001	-10.5 .0001

holding an unfavorable attitude) is .134 for the **Benefits** dimension, .202 for **Impacts**, .272 for **Equity**, and .452 for **Extent**. Likewise, the proportion of respondents scoring above the mid-point of the attitude scale (i.e. holding a favorable attitude) is .846 for **Benefits**, .779 for **Impacts**, .659 for **Equity**, and .403 for **Extent**.

A test for differences between these proportions shows that all of the "unfavorable" proportions are significantly different from one another (at $P = .0001$); likewise the "favorable" proportions are all significantly different from one another (at $P = .0001$). This means that at least some respondents who hold a favorable attitude toward the **Benefits** dimension, for example, must also hold an unfavorable attitude toward the **Impacts** dimension, and so on for each of the possible combinations of attitude dimensions.

This means that some individual respondents do indeed hold favorable attitudes toward one or more of the dimensions, and unfavorable attitudes toward others. If this were not the case, the proportions of respondents holding unfavorable attitudes toward the four dimensions would not be significantly different from one another, and neither would the proportions of respondents holding favorable attitudes.

Hypothesis 1 is therefore not rejected.

Hypothesis 2

H2 states that a number of independent variables will be associated with residents' attitudes toward tourism. The question of whether these variables actually influence (i.e. cause) attitudes will have to wait for more sophisticated analyses that test cause and effect. At this point I will simply address the question of whether or not attitudes vary according to these independent variables, each of which I will examine in turn. Unless otherwise noted, all analyses consist of Spearman's correlation coefficients. Also, it should be noted that although a number of correlations were found to be statistically significant, many of these correlations are not particularly strong in practical terms.

H2.1 asks: "Do residents living in communities with a more highly developed tourism industry hold different attitudes toward tourism than residents living in communities not particularly dependent on tourism?"

I used accommodations tax revenue figures as a measure of tourism development and performed correlations at the county level of analysis, since

accommodations tax revenue figures are generally not available at the community level. I adjusted the total tax revenue figures for each county to take into account the population of the county, resulting in a tax revenue per person measure. This allowed counties to be compared directly to one another on an equal basis. Attitude scores were examined for each of the four tourism dimensions, plus the two dimensions relating to concern over future tourism increases.

The results in Table 10 show that the amount of tourism development in a community is associated only with attitudes toward two of the attitude dimensions, namely **Impacts** and **Equity**. Both of these correlation coefficients are negative, meaning the more highly developed the tourism industry is in a county, the less favorable the residents' attitudes toward the **Impacts** and **Equity** dimensions. Residents of counties with more highly developed tourism industries are more likely to perceive the negative impacts of tourism, and are more likely to feel that equity between tourists and residents is an issue. This finding is consistent with what has been found in studies conducted in other states (Doxey 1975, 1976; Butler 1980; Cooke 1982; Getz 1983; Allen et al 1988; Long et al 1990).

H2.2 asks if the size of the community in which the resident lives is associated with attitudes toward tourism. It was felt that urban dwellers might hold different attitudes toward tourism than rural dwellers. Again, the analysis was performed at the county level of analysis, with county population serving as the measure of rural/urban residence.

Table 10. Spearman's correlation coefficients between independent variables and attitude dimensions. Correlation coefficients and significance levels are shown for each correlation. Sample sizes vary from 756 to 1120.

Variable	Attitude Dimension					
	<i>Benefits</i>	<i>Impacts</i>	<i>Equity</i>	<i>Extent</i>	<i>Future Positive</i>	<i>Future Negative</i>
Level of development	.0261 P = .420	-.1269 P < .001	-.1188 P < .001	.0421 P = .186	.0051 P = .863	-.0351 P = .243
County population	.0146 P = .652	-.0633 P = .051	-.0920 P = .003	.0424 P = .183	-.0388 P = .194	.0384 P = .201
Job dependency	.2391 P < .001	.0867 P = .017	-.0240 P = .486	.2153 P < .001	.2566 P < .001	.1018 P = .003
Perceived benefits	.5089 P < .001	.3233 P < .001	.1102 P < .001	.5090 P < .001	.5093 P < .001	.3456 P < .001
Contact with tourists	.1536 P < .001	-.0292 P = .395	-.0357 P = .274	.1369 P < .001	.1245 P < .001	-.0691 P = .032
Years of residence	-.0476 P = .141	-.0003 P = .994	.0370 P = .228	-.0096 P = .764	-.0047 P = .875	.0270 P = .370
Community attachment	.0541 P = .094	-.1625 P < .001	-.0787 P = .010	.0863 P = .007	.0197 P = .512	-.0728 P = .016
Future of community	.1381 P < .001	-.0238 P = .467	-.0349 P = .257	.2414 P < .001	.0806 P = .007	.1210 P < .001

Table 10 shows that the degree of rural or urban residence is weakly associated with attitudes toward the **Equity** dimension. This correlation is negative, meaning that residents living in urban counties are likely to hold unfavorable attitudes toward the issue of equity between residents and tourists.

H2.3 asks if residents' attitudes toward tourism are associated with the degree to which their job is dependent on the tourism industry. As expected, the results in Table 10 support the notion that a person's attitudes toward tourism are associated with his or her economic dependence on the tourism industry. Only attitudes toward **Equity** are unrelated to economic dependence on tourism. All other attitudes are positively correlated with economic dependence, meaning that the more dependent a person's job is on the tourism industry, the more favorable his or her attitudes toward the industry. This result is also consistent with findings reported in many of the previously-reviewed articles.

H2.4 is similar to H2.3; it asks if residents' attitudes will vary according to the personal benefits (not limited to economic benefits) that a person feels he or she receives from tourism. As expected, the results in Table 10 show that attitudes toward all six tourism dimensions are significantly associated with respondents' perceptions of personal benefit from tourism. The higher the degree of perceived personal benefit, the more favorable the attitudes toward tourism.

Interestingly, the association between perceived personal benefit and attitudes is stronger than the association between job dependency and attitudes. This suggests

that residents not only perceive benefits extending beyond those that are purely economic, but may place a good deal of importance on those other benefits as well.

H2.5 suggests that the extent of contact a person has with tourists will be associated with attitudes toward tourism. The mail questionnaire contained a section of four questions about respondents' contact with tourists, and one question on how much they discuss tourists or tourism with family and friends (see questionnaire, Part 2). Responses to these five questions were summed to create one overall measure of "extent of contact" (a 19-point scale; the "I am not employed" response to question 2 was not included). A reliability analysis of these five items resulted in a Cronbach's alpha of .66. This overall measure of contact was then correlated with scores on the attitude scores.

The results in Table 10 show that extent of contact is associated with four of the six dimensions, namely **Benefits**, **Impacts**, **Extent**, and attitudes toward the positive benefits of future tourism increases. A positive correlation between contact and **Benefits**, **Extent**, and attitudes toward the positive benefits of future tourism increases means that the more contact a person has with tourists, the more favorable their attitudes toward these dimensions. On the other hand, a negative correlation between contact and **Impacts** means that the more contact a person has with tourists, the more likely they are to perceive the negative impacts of tourism.

Thus it appears that the more contact people have with tourists, the more pronounced their attitudes are likely to be toward both the positive and negative aspects of tourism. It would seem that contact with tourists makes both the best and

worst aspects of tourism more apparent to people. This finding agrees with that of Long et al (1990), who found that both positive and negative attitudes and perceptions were more pronounced for those living in more tourism-dependent communities.

H2.6 suggests that residents' length of residence and attachment to the community will be associated with attitudes toward tourism. It was thought that the more attached people are to their community, the less favorably they might view changes to that community, particularly changes brought about by people from outside the community (i.e., tourists). Two questions measured sentiment for or attachment to community (see questionnaire, Part 4, questions 1 and 3). The sum of responses to these two questions formed our measure of community attachment. Years of residence in present community was also asked.

The results in Table 10 show that while length of residence in the present community is not associated with attitudes toward tourism, sentiment for or attachment to the community is associated with attitudes toward four of the dimensions, namely **Impacts, Equity, Extent**, and negative impacts of future tourism increases.

The direction of the correlations suggests that residents who are more highly attached to their communities are more concerned over current and future negative impacts of tourism; are more likely to feel that equity between tourists and locals is an issue; but are also more likely to hold a favorable attitude toward the perceived extent of economic benefits resulting from tourism.

H2.7 suggests that people's perceptions of the future of their community may be associated with their attitudes toward tourism. Two questions addressed respondents' perception of community future (see questionnaire, Part 4, questions 2 and 4).

Specifically, it has been suggested (Perdue et al 1990) that people who feel the future of their community is not promising may look more favorably on tourism as an alternative economic development tool and perhaps turn a "blind eye" to any possible negative consequences. I found the opposite to be true. The results in Table 10 show that the brighter or more promising the perceived future of respondent's community, the more favorable the attitudes toward four of the six dimensions, namely **Benefits**, **Extent**, and both the benefits and impacts of future tourism increases.

H2.8 suggests that attitudes toward tourism will vary according to the perceived importance of tourism to the community. To test this hypothesis, I divided the sample into two groups of respondents: those who listed tourism as one of the three most important industries in their community (n=461), and those who did not (n=665).

A Mann-Whitney test for differences between medians (on attitude scores) was then performed on the two groups for each of the six attitude dimensions. The results in Table 11 show that median attitude scores for the two groups are significantly different on five of the six dimensions. Only attitudes toward the **Equity** dimension are not associated with perceived importance of tourism. As the

Table 11. Results of Mann-Whitney mean ranks test: mean attitude domain ranks by perceived importance of tourism to the local economy.

	Attitude Dimension					
	<i>Benefits</i>	<i>Impacts</i>	<i>Equity</i>	<i>Extent</i>	<i>Future Positive</i>	<i>Future Negative</i>
Tourism not important ¹	398.0 ³	436.7 ³	517.3 ⁴	406.8 ³	457.2 ³	488.3 ³
Tourism important ²	572.1	500.8	552.3	588.3	653.2	600.2

¹did not choose tourism as one of the three most important industries
²did choose tourism as one of the three most important industries
³differences in mean ranks between respondents are statistically significant at < .01
⁴difference in mean ranks between respondents not statistically significant at .05

larger mean ranks show, attitudes of the group perceiving tourism as important are more favorable than are attitudes of the group that does not perceive tourism as important.

Hypothesis 3

Hypothesis 3 is similar to Hypothesis 2; it states that these same independent variables are associated not with attitudes toward tourism, but with perceptions of the positive and negative community impacts of tourism. In other words, are people's perceptions of the advantages and disadvantages of tourism associated with variables such as degree of community tourism development, size of community, extent of contact with tourists, and so on?

Respondents' perceptions of the advantages and disadvantages of tourism were measured by providing two lists, one of possible advantages and one of possible disadvantages, and asking respondents to choose and rank the three most important items from each list (see questionnaire, Part 2). For each of these independent variables, I divided the sample into those respondents scoring high on the measure and those scoring low (generally upper and lower quartiles). I then calculated a chi-square statistic based on respondents' choices of most important advantage (and again for most important disadvantage).

Table 12 shows the chi-square statistics and significance levels for the frequency distribution comparisons of biggest advantage and biggest disadvantage for each of the nine independent variables. Significant differences between sub-samples were found for six of the nine independent variables on biggest advantage, and for five of the nine variables on biggest disadvantage. Differences were most pronounced with respect to the perception of a better economy as an advantage, and with respect to traffic congestion and the number of out-of-state hunters as disadvantages.

Hypothesis 4

Hypothesis 4 states that there will be a significant correlation between attitudes toward tourism and intended behavioral patterns related to tourism. Specifically, H4a states that the more extreme a person's attitude, the more extreme his or her intended behavioral pattern.

Table 12. Chi-square statistics for differences in perceived advantages and in perceived disadvantages between high scorers and low scorers on nine independent variables.

	Biggest Advantage			Biggest Disadvantage	
Independent Variable	Chi-square statistic	Significance		Chi-square statistic	Significance
Accomm. tax per/person	7.4	.39		45.7	.001
County Population	15.1	.04		60.1	.001
Job Dependency	15.5	.03		14.0	.12
Personal Benefits	44.2	.001		9.5	.39
Contact with Tourists	20.0	.01		27.2	.001
Years of Residence	14.0	.05		11.4	.25
Community Attachment	9.8	.20		18.1	.03
Community Future	9.2	.24		16.3	.06
Tourism Importance	23.4	.001		32.0	.001

In order to test this hypothesis, all attitude statements were recoded onto a -2 to +2 scale, with -2 being most unfavorable toward tourism and +2 being most favorable. Next, all negative responses were multiplied by -1. This creates scales on which a higher score indicates a more extreme attitude, regardless of direction (favorable or unfavorable). Finally, items were re-summed into the attitude dimensions discussed previously.

Next, the same procedure was carried out on the behavioral intention (BI) questions, creating scales for the two BI dimensions (supporting and opposing behaviors) on which higher scores meant the person had a more extreme behavioral intention.

All that remained then was to perform the correlations. Table 13 shows the results of the correlation analyses. All correlations between attitude extremity and BI extremity are significantly different from zero, so H4a is not rejected.

Hypothesis 4b is similar to H4a, but takes into account the direction (favorableness or unfavorableness) of the attitude and BI; it states that the more favorable a person's attitude, the more favorable his or her intended behavioral pattern toward tourism, and vice versa.

Attitude and BI items were coded on a -2 to +2 scale such that positive scores indicated a favorable attitude or BI toward tourism and negative scores an unfavorable attitude or BI. Items were then summed as described in Chapter 5 to form scale scores for each of the various attitude and BI dimensions. Correlation coefficients were then calculated for each of the six attitude dimensions and the two

Table 13. Spearman's correlation coefficients for measures of attitude extremity and behavioral intent extremity; correlation coefficient, sample size, and significance level are shown for each correlation.

	Supportive Behaviors	Opposing Behaviors
Benefits	.1905 (942) P <.001	.3707 (943) P <.001
Impacts	.3476 (921) P <.001	.3972 (923) P <.001
Equity	.2339 (1039) P <.001	.2713 (1043) P <.001
Extent	.2689 (965) P <.001	.1471 (966) P <.001
Future- Positive	.3078 (1106) P <.001	.3635 (1110) P <.001
Future- Negative	.2843 (1099) P <.001	.1312 (1102) P <.001

Table 14. Spearman's correlation coefficients for measures of attitude and behavioral intent; correlation coefficient, sample size, and significance level are shown for each correlation.

	Supportive Behaviors	Opposing Behaviors
Benefits	.5797 (942) P <.001	.4944 (943) P <.001
Impacts	.5492 (929) P <.001	.5153 (932) P <.001
Equity	.2776 (1039) P <.001	.1920 (1043) P <.001
Extent	.4273 (965) P <.001	.4236 (966) P <.001
Future- Positive	.6397 (1106) P <.001	.4965 (1110) P <.001
Future- Negative	.4846 (1099) P <.001	.4624 (1102) P <.001

BI dimensions; results are shown in Table 14. All correlation coefficients between attitude and BI dimensions are significantly different from zero, so H4b is not rejected.

Hypothesis 5

Hypothesis 5 deals with the manner of attitude formation, stating that there will be a significant correlation between the manner of attitude formation and subsequent attitudes and intended behavioral patterns. Specifically, H5a states that the more direct experience or contact a person has with tourists, the more extreme his or her attitudes toward tourism.

In order to test this hypothesis, the same variables created to test H4a were used to measure attitude extremity. The sum of the five items measuring contact with tourists was again used to measure extent of contact with tourists. Correlation coefficients were computed; the results are displayed in Table 15. All coefficients are significantly different from zero at $P = .001$, therefore H5a is not rejected.

Hypothesis 5b states that the more contact a person has with tourists, the greater the consistency between attitudes and BI. In order to test this hypothesis, the sample was divided into those people who had little contact with tourists, those who had a moderate amount of contact, and those who had a high degree of contact. A multiple regression analysis was then performed for each of these three levels of contact, with BI as the dependent variable and the six attitude dimensions as the independent variables. Separate regression analyses were performed for each of the two BI dimensions (tourism-supporting behaviors and tourism-opposing behaviors).

As the results in Table 16 show, the prediction of BI from attitudes is significantly different for each of the three levels of contact. The adjusted R^2 for supporting BI was .35 for those with little contact, .43 for those with moderate

Table 15. Spearman's correlation coefficients for measures of attitude extremity and contact with tourists; correlation coefficient, sample size, and significance level are shown for each correlation.

	Contact
Benefits	.2654 (834) P <.001
Impacts	.1589 (824) P <.001
Equity	.1158 (922) P <.001
Extent	.1775 (860) P <.001
Future- Positive	.2013 (954) P <.001
Future- Negative	.0877 (947) P=.007

contact, and .66 for those with high contact. The adjusted R^2 for opposing BI was .44 for those with little contact, .32 for those with moderate contact, and .65 for those with high contact.

Table 16. Results of multiple regression of behavioral intentions toward tourism on attitudes toward tourism by levels of contact with tourists.

<u>Level of Contact</u>	<u>Adjusted R²</u>	<u>SS Regression</u>	<u>SS Residual</u>	<u>F</u>	<u>Significance</u>
<i>For Supporting Behaviors</i>					
Low	.35	35.8	64.9	45.6	.001
Moderate	.43	82.9	106.2	112.2	.001
High	.66	124.1	63.3	186.9	.001
<i>For Opposing Behaviors</i>					
Low	.44	37.7	46.4	68.1	.001
Moderate	.32	48.2	98.2	46.6	.001
High	.65	131.7	70.2	119.1	.001

Table 17 summarizes each hypothesis and indicates whether it was supported or unsupported.

Table 17. Summary of hypotheses and outcomes of hypothesis testing.

Hypothesis	Outcome
H1: Montanans will hold both favorable and unfavorable attitudes toward various dimensions of tourism	supported
H2: Attitudes will vary by:	
2.1 level of tourism development in the community	supported for two of six attitude dimensions only
2.2 size of community/county population	supported for two of six attitude dimensions only
2.3 job dependence on tourism	strongly supported for five of six attitude dimensions
2.4 perceived personal benefits of tourism	strongly supported for all six attitude dimensions
2.5 extent of contact with tourists	supported for four of six attitude dimensions
2.6.a length of residence	unsupported on any of six attitude dimensions
2.6.b level of community attachment	supported for four of six attitude dimensions
2.7 perceived future of community	strongly supported on four of six attitude dimensions
2.8 perceived importance of tourism to the community	strongly supported on five of six attitude dimensions
H3: Perceptions of positive and negative community impacts (advantages and disadvantages) will vary by:	
3.1 level of tourism development in the community	unsupported relative to advantages; supported relative to disadvantages

Table 17 continued.

Hypothesis	Outcome
3.2 size of community/county population	supported for both advantages and disadvantages
3.3 job dependence on tourism	supported for advantages; unsupported for disadvantages
3.4 perceived personal benefits of tourism	supported for advantages; unsupported for disadvantages
3.5 extent of contact with tourists	supported for both advantages and disadvantages
3.6.a length of residence	supported for advantages; unsupported for disadvantages
3.6.b level of community attachment	unsupported for advantages; supported for disadvantages
3.7 perceived future of community	unsupported for both advantages and disadvantages
3.8 perceived importance of tourism to the community	supported for both advantages and disadvantages
H4a: The more extreme one's attitudes toward tourism, the more extreme one's behavioral intentions	strongly supported for all six attitude dimensions
H4b: The more favorable one's attitudes toward tourism, the more favorable one's behavioral intentions	strongly supported for all six attitude dimensions
H5a: The more direct experience with tourists, the more extreme the attitude	strongly supported for all six attitude dimensions
H5b: The more direct experience with tourists, the greater the consistency between attitudes and behavioral intentions	supported for both supporting BI and opposing BI

Testing fit of proposed model

At the end of Chapter 3 a model was proposed linking the dependent and independent variables discussed in the previous hypotheses. To test the fit between the data and the model, I used a technique known alternatively as path analysis, structural equation analysis, or more generally latent variable analysis. This is a multivariate technique in which one or more of the variables of interest is latent, or unobserved.

The model proposed in Chapter 3 (see Figure 2) may be viewed as a path diagram, with the arrows representing causal relationships. In other words, the assumption is that a change in the variable at the tail of the arrow will result in a change in the variable at the head of the arrow (if all other variables are held constant); but a change in the variable at the head of the arrow does not result in a change in the variable at the tail of the arrow.

The correlation analyses performed to test specific hypotheses indicate if there is an association between two variables, but do not indicate if a change in one causes a change in the other. Also, with a number of different independent variables all associated with dependent variables, there is no way of knowing exactly which of the independent variables is causing the changes in the dependent variables.

For example, if degree of tourism development, size of community, job dependency, personal benefits, extent of contact, attachment to community, and so on are all associated with attitudes toward tourism, how is it known that there are not strong correlations between those independent variables, and that in fact only

one is truly responsible for differences in attitudes? By using the LISREL software program (see Joreskog and Sorbom, 1986, for a discussion of LISREL) to perform a path analysis on the data, it can be determined which independent variables are most responsible for causing changes in the dependent variables.

Figure 12 is the proposed model originally shown in Chapter 3. The boxed variables are the latent or unobserved variables; the variables listed adjacent to each latent variable are the observed variables. The latent variables are essentially theoretical variables thought to be comprised of (and therefore measured by) the observed variables.

The beta coefficients from the standardized solution are shown for each path. The values for most of the observed variables indicate that these variables are good measures of the latent constructs. Moderately to very strong causal relationships were found among the latent constructs. The adjusted goodness-of-fit index for this model is .816, and the root mean square residual is .069. The Chi-square statistic (with 141 degrees of freedom) is 859.

Overall, the results of the path analysis support the results previously discussed, as well as the relationships proposed in the model. Not surprisingly, perceived personal benefits derived from tourism play an important causal role in the formation of attitudes toward tourism. The manner of attitude formation, depending primarily on extent of contact with tourists, also appears to play an important role. And finally, the expected causal relationship between attitudes and behavioral intentions was confirmed.

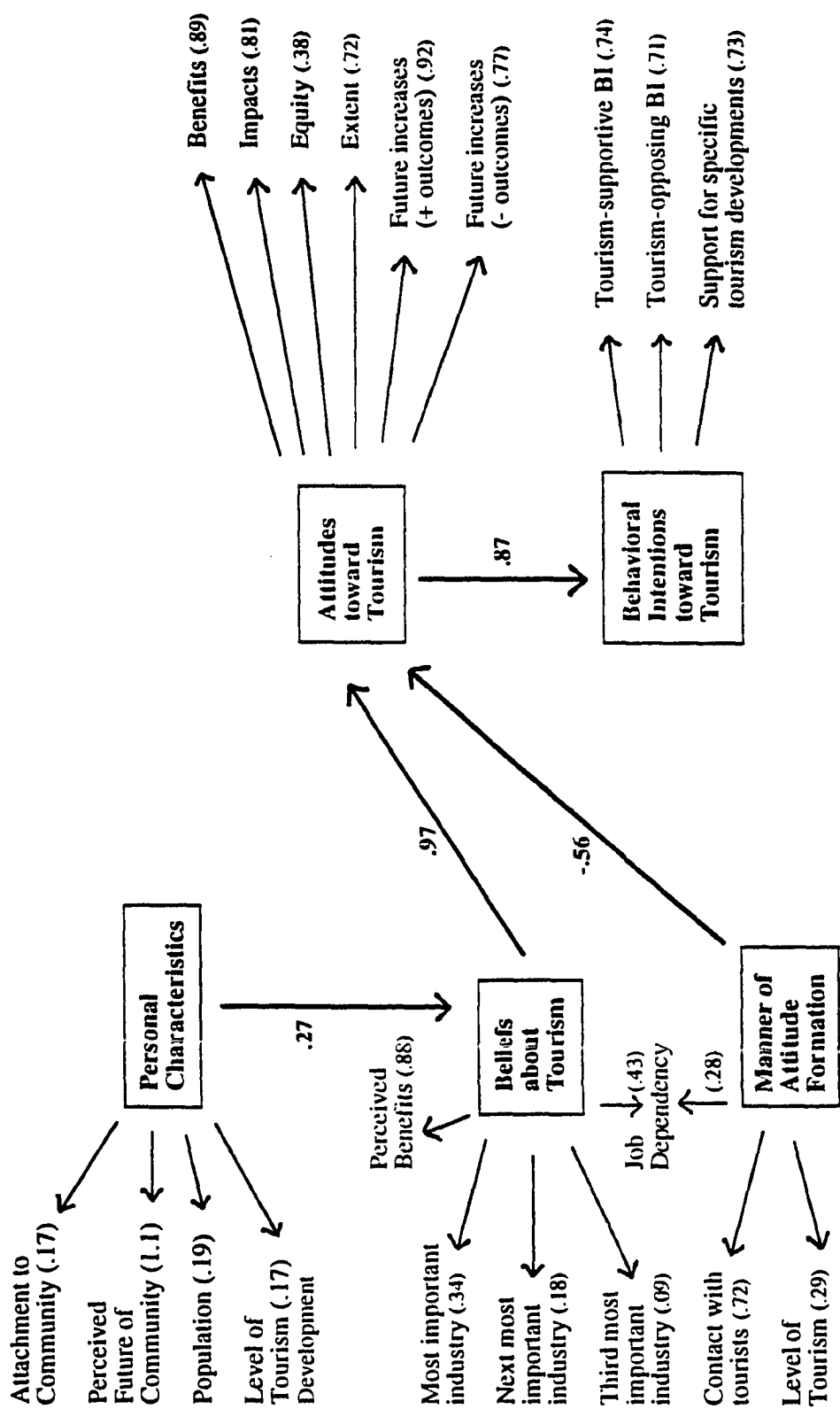


Figure 12. Final causal model of tourism attitudes and behavioral intentions, with standardized path analysis coefficients.

CHAPTER 7 -- SUMMARY, CONCLUSIONS and IMPLICATIONS

The two components of this study include a descriptive exploration of the attitudes and behavioral intentions of Montana residents toward tourism, and a more theoretically-oriented investigation of factors influencing attitudes, and the relationship between attitudes and behavioral intentions. I will address each of these components respectively.

The descriptive component of the study addressed the questions "How do Montanans feel about tourism in their state? How likely are they to act on those feelings? Do they want the tourism industry to grow?" Results hold a number of implications for the tourism industry as well as state government policy makers in Montana.

Attitudes are multidimensional

First, attitudes were found to be multidimensional. This finding agrees with the conceptual framework discussed in Chapter 3, as well as with the findings of other studies (Perdue et al 1990; Liu et al 1987; Belisle and Hoy 1980). This multidimensionality of attitudes toward tourism suggests that when industry or policy makers consider Montanans' attitudes toward tourism, they must recognize that residents may not, in fact probably do not hold one simple, universal attitude. People appear able to separate the positive benefits, negative impacts, feelings of equity (or inequity), and perceptions of the extent and distribution of tourism's

economic benefits. Certain actions or policies may address one dimension without being relevant to the others.

Specific issues

Second, a closer examination of attitudes also reveals implications for industry and policy makers. While attitudes toward both the positive benefits and negative impacts dimensions were generally quite favorable, a number of specific items elicited less favorable responses. For example, while a slight plurality of respondents disagreed that tourism had greatly increased traffic problems, nearly as many respondents agreed that it had. Not surprisingly, this unfavorable attitude toward traffic conditions was strongest in communities with more tourism development.

Similarly, a plurality of respondents agreed that as Montana is "discovered" by tourists, it is harder for residents to find uncrowded places to recreate. Crowding, whether related to traffic in town or to people visiting outdoor recreation areas, appears to be an issue that may soon become critical.

It is imperative that industry and policy makers address this issue before it is too late. Communities that already have problems with traffic congestion during high-visitation seasons are faced with the difficult challenge of developing new transportation plans to address traffic flow and parking problems. Communities that have not yet reached that stage should interpret these results as a warning to address this issue now instead of waiting until it is too late. Also, promotion of parks and

recreation areas already perceived as overcrowded should be reduced, or at least not increased further, until management plans can be implemented to address the crowding issue.

Attitudes toward the issue of equity between tourists and residents were also generally favorable. However, while a plurality of respondents disagreed with the statement that tourists don't pay their fair share for community services, nearly one-third of respondents agreed with it. Not surprisingly, this unfavorable attitude was strongest in communities with more tourism development. This suggests that a significant minority of residents may be favorably inclined toward additional taxes targeting tourists.

Finally, attitudes toward the perceived extent and distribution of tourism's economic benefits were the least favorable of the four dimensions. A slight majority of respondents agreed that their household standard of living was higher because of tourism expenditures. However, there appears to be much uncertainty about the extent of tourism's economic benefits, and a majority perception that tourism jobs are low paying. Yet recent research in Oregon has questioned the accuracy of this perception (Dean Runyan Associates 1989). Since attitudes toward this dimension are the least favorable of the four, and since people are by nature strongly motivated by economics, it would appear that this attitudinal dimension presents the best opportunity for industry and policy makers to influence people's attitudes toward tourism, particularly if research in Montana were to show results similar to those found in Oregon.

Attitudes toward future tourism increases

Montanans' attitudes toward increasing tourism also hold implications for industry and policy makers. While a majority of respondents felt that future tourism increases would have positive consequences, many residents appear concerned that such increases will also have negative impacts. Attitudes toward the negative impacts of future tourism increases were mixed, and the plurality of respondents were uncertain. But a closer examination reveals possible concerns and implications.

Three items elicited the most concern, and all three relate directly or indirectly to economics. A plurality of respondents agreed that future tourism increases would result in expensive environmental impacts, higher prices for goods and services, and higher taxes to provide tourist services. This suggests that cost-of-living increases resulting from increased tourism are a major concern of residents.

The implications are similar to those of the equity issue discussed previously. Not only should tourists pay their fair share, but tourism revenues should be used in such a way as to relieve any cost-of-living increases resulting from tourism. Currently, the state distributes nearly 25 percent of accommodations tax revenues to eligible communities. Perhaps some of these revenues now spent on promotion by the state and the local tourism boards could be used to support that portion of the community infrastructure made necessary by tourists, thus relieving tax burdens on local citizens.

Behavioral intentions

The behavioral intentions of residents were also explored in this study, and those intentions may hold implications for the industry and for policy makers. In general, respondents indicated that they were not likely to undertake behaviors opposing tourism, and were slightly more likely to undertake behaviors supporting tourism.

However, the most interesting question in this section is the question regarding a resort tax. Responses to this item were not associated with responses to the other behavioral intention items. A plurality of respondents indicated that it was unlikely they would vote against a resort tax. Not surprisingly, residents of communities with greater tourism development are less likely to vote against a resort tax. And these are also the same residents who are more inclined to hold unfavorable attitudes toward the issue of equity between tourists and residents.

The implication is that higher taxes may need to be levied on tourists in particular communities (those with more tourism development), but perhaps not on a statewide basis. Local tourism taxes should then be applied toward solving the issues of tourism development in these communities, issues such as infrastructure needs, and tax relief to relieve perceived inequities and cost-of-living increases.

Characteristics associated with tourism attitudes

This study also examined the question of which factors are most closely associated with attitudes toward tourism. The two factors most strongly associated

with tourism attitudes are the degree to which the respondent's livelihood depended on tourism, and the degree to which respondents perceived that they benefitted personally from tourism in Montana (including but not limited to economic benefits).

Interestingly, perceived benefit was more strongly associated with favorable attitudes toward tourism than was perceived job dependency. This suggests that people not only perceive benefits that extend beyond those that are purely economic, but may place a great deal of importance on those other benefits as well. The implication is that those people wanting to promote the idea of tourism to state or community residents may be able to base their appeal on more than just the economic benefits of tourism.

Also associated with tourism attitudes was the amount of contact respondents had with tourists. The more contact people had with tourists, the more favorable their attitudes toward the positive dimensions of tourism, and the less favorable their attitudes toward the negative dimensions. The amount of tourism development in a community was similarly associated with attitudes toward the negative dimensions of tourism. As the level of tourism development in a community increased, attitudes toward the negative consequences of tourism, and toward the issue of equity, became increasingly unfavorable.

This suggests that although people are aware of the benefits of tourism, tourism development in a community may reach a point at which attitudes toward the negative consequences become so unfavorable as to outweigh the favorable attitudes

toward the benefits. This conclusion is supported by the findings of numerous other studies. However, it appears that tourism development has yet to reach this point in Montana.

Finally, the associations between the various independent variables and attitudes toward the equity dimension present an interesting case. The equity dimension appears to be something of a "wild card" relative to the other attitudinal dimensions in this regard. In other words, associations between independent variables and equity attitudes seem to run counter to the other associations.

A closer examination of Table 10 reveals that when an independent variable is significantly associated with most of the attitudinal dimensions, it is often not associated with the equity dimension, and when an independent variable is not associated with most of the attitudinal dimensions, it often is associated with the equity dimension. The equity dimension simply appears to "behave" differently than the other dimensions. This suggests that unfavorable attitudes toward a perceived inequity between tourists and residents may be the most difficult to overcome, because there may be little rhyme or reason to people's attitudes toward "equity."

Causal relationships

The second component of the study concentrated on a more theoretically-oriented investigation of factors influencing attitudes, and the relationship between attitudes and behavioral intentions. Central to this component are the two main premises of the conceptual framework: 1) that attitudes toward an object may

influence behavioral intentions toward that object; and 2) that the **manner** in which attitudes are formed may influence the accessibility of the attitude and thus the likelihood that the attitude will be activated and able to influence or guide behavior.

These premises were combined into a proposed model of causal relationships. The model sought to organize into a single framework the observed variables relating to an individual (and the community in which he lives) and the conceptual variables underlying the attitude-behavior models described in the conceptual framework.

The results of testing this model and its relationships have practical and theoretical implications, including confirming the significant causal influence of perceived personal benefits on tourism attitudes. This finding agrees with previous research (Perdue et al 1990) which found that perceived personal benefits of tourism was the most important variable in predicting perceived positive and negative consequences of tourism. However, while previous studies have found associative, even predictive, relationships between personal benefits and attitudes or perceptions, the current study has extended that finding to show a plausible causal relationship between perceived personal benefits and attitudes toward tourism. Indeed, beliefs about tourism depended on perceived personal benefits more any other variable (see Figure 12).

This finding is intuitively expected. But beyond that, this study also found that perceived importance of tourism to the local economy was not nearly as great an influence on attitudes as perceived personal benefits. This suggests that attitudes

toward tourism are more a function of "What does tourism do for **me**?" than a function of "What does tourism do for my **community**?" The implication, of course, is that tourism's benefits must be made **personal** if they are to influence people's attitudes toward the industry. Promoting tourism on the basis that it will be good for a community may not be enough; the industry must be able to show how tourism will benefit the individual.

Further implications of the study include confirming the causal relationships in the proposed model, thus providing additional support both for the idea that attitudes toward an object influence behavioral intentions toward that object (the fundamental or deliberative processing model), and for the idea that manner of attitude formation influences attitudes (the Fazio attitude-accessibility model).

The model in Figure 12 shows a strong causal relationship between *Beliefs about Tourism* and *Attitudes toward Tourism*, and between *Attitudes toward Tourism* and *Behavioral Intentions toward Tourism*. These findings support the fundamental attitude-behavior model discussed in Chapter 3. Additionally, the model shows a moderately strong causal relationship between *Manner of Attitude Formation* and *Attitudes toward Tourism*. This supports the "Fazio" model of attitude accessibility, which states that attitudes formed as a result of direct experience with the attitude object are more accessible and thus potentially more influential in guiding behavior. As discussed previously, those respondents with more direct contact with tourists had more extreme (and probably more clearly

formed or crystallized) attitudes, and showed a greater consistency between their attitudes and their behavioral intentions.

Given the support for both of these attitude-behavior models, it might be fruitful to view these findings in light of the MODE model proposed by Fazio (1990) and discussed briefly in Chapter 3. The MODE model rests on the premise that attitudes may guide behavior through one of two processing modes, either a deliberative process (such as represented by the fundamental model used in this study, or the Fishbein-Ajzen (1980) theory of reasoned action that evolved out of that fundamental model), or through a spontaneous processing mode, in which the attitudes that are most quickly and easily accessible (i.e. those formed through direct experience with the attitude object) will guide behavior in the absence of either motivation or opportunity to deliberate.

While the findings of this study support both of these processing modes, most of the behaviors posed in the study questionnaire were behaviors that would probably lend themselves better to the deliberative processing mode (as would many behaviors associated with tourism). Additionally, while the motivation to deliberate before answering a question on a survey may or may not have been present, the opportunity to do so was certainly available. Still, some tourism-associated behavioral decisions may be made more spontaneously, and the findings of this study suggest that, in those situations, people with more direct contact or experience with tourism should have attitudes that are more accessible and more able to guide their behavior in a manner that is consistent with their attitudes.

In addition to providing support for the models put forth in the conceptual framework, the findings of this study may also provide support for a model put forth recently by Ap (1992). Ap presents a social exchange process model as a theoretical basis for understanding why residents perceive tourism impacts positively or negatively.

The model articulates a number of propositions, such as:

- 1a) "The greater the perceived rewards from tourism, the more positive are host actors' perceptions of tourism," and
- 1b) "The greater the perceived costs from tourism, the more negative are host actors' perceptions of tourism";
- 3a) When the exchange of resources between resident and tourism actors is reciprocated (i.e. balanced), the effects of tourism are perceived positively by the respective actors," and
- 3b) "When the exchange of resources between resident and tourism actors is not reciprocated (i.e. unbalanced), the effects of tourism are perceived negatively by the respective actors";
- 4a) "When the value of resources exchanged between the host resident and tourism actors is approximately equal, the exchange transaction is likely to be perceived as fair," and
- 4b) "When the value of resources exchanged between the host resident and tourism actors is greater for one than for the other, the exchange transaction is likely to be perceived as unfair by the disadvantaged actor."

The results of the current study appear to support proposition 1 with respect to perceived personal benefits, and to a slightly lesser extent the degree to which one's job depends on tourism. Propositions 3 and 4 seem to address the equity issue discussed in this study. When host community residents feel that tourism does not provide enough economic benefit to them given the cost (economically and otherwise), and that they are unfairly shouldering the additional infrastructure and other costs resulting from tourists, then they perceive an unbalanced or inequitable exchange of resources, and therefore perceive the effects of tourism negatively. While current results may provide some insight into and possible support for these propositions, as written the propositions may fail to take into account the multidimensionality of attitudes toward tourism. The model may also fail to consider the spontaneous processing mode.

Still, given the strength of the findings related to the causal influence of perceived personal benefits on attitudes and behavioral intentions, perhaps the social exchange process model can be incorporated into the existing model. The social exchange process is essentially a process of rational choice or cost/benefit analysis. Viewed from this perspective, such a process may be seen as the mechanism by which the deliberative processing mode functions. In other words, when a person undertakes a deliberative, cognitive processing of information (as opposed to an affective, spontaneous processing) to arrive at a choice of behavior, he considers the immediate and anticipated, tangible and intangible consequences of alternative behaviors, as well as the expectancy of obtaining the consequence and the value of

the consequence. Thus a social exchange, or rational choice cost/benefit analysis is the process by which deliberation may occur in the deliberative processing mode.

Figure 13 (see back pocket) synthesizes the spontaneous processing (or attitude accessibility) model, the deliberative processing model, and the social exchange process model discussed to this point. When an attitude object is encountered, the object is evaluated as being personally salient or not, based on the degree of personal, direct interaction with the object, as well as the magnitude and significance of potential personal consequences resulting from behaviors directed toward the object.

If the object is evaluated as being not salient, subsequent information is processed affectively and spontaneously. This affective, spontaneous evaluation determines the valence (+ or -) and latitude of the attitude. Definition of the event (the particular circumstances or situation) as well as any immediate and tangible consequences mediates this evaluation and leads to an intention to perform or not perform a behavior directed toward the object (the valence of which would be consistent with the valence of the object evaluation). The actual performance of the intended behavior would be attenuated by the opportunity to do so, the actor's control and ability to do so, and the stability of the intention over time.

If the object is evaluated as salient, subsequent information is processed cognitively and through a deliberative processing mode. This deliberative, cognitive evaluation determines the valence (+ or -) and latitude of the attitude. A rational choice or social exchange cost/benefit analysis of behavioral alternatives is

undertaken. Immediate and anticipated, tangible and intangible rewards and costs are considered, as well as normative influences. This deliberative analysis leads to an intention to perform or not perform a behavior directed toward the object. The valence of this intended behavior is not necessarily consistent with the valence of the attitude toward the object, since the results of the cost/benefit analysis and the normative influences mediate the choice of intended behavior. Finally, the actual performance of the behavior would once again be attenuated by the opportunity to perform the behavior, as well as the actor's control and ability to do so, and the stability of the intention over time. Since fear of invalidity is one of the variables being processed in the cost/benefit analysis (and indeed is one of the variables that initially activates the deliberative processing mode), the temporal stability of behavioral intentions may be weak for behaviors that are effortful or must be carried out publicly.

This model, while perhaps far from perfect or all-inclusive, is a start on synthesizing the various models discussed in this study. Rather than viewing these various models as competing or mutually exclusive, I prefer to look for the commonalities among the models, and find ways in which the models may complement one another.

Future Research

While much past research has focused on residents' attitudes and perceptions of tourism's consequences, there has been little if any previous research on residents'

behavior or behavioral intentions regarding tourism. The present study has made an initial attempt to explore the behavioral intentions of residents toward tourism, but there is room for much more work on the behavioral aspects of host community residents toward tourism.

For example, while this study explored behavioral intentions, a logical extension for future research would be to explore actual behaviors of residents toward tourism. What behaviors are performed? Why are they performed? Under what circumstances are they, or are they not, performed? What is the relationship between residents' behavioral intentions and their actual behavior with respect to tourism? Are residents likely to carry out their intended behaviors? If not, why not? What factors influence the performance of behaviors directed toward tourism? Are such tourism-directed behaviors the result of a spontaneous processing mode, or a deliberative processing mode? If residents deliberate before performing tourism-related behaviors, what factors might facilitate or inhibit the performance of those behaviors?

In short, I feel that tourism research thus far has focused on the first half of the attitude-behavior model for some time; perhaps now it is time to proceed on to investigating the second half of the model.

Another related line of research could be directed toward explaining perceptions and behaviors of host community residents from the perspective of social exchange theory. As mentioned previously, an article by Ap (1992) proposes a model, based on social exchange theory, to explain host residents' perceptions of and behaviors

toward tourism. A number of the propositions put forth in that article are related to the theoretical framework used in this study, and as mentioned earlier, a number of the findings of the current study appear to support those propositions. Research designed specifically to test those propositions would be fruitful.

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Appendix A

Text of cover letters sent in mailings

First Mailing

Dear Montanan:

The University of Montana is conducting a survey of Montanans' opinions toward tourism. As you may be aware from watching the news and reading the paper, tourism is a topic that has been in the news more and more often in the last several years.

As a result of this increased attention on tourism, we are soliciting the opinions and views of Montanans toward tourism so that we may better understand how Montanans feel about tourism, and how tourism may affect Montanans and their communities.

The survey does not advocate or support any particular viewpoint, and is not designed to elicit any particular answers.

This is your chance to express your opinions on this important topic. All of your answers will be confidential, since your responses will be tallied in such a way that answers cannot be identified with individuals.

Please help us obtain an accurate and representative sampling of Montanans' opinions on this subject by completing and returning the questionnaire. Since only a relatively few people have been randomly chosen to receive this survey, every returned survey represents many hundreds of Montanans.

The survey should only take a few minutes to fill out. Once you've finished, just put it in the enclosed reply envelope (postage is already paid) and drop it in the mail. As an added incentive, everyone who returns a completed questionnaire has the choice of entering their name and address into a drawing for a \$500 U.S. Savings Bond. The coupon is separate from the questionnaire, so your name and address will not be connected in any way to your returned survey.

Thank you,

Stephen F. McCool
Project Director

Second Mailing

September 16, 1991

Dear Montanan:

Several weeks ago we sought your cooperation in a study of Montanans' opinions about tourism. As of today, we have not yet received your completed questionnaire.

The University has undertaken this study because of the belief that citizen opinions should be taken into account in the formation of public policies that influence you and your community.

I am writing to you again because of the significance each questionnaire has to the usefulness of the study. Your name was drawn through a random sampling process, and only about one of every 425 people in Montana is being asked to complete this survey. In order for the results of the study to be truly representative of the opinions of all Montana residents it is essential that you return your completed survey.

The study includes questions on how you feel about tourists and tourism, what you think are the advantages and disadvantages of tourism, and your feelings or concerns about tourism in the future.

We have enclosed another copy of the questionnaire in the event that you have misplaced the original. Please take a few minutes to complete the questionnaire.. A self-addressed, postage-paid envelope is also included so that you may conveniently return the questionnaire to us. Your help is greatly appreciated. Thank you.

Sincerely,

Stephen F. McCool
Project Director

Third (Final) Mailing

October 16, 1991

Dear Montanan:

I am writing to you once more about our study of Montanans' opinions toward tourism. Although an encouraging number of questionnaires has been returned, we still have not received your completed questionnaire.

I am not sending this request to everyone, but only to people living in certain counties in Montana. You see, the number of returned questionnaires from some counties is adequate, but the fact that you have received this additional request indicates that we have not received enough questionnaires from your county.

In order for the views and opinions of people from your part of Montana to be adequately represented in the study, it is important that you take a few minutes and fill out the enclosed questionnaire. A pre-paid return envelope is included.

I realize you are busy, but please help us make this study useful to all the people of Montana. This is the first statewide study on this topic that has ever been done, and the results are of particular importance to the many citizens and lawmakers now considering what types of community growth and economic development should be encouraged or discouraged in communities across Montana.

Your contribution to the success of this study will be greatly appreciated.

Sincerely,

Stephen F. McCool
Project Director

Appendix B**Tables 18 and 19****Response rates and sample sizes by county**

Table 18. Sample sizes and response rates by county.

<u>County</u>	<u># of Q's mailed out, Gross n</u>	<u># of Q's returned, Net n Unweighted</u>	<u>Response rate, in percent</u>	<u>Weighting Factor*</u>	<u>Net n Weighted</u>
Beaverhead	13	10	77	1.20	12
Big Horn	18	11	61	1.40	17
Blaine	13	6	46	1.00	7
Broadwater	8	5	63	1.00	4
Carbon	25	20	80	0.60	12
Carter	2	2	100	1.00	3
Cascade	133	100	75	1.18	109
Choteau	19	13	68	0.65	9
Custer	20	12	60	1.35	17
Daniels	4	1	25	3.00	2
Dawson	18	12	67	1.00	11
Deer Lodge	24	15	63	0.85	15
Fallon	6	4	67	1.00	5
Fergus	25	18	72	1.00	18
Flathead	158	92	58	0.935	83
Gallatin	101	67	66	1.08	71
Garfield	2	1	50	1.00	2
Glacier	27	18	67	1.00	18
Golden Valley	2	2	100	1.00	1
Granite	6	3	50	1.00	4
Hill	32	25	78	1.00	23
Jefferson	29	19	66	0.65	12
Judith Basin	6	4	67	1.00	4
Lake	38	23	61	1.19	31
Lewis Clark	117	69	59	1.055	66
Liberty	9	7	78	0.50	4
Lincoln	45	30	67	0.87	26
McCone	3	2	67	3.00	4
Madison	14	12	86	0.70	9
Meagher	8	6	75	0.50	3
Mineral	11	9	82	0.60	6
Missoula	136	97	71	1.20	110
Musselshell	4	2	50	2.50	6
Park	32	21	66	1.00	23
Petroleum	0	0	0	1.00	0
Phillips	18	9	50	0.70	7
Pondera	16	10	63	1.00	8
Powder River	2	0	0	1.00	0

Table 18 (continued).

<u>County</u>	<u># of Q's mailed out, Gross n</u>	<u># of Q's returned, Net n Unweighted</u>	<u>Response rate, in percent</u>	<u>Weighting Factor*</u>	<u>Net n Weighted</u>
Powell	19	15	79	0.65	9
Prairie	3	2	67	2.00	3
Ravalli	58	35	60	1.06	34
Richland	23	15	65	1.00	15
Roosevelt	23	14	61	1.15	15
Rosebud	27	17	63	0.85	16
Sanders	20	13	65	0.90	13
Sheridan	10	6	60	1.00	5
Silver Bow	79	45	57	1.04	48
Stillwater	22	17	77	0.60	10
Sweet Grass	6	4	67	1.00	3
Teton	14	6	43	1.25	10
Toole	11	7	64	1.00	6
Treasure	2	1	50	1.00	2
Valley	22	14	64	0.85	13
Wheatland	6	3	50	1.00	3
Wibaux	0	0	0	1.00	0
Yellowstone	245	154	63	1.087	160
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	1734	1128	65%		1127

* multiplying unweighted Net n by weighting factor may not equal weighted Net n due to influence of Gender weighting factor used on entire sample.

Table 19. Comparison of actual population proportions and weighted sample proportions by county, in percent.

<u>County</u>	<u>Unweighted Sample P</u>	<u>Weighted Sample P</u>	<u>Actual Pop. P.</u>
Beaverhead	0.9	1.1	1.1
Big Horn	1.0	1.5	1.4
Blaine	0.5	0.7	0.8
Broadwater	0.4	0.3	0.4
Carbon	1.8	1.1	1.0
Carter	0.2	0.3	0.2
Cascade	8.9	9.7	9.7
Choteau	1.2	0.8	0.7
Custer	1.1	1.5	1.5
Danields	0.1	0.2	0.3
Dawson	1.1	1.0	1.2
Deer Lodge	1.3	1.3	1.3
Fallon	0.4	0.5	0.4
Fergus	1.6	1.6	1.5
Flathead	8.2	7.4	7.4
Gallatin	6.0	6.3	6.3
Garfield	0.1	0.1	0.2
Glacier	1.6	1.6	1.5
Golden Valley	0.2	0.1	0.1
Granite	0.3	0.3	0.3
Hill	2.2	2.1	2.2
Jefferson	1.7	1.1	1.0
Judith Basin	0.4	0.4	0.3
Lake	2.0	2.8	2.6
Lewis Clark	6.1	5.9	5.9
Liberty	0.6	0.3	0.3
Lincoln	2.7	2.3	2.2
McCone	0.2	0.4	0.3
Madison	1.1	0.8	0.7
Mcagher	0.5	0.3	0.2
Mineral	0.8	0.5	0.4
Missoula	8.6	9.8	9.8
Musselshell	0.2	0.5	0.5
Park	1.9	2.0	1.8
Petroleum	0.0	0.0	0.1
Phillips	0.8	0.6	0.6
Pondera	0.9	0.7	0.8
Powder River	0.0	0.0	0.3
Powell	1.3	0.8	0.8
Prairie	0.2	0.3	0.2
Ravalli	3.1	3.1	3.1

Table 19 (continued).

<u>County</u>	<u>Unweighted Sample P</u>	<u>Weighted Sample P</u>	<u>Actual Pop. P.</u>
Richland	1.3	1.3	1.3
Roosevelt	1.2	1.4	1.4
Rosebud	1.5	1.4	1.3
Sanders	1.2	1.2	1.1
Sheridan	0.5	0.5	0.6
Silver Bow	4.0	4.2	4.2
Stillwater	1.5	0.9	0.8
Sweet Grass	0.4	0.3	0.4
Teton	0.5	0.9	0.8
Toole	0.6	0.5	0.6
Treasure	0.1	0.1	0.1
Valley	1.2	1.1	1.0
Wheatland	0.3	0.3	0.3
Wibaux	0.0	0.0	0.1
Yellowstone	13.7	14.2	14.2
	-----	-----	-----
	100.0	100.0	100.0

Appendix C

Non-response bias check

Although the response rates for the Libby, Whitefish, and statewide samples were relatively high for this type of survey, the possibility still exists that non-respondents are somehow different than respondents in their characteristics or attitudes. If non-respondents are significantly different, the result could be a sample that is not truly representative of the population.

Typically, when response rates reach 80 percent non-response bias is not an issue, because even if non-respondents were different from respondents there would not be enough of them to make a difference in the overall results. The lower the response rate drops below 80 percent, the higher the chance of non-response bias.

Since our response rates were below 80 percent, we carried out a check of non-respondents to determine if there was any significant non-response bias. We randomly chose 100 of the 605 people in the statewide database who had not returned their questionnaire, and contacted them by telephone. These non-respondents were asked several questions from the mail questionnaire. One representative attitude statement from each of the four tourism attitude dimensions was asked. The degree to which the person felt they benefitted from tourism was asked, along with what they felt was the biggest advantage and disadvantage of tourism. Age, highest level of education, and years lived in their present community were also asked.

These results were then compared to the results of the statewide data to determine if differences existed. Two types of statistical tests were performed on the data from the four attitude statements. A Mann-Whitney test statistic and a chi-square

test statistic was calculated for each question. The results confirmed that no differences existed between respondents and non-respondents on any of the four attitude statements.

A t-test statistic was calculated on the means of both age and years lived in present community; no differences were found. A Mann-Whitney test for a difference between levels of education found no difference.

The results from biggest advantage and disadvantage are not directly comparable to the respondents, since the mail questionnaire provided respondents with a list from which to choose, while the telephone question was asked open-ended. Still, the two most frequently mentioned advantages were the same for respondents and non-respondents -- a more active economy and job opportunities. The two most frequently mentioned disadvantages were also the same -- traffic congestion and crowded recreation areas.

Non-respondents differed from respondents on only one question -- the degree to which they perceived they benefitted from tourism. On this question, respondents tended to perceive more personal benefits from tourism than non-respondents. Both the Mann-Whitney and the chi-square test statistics confirmed this difference. However, it appears that this difference did not influence attitudes toward tourism, since no differences were found for any of the four attitude statements.

Our conclusion is that the sample is representative of the population from which it was drawn (i.e. the motor vehicle registration database), with respect to attitudes toward the four tourism attitude dimensions, perceived advantages and

disadvantages, and social-demographic characteristics. The implication is that the motor vehicle registration database is representative of the state's population. The extent that it is not due to gender differences was corrected for by our weighting of the database.

Similar comparisons between Libby respondents and non-respondents were performed. Since the Libby (and Whitefish) samples were smaller to begin with, and the response rates higher, there were not many non-respondents to contact. Thirty-two (32) of the 83 Libby non-respondents were contacted. The same statistical tests just described were performed, with the same results. The only question on which Libby non-respondents differed significantly from respondents was perceived benefits of tourism. Twenty (20) of the 80 Whitefish non-respondents were contacted. Statistical tests indicated no significant differences between respondents and non-respondents on any of the questions.

Appendix D**Tables 20 - 24****Responses to tourism attitude statements**

Table 20. Principal components factor loadings (Varimax rotation) of .4 and greater for tourism attitude statements in part 1 of mail questionnaire. All factors have eigenvalues > 1; cumulative proportion of variance explained by factors = .554.

Variable*	Factor 1 (Impacts)	Factor 2 (Benefits)	Factor 3 (Equity)	Factor 4 (Extent)
Urbanization	.68484			
Disrupt	.67489			
Burden	.66269			
Overcrowded	.65314			
Traffic	.64043			
Discover	.62730			
Friction	.61920	.43513		
Crime	.60099			
Environment	.58140			
Restrict	.56039	.50331		
Crowd out	.56018			
Suffer	.54910	.43026		
Bright		.78197		
Promise		.77658		
Worth		.70652		
Overall	.43787	.67514		
Cultural		.66787		
Quality		.66577		
Attracts		.64169		
Parks		.44123		
Taxed			.84454	
Charge			.83583	
Fair share			.67801	
Low pay				.72953
Standard				.55425
Minority	.56862			.46916
Earned				.45118
Cronbach's Alpha	.88	.90	.79	.64

* Variable names are keyed to attitude statements in following tables.

Table 21. Distribution of responses, in percent, to tourism attitude statements in negative impacts attitude dimension.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Tourism is responsible for too fast a rate of urbanization and development in Montana.	5.9	12.5	15.5	53.2	12.9
Tourists disrupt the peace and tranquility of our public parks.	4.5	12.9	7.6	60.1	14.8
Tourists are a burden on my community's services.	1.9	11.5	10.6	61.7	14.2
In recent years, the state is becoming overcrowded because of more tourists.	5.8	14.3	8.5	57.8	13.6
Tourists add greatly to the traffic problems in my community.	18.0	26.0	10.0	37.3	8.3

Table 21 (continued).

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
The more Montana is discovered by tourists, the harder it is for Montanans to find uncrowded places to recreate.	14.1	33.5	11.9	34.8	5.6
An increase in tourists in my community will lead to friction between local residents and tourists.	2.3	8.2	12.7	59.4	17.3
Tourism has increased the number of crime problems in my community.	2.1	6.3	17.2	58.3	16.2
The environmental impacts resulting from tourism are relatively minor.	5.5	50.8	14.2	22.7	6.9

Table 21 (continued).

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
My community should take steps to restrict tourism development.	2.8	6.1	7.7	55.6	27.8
Tourists crowd out local residents in many good hunting and fishing spots.	11.9	24.1	14.7	42.4	6.9
The local residents are the ones who really suffer from living in an area popular with tourists.	6.9	17.1	12.7	49.2	14.1

Table 22. Distribution of responses, in percent, to tourism attitude statements in positive benefits attitude dimension.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Tourism is one of the brightest spots in Montana's economic future.	24.3	47.3	13.5	10.7	4.1
Tourism holds great promise for Montana's future.	31.2	46.1	11.5	7.6	3.6
The tourism industry provides many worthwhile employment opportunities for Montana residents.	16.9	62.2	8.6	8.9	3.4
The overall benefits of tourism outweigh the negative impacts.	19.2	55.1	13.7	7.6	4.3

Table 22 (continued).

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Tourism encourages a variety of cultural activities by the local population (such as arts, music, crafts, etc.).	21.4	59.0	9.4	8.9	1.2
The quality of life in my community has improved because of tourism.	6.9	41.3	23.4	22.3	6.1
Tourism attracts more spending and investment in Montana's economy.	15.4	66.3	10.3	6.1	1.8
Because of tourism, there are more parks and other recreational areas and facilities that local residents can use.	7.8	52.0	10.6	24.5	5.1

Table 23. Distribution of responses, in percent, to tourism attitude statements in perceived equity attitude dimension.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Tourists should be taxed more than local citizens for the services they use.	12.0	16.7	10.7	45.6	15.0
It's okay to charge tourists more for things than locals pay.	4.7	14.5	6.4	56.2	18.2
Tourists do not pay their "fair share" for the services communities provide them.	8.6	23.1	23.6	38.8	5.9

Table 24. Distribution of responses, in percent, to tourism attitude statements in perceived extent of economic benefits attitude dimension.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
The problem with tourism is that most of the jobs in the tourism industry are low paying.	13.8	43.5	26.0	15.3	1.4
Our household standard of living is higher because of money that tourists spend here.	5.2	19.0	20.2	38.3	17.3
Only a small minority of Montanans benefit economically from tourism.	7.2	24.5	14.6	44.6	9.1
Most of the money earned from tourism ends up going to out-of-state companies.	3.4	12.5	34.2	41.6	8.3

Appendix E

Tables 25 - 27

Responses to statements on future tourism increases

Table 25. Principal components factor loadings (Varimax rotation) of .4 and greater for attitude statements in part 3 of mail questionnaire (consequences of increased tourism). All factors have eigenvalues > 1; cumulative proportion of variance explained by factors = .665.

Hinder	increase in tourism will hinder traditional industries
Threaten	increase in tourism will threaten timber & mining jobs
Pay more	increase in tourism means higher prices
Higher taxes	Montanans will end up paying higher taxes
Environmental	environmental impacts will be expensive
Overdeveloped	increase in tourism will lead to overdevelopment
Shot/arm	tourism looks like an economic shot in the arm
Economy	increase in tourism will mean a better economy
Life	increase in tourism will improve quality of life
Attract	the state should try to attract more tourists

Variable*	FACTOR 1	FACTOR 2
Hinder	.79079	
Threaten	.75770	
Pay more	.71083	
Higher taxes	.70083	
Environmental	.69355	
Overdeveloped	.62128	.47952
Shot/arm		.83754
Economy		.80305
Life		.80147
Attract		.77800
Cronbach's alpha	.87	.89

* Variable names are keyed to attitude statements in the following tables.

Table 26. Distribution of responses, in percent, to increased-tourism attitude statements, negative consequences.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
If tourism in Montana increases it could hinder traditional Montana industries such as timber, mining, and agriculture.	9.8	23.9	20.8	37.9	7.6
If tourism increases, high-paying jobs in the lumber mills and mining operations may be threatened .	6.3	19.3	30.8	38.4	5.2
If tourism increases, residents will end up having to pay more for everyday goods and services.	7.7	30.4	31.6	28.2	2.2
If tourism increases, Montanans will end up paying higher taxes to pay for the services tourists need.	9.0	25.8	35.1	27.2	3.0

Table 26 (continued).

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
If tourism increases, it will be expensive to deal with the resulting environmental impacts.	9.0	30.5	31.7	25.5	3.3
If tourism increases, it will lead to Montana becoming overdeveloped.	7.9	19.2	25.3	41.5	6.0

Table 27. Distribution of responses, in percent, to increased-tourism attitude statements, positive consequences.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Unsure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
My community's economy needs a shot in the arm , and tourism looks like the best way to go in the future.	11.9	33.3	25.5	21.2	8.1
If tourism increases, it will mean more jobs and a better economy for Montana.	13.5	58.5	15.8	8.4	3.8
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	9.7	40.4	25.4	18.6	5.8
The state should do all it can to try and attract more tourists.	18.1	44.4	20.2	11.8	5.5

Appendix F

Tables 28 - 30

Responses to behavioral intention questions

Table 28. Principal components factor loadings (Varimax rotation) of .4 and greater for behavioral intention questions in part 2 of mail questionnaire. All factors have eigenvalues > 1; cumulative proportion of variance explained by factors = .675.

Letter support	Speak or write to legislator supporting tourism
News support	Write letter to newspaper supporting tourism
Council support	Speak at city council meeting in favor of tourism
Serve	Be willing to serve on advisory board
Volunteer	Volunteer 4 hours each month
Berries	Recommend a place to hike etc. to tourist
Letter oppose	Speak or write to legislator opposing tourism
News oppose	Write letter to newspaper opposing tourism
Council oppose	Oppose tourism at city council meeting
Vote	Vote against a pro-tourism legislator
Resort tax	Vote against a local resort tax

Variable*	FACTOR 1	FACTOR 2	FACTOR 3
Letter support	.87742		
News support	.86843		
Council support	.80785		
Serve	.78953		
Volunteer	.69618		
Berries	.40459	.41141	
Letter oppose		.85669	
News oppose		.85446	
Council oppose		.84139	
Vote		.62210	
Resort			.97559
Cronbach's alpha	.86	.82	

* Variables keyed to attitude statements in following tables.

Table 29. Likelihood of undertaking a tourism-supportive behavior, in percent.

	<u>Very Likely</u>	<u>Likely</u>	<u>Not Sure</u>	<u>Unlikely</u>	<u>Very Unlikely</u>
Speak to or write a letter to your state legislator supporting a tourism development project in your community?	5.9	30.3	19.6	30.8	13.3
Write a letter to your newspaper supporting a tourism development project in your community?	4.1	24.3	23.1	33.6	14.8
Speak in favor of a tourism development project at your city council meeting?	6.9	25.3	21.6	28.8	17.4
Be willing to serve on a tourism advisory board in your community to help plan tourism promotion and development?	5.9	22.8	21.7	28.0	21.6

Table 29 (continued).

	<u>Very Likely</u>	<u>Likely</u>	<u>Not Sure</u>	<u>Unlikely</u>	<u>Very Unlikely</u>
Be willing to volunteer 4 hours each month to help improve the appearance of your community to make it more attractive to tourists?	7.4	33.7	20.0	22.8	16.1
Recommend a good place to hike, fish, picnic, pick berries, etc. to a tourist if asked?	48.5	40.2	4.0	4.8	2.4

Table 30. Likelihood of undertaking a tourism-opposing behavior, in percent.

	<u>Very Likely</u>	<u>Likely</u>	<u>Not Sure</u>	<u>Unlikely</u>	<u>Very Unlikely</u>
Speak to or write a letter to your state legislator opposing a tourism development project in your community?	2.4	7.3	11.4	46.0	32.9
Write a letter to your newspaper opposing a tourism development project in your community?	2.4	3.8	12.2	42.7	38.9
Speak against a tourism development project at your city council meeting?	2.3	4.4	11.5	50.8	31.0
Vote against a state legislator who wanted to emphasize tourism development in Montana?	6.9	7.9	16.0	40.3	28.9
Vote against a local resort tax on items such as hotel rooms and restaurant meals?	17.3	22.2	16.2	25.5	18.9

MONTANANS'
OPINIONS
ABOUT TOURISM

The University of
Montana

PART 1: YOUR OPINIONS ABOUT TOURISM IN MONTANA

The following statements concern your opinions about tourism in Montana. Please indicate the amount you agree or disagree with each statement. There are no right or wrong answers, we only want to know your opinions. Please circle one response. If you have not thought about the issue before, or have not formed an opinion about it, please circle the response in the far right category: 'N' = No Opinion. **Note: 'Tourists' refers to out-of-state visitors.**

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	No Opinion
1. Tourism encourages a variety of cultural activities by the local population (such as arts, music, crafts, etc.).	SA	A	U	D	SD	N
2. Tourists add greatly to the traffic problems in my community.	SA	A	U	D	SD	N
3. Tourists should be taxed more than local citizens for the services they use.	SA	A	U	D	SD	N
4. The quality of life in my community has improved because of tourism.	SA	A	U	D	SD	N
5. Most of the money earned from tourism ends up going to out-of-state companies.	SA	A	U	D	SD	N
6. Tourists disrupt the peace and tranquility of our public parks.	SA	A	U	D	SD	N
7. The environmental impacts resulting from tourism are relatively minor.	SA	A	U	D	SD	N
8. Tourism has increased the number of crime problems in my community.	SA	A	U	D	SD	N
9. The local residents are the ones who really suffer from living in an area popular with tourists.	SA	A	U	D	SD	N
10. Tourism holds great promise for Montana's future.	SA	A	U	D	SD	N

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	No Opinion
11. In recent years the state is becoming overcrowded because of more tourists.	SA	A	U	D	SD	N
12. It's okay to charge tourists more for things than locals pay.	SA	A	U	D	SD	N
13. Because of tourism there are more parks and other recreational areas and facilities that local residents can use.	SA	A	U	D	SD	N
14. Tourism is responsible for too fast a rate of urbanization and development in Montana.	SA	A	U	D	SD	N
15. Tourists crowd out local residents in many good hunting and fishing spots.	SA	A	U	D	SD	N
16. The tourism industry provides many worthwhile employment opportunities for Montana residents.	SA	A	U	D	SD	N
17. My community should take steps to restrict tourism development.	SA	A	U	D	SD	N
18. An increase in tourists in my community will lead to friction between local residents and tourists.	SA	A	U	D	SD	N
19. Tourism is one of the brightest spots in Montana's economic future.	SA	A	U	D	SD	N
20. Only a small minority of Montanans benefit economically from tourism.	SA	A	U	D	SD	N
21. The problem with tourism is that most of the jobs in the tourism industry are low paying.	SA	A	U	D	SD	N
22. Tourism attracts more spending and investment in Montana's economy.	SA	A	U	D	SD	N

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	No Opinion
23. Tourists are a burden on my community's services.	SA	A	U	D	SD	N
24. The more Montana is discovered by tourists, the harder it is for Montanans to find uncrowded places to recreate.	SA	A	U	D	SD	N
25. Our household standard of living is higher because of money that tourists spend here.	SA	A	U	D	SD	N
26. Tourists do not pay their "fair share" for the services communities provide them.	SA	A	U	D	SD	N
27. The overall benefits of tourism outweigh the negative impacts.	SA	A	U	D	SD	N

Of the following industries, please choose the three (3) industries you feel are currently most important to the economy of your local community and write the letters in the appropriate boxes.

A Timber and wood products

B Tourism

☐ MOST
IMPORTANT

C Mining

☐ SECOND
MOST
IMPORTANT

D Oil and gas

E Ranching and farming

☐ THIRD
MOST
IMPORTANT

F Transportation

G Government (Federal and
State, including Education)

H Health care

I Manufacturing

J Other: _____

PART 2: YOU, TOURISTS, AND TOURISM

In this section we have some questions about your interactions with tourists, how important you think tourism is, and what you think are the good points and bad points of tourism. Remember, all your answers are confidential, so please be candid.

Please mark an X next to the answer you agree with most.

1. How often do you talk about tourism and/or tourists with your family, friends, or colleagues?
☐ almost never
☐ not very often
☐ on occasion
☐ quite often
2. How much contact do you personally have with tourists in your job?
☐ none
☐ very little
☐ some
☐ quite a bit
☐ a lot
☐ I am not employed
3. How much contact do you have with tourists when you are out recreating?
☐ none
☐ very little
☐ some
☐ quite a bit
☐ a lot
4. How much contact do you have with tourists in your community when you are doing things like running errands, shopping, or eating out?
☐ none
☐ very little
☐ some
☐ quite a bit
☐ a lot
5. How close do you live to where most tourists spend time in your town?
☐ very close
☐ somewhat close by
☐ not too close
☐ not at all close

Listed below are some of the possible disadvantages to you or your community that tourism could cause. Please choose the three (3) biggest disadvantages and write the letters in the appropriate boxes.

A traffic congestion

B overcrowded recreation areas and facilities

C higher prices for goods and services

D more crime

☐ BIGGEST
DISadvantage

E higher taxes

☐ NEXT BIGGEST
DISadvantage

F environmental impacts

G overdevelopment

☐ 3rd BIGGEST
DISadvantage

H an increase in the cost of real estate

I too many out-of-state hunters

J other: _____

Now if you could please choose what you feel are the three (3) biggest advantages of tourism to your community and write the letters in the appropriate boxes.

A employment opportunities

B more or better parks and recreational facilities

C a more vital and active local economy

☐ BIGGEST
ADVANTAGE

D social or cultural interaction with people
from other states and countries

☐ NEXT BIGGEST
ADVANTAGE

E the overall quality of life in my community

F the overall appearance of my community

☐ 3rd BIGGEST
ADVANTAGE

G an increase in the value of real estate

H other: _____

How likely or unlikely is it that you would do each of the following.
Please circle one response for each question.

	Very Likely	Likely	Not Sure	Unlikely	Very Unlikely
1. Recommend a good place to hike, fish, picnic, pick berries, etc. to a tourist if asked?	VL	L	N	U	VU
2. Write a letter to your newspaper <u>opposing</u> a tourism development project in your community?	VL	L	N	U	VU
3. Speak in <u>favor</u> of a tourism development project at your city council meeting?	VL	L	N	U	VU
4. Speak to or write a letter to your state legislator <u>opposing</u> a tourism development project in your community?	VL	L	N	U	VU
5. Be willing to serve on a tourism advisory board in your community to help plan tourism promotion and development?	VL	L	N	U	VU
6. Vote <u>against</u> a local resort tax on items such as hotel rooms and restaurant meals?	VL	L	N	U	VU
7. Be willing to volunteer 4 hours each month to help improve the appearance of your community to make it more attractive to tourists?	VL	L	N	U	VU
8. Vote <u>against</u> a state legislator who wanted to emphasize tourism development in Montana?	VL	L	N	U	VU
9. Write a letter to your newspaper <u>supporting</u> a tourism development project in your community?	VL	L	N	U	VU
10. Speak <u>against</u> a tourism development project at your city council meeting?	VL	L	N	U	VU
11. Speak to or write a letter to your state legislator <u>supporting</u> a tourism development project in your community?	VL	L	N	U	VU

PART 3: THE FUTURE ROLE OF TOURISM IN MONTANA

In this section, we are interested in your opinions regarding the future of tourism in Montana. Please indicate the amount you agree or disagree with each statement. Remember, there are no right or wrong answers; we only want to know your opinions. Please circle one response for each question.

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
1. If tourism increases in Montana, the overall quality of life for Montana residents will improve.	SA	A	U	D	SD
2. If tourism increases it could hinder traditional Montana industries such as timber, mining, and agriculture.	SA	A	U	D	SD
3. If tourism increases, it will be expensive to deal with the resulting environmental impacts.	SA	A	U	D	SD
4. If tourism increases it will mean more jobs and a better economy for Montana.	SA	A	U	D	SD
5. If tourism increases, residents will end up having to pay more for everyday goods and services.	SA	A	U	D	SD
6. If tourism increases, high-paying jobs in the lumber mills and mining operations may be threatened.	SA	A	U	D	SD
7. The state should do all it can to try and attract more tourists.	SA	A	U	D	SD
8. If tourism increases, Montanans will end up paying higher taxes to pay for the services tourists need.	SA	A	U	D	SD
9. If tourism increases it will lead to Montana becoming overdeveloped.	SA	A	U	D	SD
10. Tourism looks like the best way to help my community's economy in the future.	SA	A	U	D	SD

How likely or unlikely is it that you would do each of the following.
Please circle one response for each question.

	Very Likely	Likely	Not Sure	Unlikely	Very Unlikely
1. Recommend a good place to hike, fish, picnic, pick berries, etc. to a tourist if asked?	VL	L	N	U	VU
2. Write a letter to your newspaper <u>opposing</u> a tourism development project in your community?	VL	L	N	U	VU
3. Speak in <u>favor</u> of a tourism development project at your city council meeting?	VL	L	N	U	VU
4. Speak to or write a letter to your state legislator <u>opposing</u> a tourism development project in your community?	VL	L	N	U	VU
5. Be willing to serve on a tourism advisory board in your community to help plan tourism promotion and development?	VL	L	N	U	VU
6. Vote <u>against</u> a local resort tax on items such as hotel rooms and restaurant meals?	VL	L	N	U	VU
7. Be willing to volunteer 4 hours each month to help improve the appearance of your community to make it more attractive to tourists?	VL	L	N	U	VU
8. Vote <u>against</u> a state legislator who wanted to emphasize tourism development in Montana?	VL	L	N	U	VU
9. Write a letter to your newspaper <u>supporting</u> a tourism development project in your community?	VL	L	N	U	VU
10. Speak <u>against</u> a tourism development project at your city council meeting?	VL	L	N	U	VU
11. Speak to or write a letter to your state legislator <u>supporting</u> a tourism development project in your community?	VL	L	N	U	VU

11. If the following types of tourism developments were proposed for your own community, please indicate how much you think you would support or oppose these proposed developments. Please circle one response for each of the five different types of developments or attractions.

	Strongly Support	Support	Neutral	Oppose	Strongly Oppose
a. a human-built attraction (for example, a waterslide)	SS	S	N	O	SO
b. a natural resource-based development (for example, a guest ranch resort)	SS	S	N	O	SO
c. a cultural or historic-based attraction (for example, a visitor center or museum)	SS	S	N	O	SO
d. a visitor services development (for example, a hotel or restaurant)	SS	S	N	O	SO
e. a small, independent business (for example, a gift shop or RV campground)	SS	S	N	O	SO

PART 4: YOU AND YOUR COMMUNITY

In this section we would like to ask a few questions about you and your community. Remember, your answers are completely confidential, so please be frank.

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
1. If I had to move away from my community, I would be very sorry to leave.	SA	A	U	D	SD
2. I <u>think</u> the future of my community looks bright.	SA	A	U	D	SD
3. I'd rather live in the town where I live now than anywhere else.	SA	A	U	D	SD
4. If something isn't done soon, my community will lose a lot of jobs and people.	SA	A	U	D	SD

4. Were you born in Montana? 1 YES 2 NO

5. How many years have you lived in Montana? _____

6. How many years have you lived in your present community? _____

7. How much do you feel you personally benefit from tourism in Montana, in terms of economic, cultural, recreational, and other benefits? (please check one)

_____	not at all
_____	very little
_____	some
_____	quite a bit
_____	a lot

8. To what extent do you feel your job is dependent on the tourism industry?

_____	very dependent
_____	somewhat dependent
_____	only slightly dependent
_____	not at all dependent
_____	I'm not employed

9. What is your age? _____

10. Are you: 1 MALE 2 FEMALE

11. What is the highest level of education you have completed so far?
(circle one)

8th grade or less	9	10	11	12	13	14	15	16	17+
Elementary/Jr High				High School				College	Post-Grad

12. What is your occupation? Please indicate what you do, not who you work for. Please be as specific as possible. If you are a homemaker, student, or retired, please indicate.

Please use the space provided below to list any suggestions or concerns you may have regarding tourism in Montana, both now and/or in the future. Please summarize your remarks if possible.

Please place your completed questionnaire in the pre-paid self-addressed envelope provided and drop it in any convenient mailbox.

Thank You.

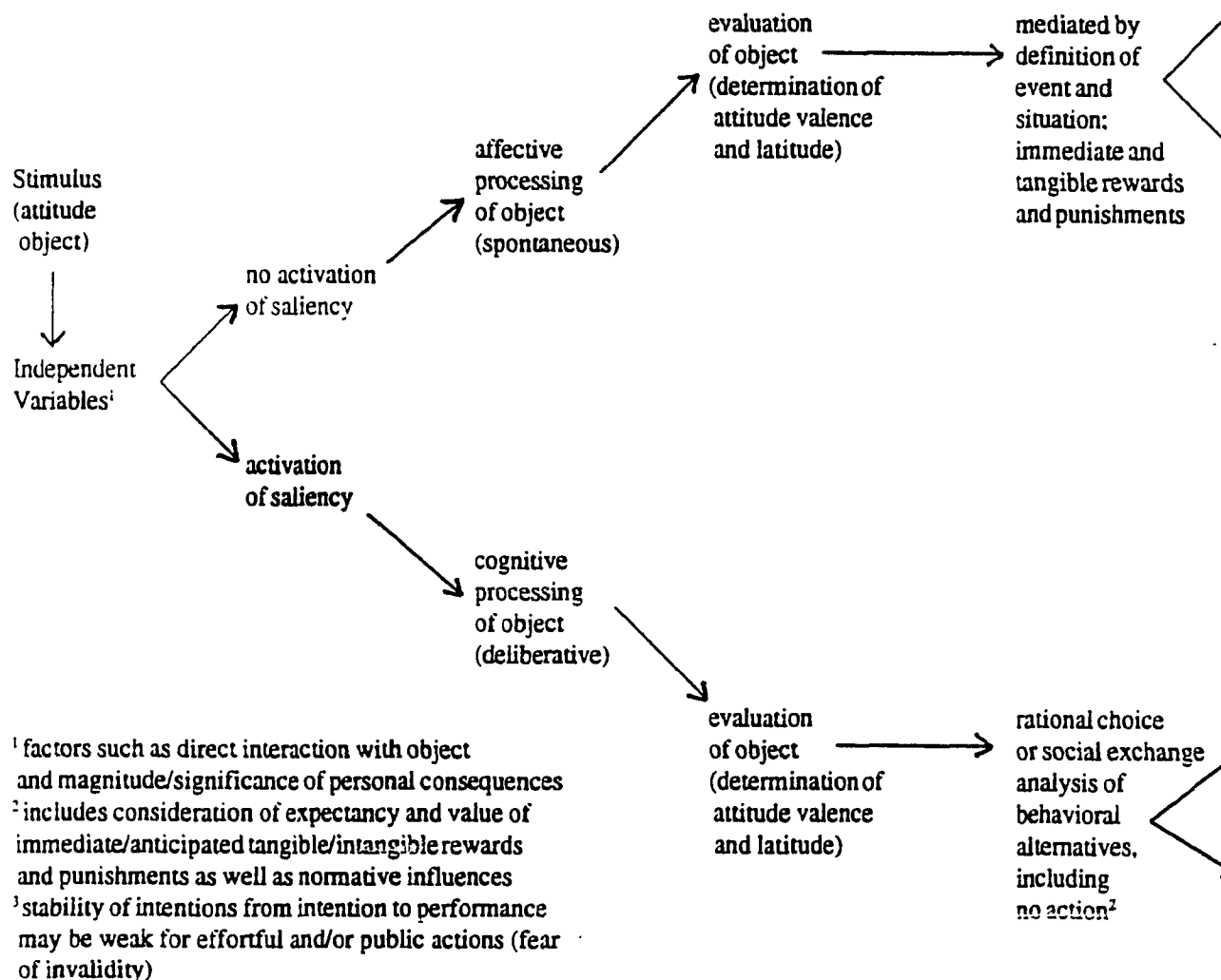


Figure 13. Proposed attitude-behavior model synthesizing d
spontaneous processing/attitude accessibility mo

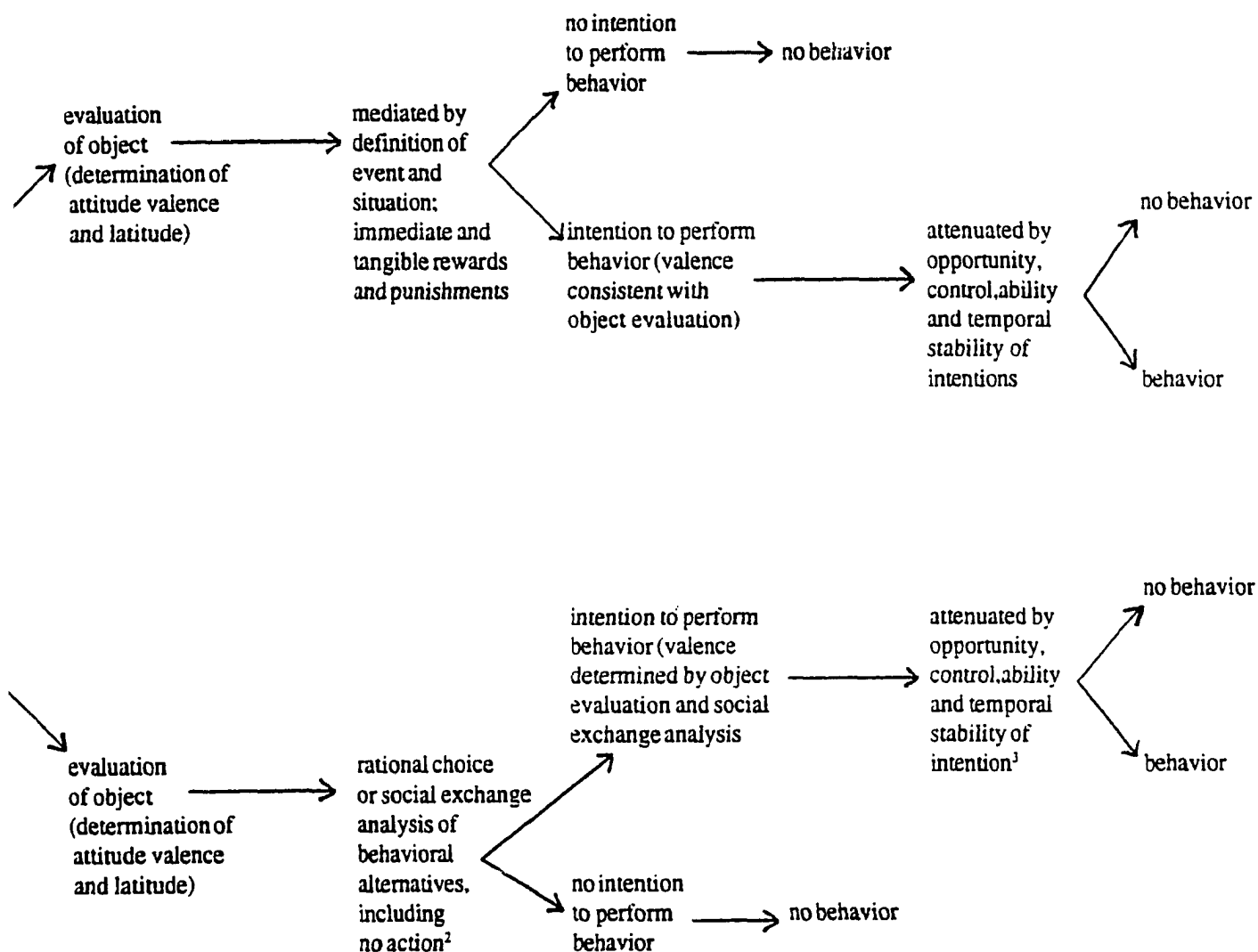


Figure 13. Proposed attitude-behavior model synthesizing deliberative processing/expectancy-valence model, spontaneous processing/attitude accessibility model, and rational choice/social exchange model.

